

# Ensuring The Quality of Healthcare Services in Medicine and Dentistry: The Role of Medical Education, Regulatory Requirements and Effective Practices

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## ABSTRACT

The article examines the role of medical education, regulatory requirements and effective practices in ensuring the quality of healthcare services in medical practice and dentistry. The authors indicate that these factors directly affect the quality of medical care in any country of the world. By studying the structure of the issue, the researchers identify to what extent this or that indicator has an impact on increasing patient satisfaction with the medical services provided, on increasing awareness of medical workers of the work they perform on the medical care of the population.

An important role, according to the authors, is played by the results of the assimilation of educational programs by future doctors, as well as the effectiveness of their activities in internship and residency. Special emphasis is placed on the need to develop communication and ethical skills in future therapists and dentists. Regulations and standards in the field of medicine, as noted in the work, also play an important role in the organization of high-quality patient care in medical organizations of different levels.

Also, various innovations in the field of digitalization of the process of providing medical services play a leading role in the field of medical care, especially in the field of therapy and dentistry. It is for this reason that the study of best practices, as well as the experience of Russian and foreign colleagues, makes it possible to expand the scope of their activities by applying innovative tools and approaches in the field of patient treatment.

In general, the prospects of these areas of improving the quality of patient care in the field of dentistry and therapy will not only achieve this goal, but also increase the pace of development of these medical fields, which will favorably affect, in general, the development of domestic medicine.

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## INTRODUCTION

The quality of healthcare services is one of the key aspects determining the effectiveness and success of the healthcare system. It is the high-quality level of medical services that is the goal for all medical workers, not only specialized specialists, but also medical personnel [1]. The training of medical personnel plays a crucial role in the process under consideration. It is thanks to her that every year the ranks of therapists and dentists are replenished with more and more new specialists in this field. At the same time, the level of education of these specialists plays a huge role in improving the quality and innovation of modern medicine. Accordingly, the important role of educational programs, the quality of teaching and the organization of internships for future doctors is also undeniable.

## KEYWORDS:

Medical Services,  
Quality Indicators,  
Regulatory Requirements,  
Effective Practices.

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The skills that future doctors receive during their internship in medical organizations should be supported by a competent theoretical base, which should be based on modern achievements in the field of therapy and dentistry. It is also important to note that the regulation and standardization of medical practice help to minimize errors and shortcomings, which positively affects the level of safety in the provision of medical services [2].

Measuring the quality of medical institutions' services plays a very important role in hospital management and attracts increasing attention from the relevant senior managers of medical institutions. Since medical institutions provide diagnostic, treatment and rehabilitation services, it is necessary to improve the quality of service and the efficiency of these medical institutions. Therefore, appropriate measurement methods that can assess the quality of medical services of medical institutions and determine good medical management practices for the provision of high-quality medical services are problems related to medicine that medical institutions must solve immediately.

Effective and safe indicators of measuring the quality of medical services will contribute to improving their quality, as well as optimize the processes of providing related medical services and make it possible to intelligently allocate resources in the field of medicine.

All this will make it possible to balance the financial indicators of medical organizations and increase their economic efficiency. Standardization plays an important role in the process of improving the quality of modern medicine services. It is the consolidation of regulatory requirements that allows documenting the organization of appropriate control of the provision of services, which will allow the application of clinical guidelines and protocols, as well as to organize a feedback system with patients. Materials and methods. When writing the paper, a review of current literature, articles and scientific research was conducted within the framework of the research topic. The results of the study carried out using comparative, comparative and analytical methods show that the factors of influence under consideration should be taken into account when considering methods and approaches in the field of improving the quality of medical services.

## RESULTS

The medical industry is highly competitive, especially in the provision of paid medical services, for this reason, the quality of such services acts as an undoubted priority of the work of all employees involved in the provision of medical services. For this reason, the quality indicators of such services are an undoubted priority in the field of medicine [3]. In medicine in general, and in therapy and dentistry in particular, there are a number of qualitative indicators used to assess and measure the quality of health services, which allow an assessment of safety, effectiveness, as well as the degree of patient satisfaction.

