

Therefore, the average summary peak value of balls of finger distal phalanxes on both right and left hands also can be used in determining on sex of a person by his fingerprints dermatoglyphic.

**Findings:**

1. The presence of the test prints arch patterns, pseudo loop arches, single-loop arches and loop-glomerular curves prints were in female.

2. The presence of curved loops, ulnar loops, two-loop curves and rocket-shaped ulnar loops indicate their face male.

3. There is a direct correlation between average summary peak value of balls of finger distal phalanxes on both right and left hands and the gender of those who had taken these prints.

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## **Development the marketing department in medical institutions**

**Abstract:** Formation of a new entrepreneurial approach in medicine is closely linked with the development of the socio- economic structure of society, with the ability to quickly perceive the results of scientific and technological progress. Under these conditions, the development of marketing services is particularly important and necessary. The article presents the advantages of the use of marketing in health care facilities, as well as the results of studies conducted in private medical clinics system.

**Keywords:** marketing, finance, medical facilities.

The functioning of the health care system and its actors in the market economy is complicated by a number of objective and subjective factors: insufficient development of market relations in this sphere, weak preparedness of the heads of medical institutions on the problems of management in the conditions of market economy [2].

The management of medical institutions in terms of economic health care reform is a very complex process, many elements of the theory of management and marketing unfamiliar healthcare executives [3]. The development of the theory and practice of management of medical institutions is by trial and error.

Marketing in health care — the new discipline. This is due to the fact that during several years of health medical services was not sold but was regardless of their value. So you need to use marketing as a philosophy, strategy and method was not [2].

The application of marketing in healthcare helps to optimize the activity of medical institutions, which helps health care organizations to efficiently plan their activities. Marketing gives the opportunity to predict turnover, to study the needs of the market of medical services, the application of marketing research gives the opportunity to determine what services will find a demand from the consumer but the consumer is willing to pay for it and whether he is ready to pay at all or not [1].

Knowledge of the mechanism of functioning of the market of medical services and rules of interaction between market counterparties will assist the Director of health in its work to ensure the normal functioning entrusted to medical institutions. In modern conditions, one of the most important things is the increase in the number of consumers of medical services used in medical institutions. This increases the amount of health care provided to the population and increases the income of health care institutions. Using methods marketing management, aimed at attracting consumers of medical services and the optimization of treatment-and-prophylactic establishments. It is therefore necessary to explore the market and make the best management decisions, even in conditions of lack of awareness [3].

The use of marketing research communications in conjunction with marketing communications impact is able to significantly increase the use of patients and increase the incomes of health care institutions. Applying statistical methods of research it is possible not only to analyze the effectiveness of marketing methods, but also to determine the share of paid medical services in General. In addition to receiving treatment-and-prophylactic institutions of funds, the use of marketing communications aimed at building new relationships between patients and medical institutions [2].

Marketing communications effects reinforce the focus of preventive and curative care to the population on the formation of his needs in their own health, which is one of the most urgent social and hygienic problems for modern society. Thus the formation of new threads consumers of health services in health facilities. The result should be a reduction in the number of cases of self-medication and self-referral of patients to unqualified professionals that allows you to have the reserves to improve the quality of health [4]. Proper management of medical institutions in today's socio-economic conditions can not only improve the quality of health of Uzbekistan, but also to increase the income of medical institutions in the conditions of activity of competitors [5].

**Objective:** to analyze the effectiveness of marketing principles in medical institutions.

**Materials and methods:** the Main method was a survey, which was conducted on the basis of 25 private medical institutions covered by the survey, 39 respondents in leadership positions such as: Director of the clinic (21 %), chief physician clinics (64 %), Deputy Chief Physician (15 %). The study included surveys and interviews of senior staff for expert evaluation of the opinions and knowledge of leaders in the field of marketing and its application in medical institutions, Tashkent.

**The results of the study.** Installed the advantages and disadvantages of implementation of service marketing in the health care system showed that existing sufficient amount of time on the market, private medical institutions apply the principles of marketing as an integral part of the development of the market of medical services.

Managers of private medical institutions, it was noted that they should apply the marketing functions (noted 94 %), but not always, they seek this help from professionals in marketing or consulting company to provide marketing services (market analysis of medical services, marketing research, demand analysis and proposals, advertising and promotion of goods or services and many other functions). If you go directly to the marketing of health or marketing in healthcare, we can note the significant growth of interest from institutions working in this area for marketing. Of course, we cannot say that the calving of marketing exist in all private clinics of the Republic of Uzbekistan, but the working position — marketing (35 %), marketing Manager (28 %), marketing specialist (22 %), analyst (27 %), and often is. More often, or almost always (98 %), marketing is present in the pharmaceutical companies, especially in the representative offices of foreign pharmaceutical companies (100 %). The experience of foreign pharmaceutical companies has shown high efficiency of marketing, especially in such a highly competitive business as a pharmaceutical. If you compare the level of development of the marketing of pharmaceutical companies and medical institutions that provide medical services, this comparison is not in favor of medical institutions. Another aspect of

determining the effectiveness of the application of the principles of marketing in the private health sector had knowledge of the leaders in this field. Knowledge of definitions of marketing heads of institutions in 72 % of cases were not complete, in connection with what is important in the development and implementation of marketing principles in medical institutions of Uzbekistan, which will help to make private clinics medical market is competitive, efficient use of resources.

**The conclusions.** The work of medical institutions in the market conditions can change dramatically, and under the influence of various factors that be taken as a positive result (profit) or negative (loss). The role of the state in this scheme is limited to the creation of conditions for the existence of the market for medical services and protection of the rights of their consumers, so the state provides a guaranteed minimum of medical care for all citizens and pursues a policy aimed at full satisfaction of social needs of the population. And for this to happen it is necessary to promote the creation and development of marketing in health care with specially trained professionals marketers, which would take into account the possibilities and barriers of the market of medical services and contributed to the harmonious development of medical institutions in the market.

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