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MANAGEMENTAL INNOVATIONS AS A RESERVE FOR THE DEVELOPMENT OF UKRAINIAN HEALTHCARE INSTITUTIONS

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The external environment is constantly changing, new threats are emerging that increase competition, require the development and marketing of new innovation results. In these circumstances, health care facilities need to be reformed and additional sources of development sought. Thus, there is a need to develop, search for and implement innovations for this industry.

The term "innovation" was used by J. Schumpeter in the 30s of the twentieth century, where innovation meant changes to introduce and use new types of consumer goods, new production, vehicles, markets and forms of organization in industry [1, p. 208]. The innovation involved inventing new and improved ways to do so by modifying existing processes and / or creating more efficient procedures, ideas and products [2, 3]. Moreover, managerial innovations involve certain changes in the system of organization and management of enterprises in order to improve it and increase efficiency.

Conclusion. Finding additional reserves for the development of health care facilities in Ukraine is an extremely important and challenging task today, where managerial innovation should fulfill this mission, revealing new methods and forms of planning, work organization and operational processes. Thus, the application of managerial innovations in the activities of health care institutions of Ukraine is a promising means of obtaining long-term and significant competitive advantages, as well as a new way of organizing operational processes, which should provide additional funds for further development.

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