Among the above indicators, a number of the most significant ones can be identified, which allow us to assess the level of quality of medical services:

- 1) the degree of competence of medical workers and the level of their professional training. Here, the qualifications of medical staff are evaluated, while special emphasis is placed on retraining and professional growth of personnel;
- 2) the degree of availability of services. The assessment

parameters here should include the overall possibility and timeliness of receiving medical services, the information component of this process, etc.;

- 3) the degree of security of the provision of services. In this vein, the analysis of the accuracy of diagnosis and the level of safety of certain medical manipulations is carried out;

- 4) features of clinical results. Here, the effectiveness of medical care, the occurrence of complications after certain medical manipulations, medical patronage, as well as the degree of patient satisfaction with the services provided are analyzed.

- 5) the degree of compliance with standards and regulations. When evaluating this indicator, the study of the peculiarities of compliance with professional standards, as well as regulatory documents and various prescriptions that are mandatory for the employees of a medical organization is carried out [4].

The above indicators are parameters for assessing the quality of medical services and allow you to assess how competitive certain services are in the field of medicine. However, these are only a few parameters that can form the basis for the development of a system for assessing the quality of medical care, since one or another of its areas has certain aspects that take into account the specifics of the organization of treatment, as well as the level of technology of medical manipulations. Accordingly, taking into account the branch of medicine, there may be other qualitative indicators: for example, in therapy it may be an assessment of the quality of remote reception or consultation of a doctor, in dentistry - an assessment of patient comfort in the process of providing services, etc. [5].

However, it should also be taken into account that the level of quality of medical services may be affected by certain problems. In particular, one of such problems may be the lack of a unified system of coordination and standardization of practice. The consequence of this negative factor may be an incorrect diagnosis due to the lack of a unified approach to this process, errors in the organization of patient care, as well as incorrect medicinal and procedural prescriptions. Accordingly, the absence of uniform regulatory requirements directly negatively affects the improvement of the quality of medical services provided, since it is difficult to talk about quality in the absence of standards [6].

It should be noted that on the basis of standards and regulations, the experience of a particular medical organization is formed, which is passed on to young specialists and which should form the basis of indicators of the quality of services provided. Today, patients have the right to choose a medical institution to receive the necessary medical care, and for this reason, reviews from other patients, as well as the reputation of a medical organization formed over a number of years and based on professional experience and the results of the work of employees, often play a decisive role in positioning a hospital or outpatient clinic at the city, regional and even federal levels.

Today, taking into account the development of the telecommunication Internet, information is distributed at an extremely high speed, so everyone and potential patients can get the data they need at any time without leaving home [7]. Considering that dental services even in state clinics are partially provided on a paid basis, and the development of paid clinics in which doctors of various specialties, including therapists and dentists, are receiving in the modern world is

also proceeding rapidly, the factor of business reputation stability is very important for any medical institution.

The level of demand for the clinic very often depends on the level of wages and the size of the bonus fund of its employees, which once again proves in favor of maintaining the necessary level of quality of patient care. Uneven distribution of medical facilities and insufficient availability of services can be a problem, especially in remote and sparsely populated areas. This can lead to delays in receiving medical care and patient dissatisfaction. Sometimes the healthcare system does not pay enough attention to patient experience and satisfaction. Communication with patients, participation of patients in the decision-making process and consideration of their preferences and needs may be insufficient [8].

Insufficient financing of healthcare can have a negative impact on the quality of services and the availability of medical care. Budget constraints can lead to shortages of medical equipment, long waiting lists, limited resources for training medical personnel, and other problems that make it difficult to provide quality medical care. Inequality in access to health care is a serious problem, especially in low-income and vulnerable groups of the population. This may be caused by economic, socio-cultural and geographical factors. Inequality can lead to uneven distribution of resources, limited availability of services and poor health in some population groups [9]. The lack of a feedback system between patients, medical personnel and the administration of medical institutions may hinder the improvement of the quality of services.

The lack of mechanisms for monitoring and evaluating the quality of services can make it difficult to identify problems and implement improvements. Specialists in this field have focused on the most important service measurements to improve patient retention, including a simple and standardized medical monitoring system to confirm the real condition of patients, a guarantee of continuous supply of medicines, reduction of indirect costs of patients (for example, transportation costs associated with travel to and from medical institutions), as well as strengthening communication between medical and medical services [10]. The introduction of modern technologies, such as electronic medical records, telemedicine and artificial intelligence, can improve the efficiency and quality of healthcare services. However, some medical institutions and specialists may face restrictions in the use of these technologies due to financial, technical or educational reasons [11]. The solution of the above problems will not only improve the quality of services in the field of therapy and dentistry, but also ensure a more effective treatment process for patients. This aspect will directly positively affect the life expectancy of the population of a particular country and the world, and indirectly - to increase labor productivity, since people with good health effectively perform their professional duties.

