

International Conference on **HEALTHCARE AND MEDICAL INFORMATICS**

August 02, 2021 | Webinar

Strategies of Human Resource Management in Health Care: Challenges and Opportunities for Health Facilities**Viktoriia Borshch***Odessa National Medical University, Ukraine*

Statement of the Problem: Human resources (HR) are one of the main competitive advantages at the modern health facility. But nevertheless, there are low levels of investment in HR, which is caused by the underestimation of the strategic approach to HR management in the health care. This considerably impacts on health facilities' performance. The purpose of this study is to describe the experience of seeking best practices of strategic HR management for health facilities in order to increase their efficiency in the context of COVID-19 pandemic. Methodology & Theoretical Orientation: Qualitative research design across top-managers of the public and private facilities was utilized during this study. Total number of in-depth interviews is 150. The qualitative data analysis was conducted by using NVivo. Findings: Strategic approach to HR management in the health care enables to increase level of investments in order to ensure continuous professional development of the staff and to increase the quality level of health services. It also allows strengthening HR brand of health facilities by means of adequate mechanisms of motivation and career management. Social and professional adaptation is also considered as a key element of HR strategy. Conclusion & Significance: Findings revealed the most effective strategies of human resource management, which are most appropriate for health facilities in the context of COVID-19 pandemic. Recommendations are made for health facilities in order to increase their efficiency by strategically harnessing their workforce.

Biography

Viktoriia Borshch is a vice-rector for prospective development in Odessa national medical university, Ukraine, and has her expertise in healthcare management, Professor of the Department of Management and Innovations. The main scope of research is managerial capital and HR management in health care. She has an experience in research, teaching and administration work in education institutions. She is an author of more than 120 scientific works in field of innovation management, strategic management, HR management, healthcare management.

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