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METHODS OF HEALTH MANAGEMENT

Katrin Krahtova-Nasteva
University of agribusiness and rural development, Plovdiv, Bulgaria

Abstract: Management methods in the field of health care are a set of tools to influence the employee and the work process in order to achieve a specific goal. Choosing the right management approach is important for the team of employees, as well as for achieving the goal.

Keywords: management, manager, employee, leader, innovation.

МЕТОДИ НА УПРАВЛЕНИЕ В ЗДРАВЕОПАЗВАНЕТО

Катрин Крахтова-Настева
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The concept of management has become especially important in today's competitive and complex business world.No company today could develop successfully without a well-developed concept and management structure. Effective management is key to the survival and prosperity of every business.

As a process, management refers to the functions performed by managers for the productive use of material and human resources in order to achieve the desired goals.

Management is the efficient use of the resources available in a given enterprise, and directing the activity towards achieving certain company goals. Resources are: people, money, materials, methods and markets. Management includes planning, organizing employees, coordinating, motivating, and controlling the organization of the work process. Management allocates and combines these resources to produce certain desired results.

Once he is aware of the goals of the health facility, the manager must constantly monitor the progress and activities of the company, the actions of the people who work for him to ensure that it is moving in the desired direction. This is the first and foremost task of any leader.

Leadership is related to the concepts of "control" and "group strength". Leadership can be aimed at maintaining interpersonal relationships in the group or encouraging the group to achieve its goals (Aleksiev, 2011).

The job of the leader-manager is to find a way to turn the skills and talents of the team member into a higher level of performance. it is about maximizing human potential (Kesov, 2022).

A qualified manager can manage any business

Managers are involved in the processes of operational planning and budget planning and thus actively determine what must to be done, in what order it needs to be done and what kind of resources are necessary to be successful in achieving the plan

Innovation is finding new, different and better ways to perform existing tasks (Smilkova, 2021; Smilkova, 2022). Very often the customer is the one who provides the source of innovation. Planning and managing innovation is an ongoing task. The first thing a manager needs to do is keep in close contact with customers. The leaders of the company provide the most direct connection of the company with its customers.

Successful companies innovate in response to market needs, involve potential consumers in the development of innovation and understand consumer needs.

The manager can also maintain a relationship between customers and the company.

Developing a new idea, concept, product or service can be very creative, challenging and exciting. But on the other hand, detailed planning and organization of finances, marketing, administration, etc. is required.

While developing a new product involves a high degree of creativity, turning it into a successful business reality involves performing relatively more and more repetitive tasks

Tracking the activities and movements of competitors can also be a source of innovation as well as improvements in technology. To qualify as innovative, technology must be market-oriented and customer-oriented.

The manager who monitors the dynamics of the labor market can accordingly modify the product or service to meet customer requirements. This requires flexibility in the organizational structure to adapt to the necessary changes. A manager must constantly look for people with potential and attract them to join the company. It is up to the manager to unite the people in a team, which must be built on the principles of division of labor, specialization of work and mutual giving and taking.

Hiring good people is still a relatively simple task compared to keeping them. People can join a company because of its favorable image, but they will only stay if they find gratitude and job satisfaction.

To retain talented people, the manager must provide a comfortable work environment that is conducive to work. More important than the physical environment is the degree of freedom that the worker enjoys in making decisions within certain parameters of his or her work. When the worker knows that he has been trusted, he will make every effort.

The manager must also understand that each person is unique and the degree of experience in working with different aspects of the job varies from person to person.

Every manager is a leader and he must influence subordinates to work with desire to achieve organizational goals and inspire them to make the best efforts.

Conclusion: Each organization has an individual management policy and approach to its employees. Every manager must to know the situation, to select the most appropriate management styles; individual needs of every employee. Successful management is related to gaining individual and team motivation of the agreed goals, appropriate use of skills, energy and talent of every staff member.

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