## DISCUSSION

As already noted, the quality of medical services is one of the main trends in the development of modern medicine. There is a need to organize project activities that will be aimed at taking into account patient's interests. In this regard, the activities of the entire staff of the medical institution should be aimed at providing conditions for long-term cooperation with patients who can receive both treatment for a long period and undergo the necessary measures within the framework of medical examination. In this case, patients will trust medical

professionals, which will also ensure their active participation in the process of medical services themselves and will enable physicians to monitor the health status of patients for a long time [12].

The focus on human health allows for optimization by reducing the cost of a number of features: a decrease in the quality of medical care; the use of new technological innovations; the use of quality management systems, which, thanks to an integrated approach, will allow the necessary economic optimization of the enterprise without deterioration in the quality of services provided.

In addition, it is extremely important to take into account trends and prospects for the development of medicine. One of these areas is digitalization, which today finds application in medical organizations, starting with the maintenance of electronic medical records and ending with the implementation of medical manipulations using robotics. IT specialists currently carry out highly technological developments in the field of medical technologies [13]. The study of algorithms for working with these technologies requires regular retraining and advanced training. In this regard, it is very important to carry out additional professional training of practitioners, as this will allow them to operate with new technologies in the future and improve the quality of their work.

Digital technologies are of particular importance when organizing remote consultations, when specialists of a particular clinic with significant experience in the treatment of certain diseases provide advisory assistance to their colleagues located in other cities or even countries. Such an exchange of experience allows not only to broaden the horizons and professional areas of the consulted, but also makes it possible to save more than one human life, since patients are often far enough away from leading medical centers, for this reason, the experience and capabilities of local medical specialists may not always be sufficient to overcome the disease. All this significantly increases the survival rate of patients and, as a result, the level and quality of medical care. Accordingly, digital technologies, developing, contribute to the growth of quality indicators of medical services [14].

Obtaining high-quality medical care for the population directly depends on the quality management of medical care, which includes the organization and control over the activities of the healthcare system. The modern quality management system of medical care can be represented in the form of a set of management structures and algorithms of actions that allow providing patients with high-quality medical care [15].

It is important to remember that the patient is a key figure in the development of medical organizations. If a patient receives high-quality medical services, then his level of satisfaction with their provision will constantly grow. Thus, there is a link between the quality of medical services and patient loyalty, there is a direct link, respectively, the professional growth of medical specialists, which also contributes to improving the quality of service and determines the competence of medical personnel, plays an important role in improving the quality of medical services.

The main goal of quality management of enterprises in the medical field is to preserve, maintain and improve the health of both the population attached to the organization and patients seeking medical care on a commercial basis by reducing morbidity, disability and mortality. Achieving this goal will allow management through improving the quality of medical care and the rational use of all available resources.

Among the factors that directly affect the quality of medical services, it is necessary to mention the support of high standards of professional responsibility, medical ethics, as well as the introduction of feedback and quality management mechanisms. The latter parameter is implemented through timely monitoring, audits, patient participation in quality assessment and the use of data to make informed decisions.

## CONCLUSION

The quality of medical care can be defined as a complex combination of certain parameters that meet the patient's expectations in medical care, with an assessment of the level of use of science, technology and standards. The characteristics of the quality of medical care can be defined as a number of specific components, such as: professional competence, accessibility, interpersonal relationships, efficiency, continuity, safety, convenience and compliance with patient expectations.

Ensuring the quality of medical and dental services is a key aspect of healthcare. Despite the existing problems, there are a number of prospects that can contribute to improving the quality of medical care. Improving the quality of healthcare services requires continuous improvement and innovation. In general, the development and implementation of measures aimed at eliminating problems and introducing promising approaches will help ensure high quality of medical care and increase patient satisfaction in medical practice and dentistry.

## CONFLICT OF INTEREST

The authors declare no conflict of interest.

## AUTHOR CONTRIBUTIONS

All authors contributed in reviewing the final version of this paper

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