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## **THEORETICAL FUNDAMENTALS OF STRATEGY IN THE FIELD OF HEALTHCARE AS A CONDITION FOR MEDICAL INSTITUTIONS AUTONOMIZATION**

*Modern medical reform in Ukraine envisages bestowing to the medical institutions greater autonomy in the process of decentralization through autonomy: the distribution of powers between local governments and health care institutions is changing. The implementation of this reform now largely depends on local authorities, it should turn local hospitals into autonomous municipal non-profit enterprises. Thus, there is a high demand for conscious management of changes that occur on the basis of a scientifically sound procedure for their prediction, regulation, adaptation to goals during external conditions changing. The most suited tactic for this is strategy, which has become widespread in recent decades.*

*However, prior to the reform, public health facilities were part of the national health care system and carried out the tasks of the Ministry of Health strategy. There is a situation when specialists received the organization, but do not know how to handle it.*

*The purpose of the article is to substantiate the proposals to strengthen the role of health strategy as a condition for ensuring the autonomy of medical institutions.*

*The weakness of strategic planning has been found to be that when it comes to strategy, it usually involves a comprehensive and perhaps not very detailed plan of behavior in the long run, which generally follows a predetermined goal, or a long-term, consistent, supported by ideology, resistant to uncertainty of environmental conditions prospectus, which is accompanied by constant analysis and monitoring in the process of its implementation and aimed at a specific goal to achieve success eventually.*

*Based on the study of scientific sources, it is proved that the strategy of development of objects of different levels is based on the system paradigm of the process of forming a holistic multilevel multi-object system of strategic management with a clear internal structure covering all components of the strategic process (objects and subjects of strategic planning, strategic institutions, strategic stakeholders, holistic and interconnected strategies for the operation of facilities at different levels – from enterprise to city, region or country as a whole, as well as mechanisms for their implementation).*

*Taking into account the peculiarities of health care management as one of the branches of the social sphere focused on the person as a whole and his higher life values – health and reproduction, the application of the concept of strategy based on global principles inherent in legally and financially viable systems, organizations and institutions. The peculiarities and principles of the proposed model of strategy for health care are determined.*

*The conducted scientific research allowed to come to the conclusion that strategizing in the field of health care is a process of elaboration and realization of strategic plans of development of branch, action plans concerning their realization, monitoring and an estimation of their realization. The implementation of strategy will lead to appropriate changes in the management system in health care. It will be necessary to form a different management model based on the concept of strategic management, effective in the transition to the autonomy of health care facilities. Practical recommendations for wide implementation of the new concept of healthcare strategy are substantiated. Further researches should focus on the study of foreign experience in the formation of a management model based on the concept of strategy, effective in the transition to the autonomy of health care facilities.*

**Key words:** *decentralization; autonomy of health care institutions; health care sphere; strategizing; strategic planning; strategic management; public administration; local self-government.*