

MEDICAL MANAGEMENT AS A FACTOR IN ENHANCING THE EFFICIENCY OF DENTAL PRACTICE

<https://doi.org/10.5281/zenodo.19597129>

Abdujalilova Guzal Isroil kizi

*Master's Student, Tashkent State Medical University,
Tashkent, Uzbekistan*

Musayev Ulugbek Yuldashevich

*Associate Professor, Doctor of Medical Sciences (DSc),
Head of the Department of Public Health, Health Management,
and Physical Education, Tashkent State Medical University,
Tashkent, Uzbekistan*

Abstract

At present, the role of medical management in improving the efficiency of dental organizations is increasing. The main management functions influencing the quality of dental care, the rational use of resources, and the enhancement of a clinic's competitiveness are being developed. Particular attention is paid to the organization of staff work, planning, quality control of medical care, and the implementation of modern management technologies. It is concluded that effective medical management is one of the key factors in the successful functioning of dental institutions.

Introduction

The modern healthcare system imposes high demands on the quality and accessibility of medical care. Dental care occupies an important place in the structure of medical services, since diseases of the oral cavity are among the most widespread among the population.

In the context of increasing competition among medical organizations, the introduction of new technologies, and the growing demands of patients regarding service quality, medical management acquires particular significance. A properly organized management system contributes to improving the efficiency of dental institutions, optimizing the use of resources, and enhancing the quality of care provided.

Objective: To analyze the role of medical management as a factor in improving the efficiency of dental practice.

The Concept and Essence of Medical Management

Medical management is a system of managing a medical organization aimed at achieving high indicators of quality of medical care, economic efficiency, and patient satisfaction.

The main objectives of medical management are:

- organizing the effective operation of a medical institution;
- rational use of material, financial, and human resources;
- improving the quality of medical services;
- implementing modern management technologies;
- monitoring and evaluating performance outcomes.

In dentistry, management is of particular importance, since the activities of dental clinics require a high degree of coordination between medical staff, administration, and patients.

Specific Features of Managing Dental Organizations

Dental institutions have a number of specific features that must be taken into account when organizing management:

1. High technological complexity of medical services.

Modern dentistry actively uses innovative equipment, as well as digital diagnostic and treatment technologies.

2. Dependence of treatment quality on staff qualifications.

The professionalism of dentists and mid-level medical personnel directly affects treatment outcomes.

3. High competition in the dental services market.

For the successful operation of a clinic, it is necessary to take into account patient needs and ensure a high level of service.

4. The need for strict compliance with sanitary regulations and treatment standards.

These features require an effective management system based on the principles of medical management.

Main Functions of Medical Management in Dentistry

The efficiency of dental practice largely depends on the implementation of the main management functions.

Planning

Planning includes defining the goals of the clinic's activities, developing a strategy for growth, planning the volume of medical care, financial resources, and personnel policy.

Proper planning makes it possible to:

- increase the clinic's profitability;
- optimize dentists' workload;

- ensure the stable development of the organization.

Organization

Organization involves the distribution of responsibilities among employees, the creation of an effective management structure, and the provision of the necessary conditions for staff work.

In a dental clinic, an important element is:

- a clear distribution of functions among dentists, assistants, and administrators;

- equipping the clinic with modern equipment;

- organizing the workflow efficiently.

Staff Motivation

The quality of the work performed by medical personnel largely depends on the motivation system.

In dental organizations, various methods of employee stimulation are used:

- financial incentives;

- advanced professional training;

- career growth opportunities;

- the creation of a favorable psychological climate within the team.

Motivated staff work more effectively and ensure a high level of medical care.

Quality Control of Medical Care

Control is an important function of medical management and includes:

- assessment of treatment quality;

- analysis of patient complaints;

- compliance with medical standards;

- monitoring of sanitary and epidemiological requirements.

Regular control makes it possible to identify problems in a timely manner and improve the level of medical services.

The Influence of Medical Management on the Efficiency of Dental Practice

Effective management of a dental organization contributes to:

- improving the quality of dental care;

- optimizing the use of resources;

- increasing patient satisfaction;

- improving the economic efficiency of the clinic;

- strengthening the competitiveness of the medical institution.

Modern dental organizations actively implement management information systems, digital patient appointment scheduling technologies, and electronic medical records, which significantly increase operational efficiency.

Conclusion

Thus, medical management plays an important role in improving the efficiency of dental practice. A properly organized management system makes it possible to ensure high-quality medical care, use resources rationally, and increase the competitiveness of dental institutions.

Under the conditions of the development of modern medicine, the significance of medical management continues to grow. The implementation of modern management technologies, the improvement of managers' qualifications, and the development of a quality control system are important directions for improving dental practice.

REFERENCES:

1. Vyalkov A.I. Healthcare Organization. Moscow: GEOTAR-Media, 2018.
2. Lisitsyn Yu.P. Public Health and Healthcare. Moscow: GEOTAR-Media, 2019.
3. Starodubov V.I. Management in Healthcare. Moscow: Meditsina, 2020.
4. Kucherenko V.Z. Healthcare Economics. Moscow: GEOTAR-Media, 2017.
5. Shchepin O.P. Management in Medical Organizations. Moscow: Meditsina, 2018.