

- Examination and preventive inspection with specialists;
- Watching video films;
- Receiving brochures, pamphlets, memos on problems of health lifestyle, planning family, contraception, prevention of narcomania, alcoholism, and smoking, infections that are passed on sexually;
- Pregnancy test.

The main requirement towards organization of YFC is placing a clinic in a comfortable and well-equipped building with a separate entrance. A territory, provided to teenagers only, decorated by teenagers, considering their wish and suggestions. Objectives of YFC are:

1. Diagnosis, treatment, and prevention of diseases via organizing consultations and annual preventive examinations.

2. Informational and consultative maintenance, aimed to alter teenager's attitude towards their own health and form a desire to follow a healthy lifestyle among them.

Also «Scholl of preparation for healthy maternity and paternity», educational school «Teenager», «School of training volunteers» operate. A work, aimed to train volunteers from students that are ready to participate in enlightenment work with their peers according to the principle of equality. Volunteers help to carry out information campaign of attracting teenagers and youth to YFC. They participate in development and organization of trainings, design of graphic information, assist in carrying out questioning, distributing sanitary-enlightenment literature.

A web-site for Internet consulting has been created within the system of YFC. A teenager can receive a competent answer anonymously and free of charge, and, in case of necessity, he can continue a discussion directly with a specialist. In order to attract teenagers and youth to YFC, Wi-Fi areas have been organized in clinics.

In order to provide medical-social and psychological assistance to teenagers and the young, contact phones operate in YFC. They are available round-the-clock.

Efficiency of measures, aimed to protect reproductive health of the studying youth, that have been implemented at the base «Youth-friendly clinic», has been defined by an increase in knowledge on risk factors of reproductive system diseases, awareness of contraception and undesired pregnancy, change in reproductive behavior (safe sexual relations – from 69,2% to 89,6%, constant partner – from 72,5 to 80,4%, usage of hormonal contraceptives – from 8,7% to 15,7%).

96 out of 100 respondents consider creation of specialized center, where teenagers and young people can ask for medical assistance, as a necessity.

Efforts of medical workers only are not enough to educate a healthy generation in physical and moral meaning. Inter-agency approach is necessary in this case. YFC collaborates efficiently with institu-

tions of education and social protection of people, guardianship and trusteeship, youth organizations, bodies of inner affairs, means of mass media. YFM refer to new modern technologies of serving teenagers, they should be developed extensively.

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#### CARRYING OUT SELF-EVALUATION OF A MEDICAL INSTITUTION IN TERMS OF QUALITY CONTEST

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The article presents some basic principles of evaluating activity of medical institutions according to a «Self-evaluation» – correspondence to a management model that the institution selects as a standard.

An improvement in activity of a medical institution is grounded upon regular analysis of a real condition of work according to quality of its results (A.A. Kaliniskaya, A.K. Dzuayev, 2009, V.M. Levvanov, 2012, V.O. Schepin, L.F. Molchanova, A.A. Kaliniskaya, E.Y. Shaktova, 2011).

In the world practice comprehensive analysis of an organization activity that is carried out by employees of this company, has been called «Self-evaluation». It is an overall and systematic analysis of an institution's activity and its results in comparison to a selected standard.

Self-evaluation takes place according to a model of management that has been selected by a certain institution as an ideal example. It can be a model of bonuses for quality or any other international standard (e.g. standards of ISO 9000) or a model, developed within the institution.

All models of business perfection base upon eight fundamental principles that correspond to the concept of «Universal management according

to quality» – total quality management (TQM). It is a direction towards a consumer; leadership and consequent achievement of goals; management of understanding process and facts; involvement of the personnel; continuous cognitive activity and innovations; development of partnership; public relations; orientation towards results. All quality management models of the world as well as models of managing quality of medical care have evolved according to principles of TQM and stages of development of study of quality management.

Self-evaluation according to models of bonuses for quality has become extremely popular during recent years. The most widely-spread in the world practice are: the model of Deming bonus – in Japan, model of Malcolm Boldridge bonus – in the USA, model of the European bonus. In Russia such management model is a one that corresponds to criteria of the bonus of the Government of Russian Federation in the area of quality that is harmonized with the model of perfection of the European fund of quality management (EFQM Excellence Model) and used in the contest of European quality contest.

Correspondence to the bonus of the Government of Russian Federation in the area of quality is evaluated according to nine criteria. Each of them is divided into components that contain special evaluation lines. Evaluation is carried out according to an expert method via charging percents that describe achievements of scientists in every component.

Let us outline some advantages of this approach:

- It provides an objective quantitative evaluation according to a unite general criterion complex in terms of a selected model;
- It allows one to evaluate dynamics of an institution development;
- It allows an institution to compare its activity with that of other institutions that participate in a contest;
- It reveals relations between achievements and implemented methods;
- It reveals strong points and areas that are to improve, including processes that need to be improved;
- It stimulates study and implementation of experience of other institutions.

Facilitation of self-evaluation is also supported by developers of ISO 9000 standards. As an attachment to the national standard GOST R ISO 9000-2010 «Systems of quality management. Guideline for a continuous improvement» recommendations on self-evaluation are given. The very standard serves as a model in it.

The following definition is given in this standard: «Self-evaluation of an organization is a comprehensive and systematic analysis of activity of this organization and its results according to the system of quality management or the perfection model (e.g. model of bonus of quality)». The same document claims that self-evaluation is a type of activity that is implemented in estimating the system

of quality management (SQM) as well as its audits and analysis. In other words, self-evaluation can be used to estimate an organization's activity as a whole, and its SQM only.

Methodic guides in facilitating method of self-evaluation in terms of SQM (according to the standards of ISO 9000) recommend:

- The higher management should create an organization that is directed towards a consumer via using correspondent approaches to evaluate improvement of processes such as self-evaluation and analysis by leaders;
- Results of audits and self-evaluation of an organization should serve as an initial data in estimating efficiency of quality management system that considers interests of consumers and other interested parties;
- Self-evaluation should be discussed regularly in order to evaluate the completeness of the development of quality management system, organization's operation level, and also to find possibilities for future improvements.
- Results of self-evaluation should serve as an information source in studying correction measures;
- Data of self-evaluation can be used as initial data to support processes of improvement.

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#### IMPROVING QUALITY OF PUBLIC MEDICAL CARE

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The article provides basic principles of management in health care according total quality management (TQM).

State program of Russian Federation «Development of health care» during 2012–2020 includes the principle of total management according to quality (TQM) – «improvement in quality».

Principles of managing an organization of a certain process are especially urgent in health care.