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CONCEPTUAL APPROACHES TO INTRODUCTION OF THE SYSTEM OF COMMUNICATIONS ON HEALTH SERVICE REFORMING IN UKRAINE

In Ukraine held healthcare reform. First reform provides comprehensive measures that affect all levels of health care and its components. The goal of health care reform in Ukraine's development and progress of this system, which will by ensuring equal and fair access of all citizens to health care and adequate to significantly increase the quality of their contribution to the health system to improve the health of the population. Low level of awareness on health care reform in a country that has a negative impact on the level of commitment to the reform measures. Population and health workers receive information on reform in 39.5 % of cases televised, 7.25% – from newspapers, 33.0 % – from relatives and friends, and only 3.75 % of the officials and

10.25 % of health workers. As a result, 89.25 % believe that medical care will be less accessible and only 10.75 % think that it will improve. The ways of solving this problem through the creation of a sector of communications. Submitted authors proposed areas of communicative activities, basic forms and methods of communication work. Sector-wide communication system of health care reform should meet the needs of target groups in health communications, forecasting its positive and negative impacts and ensure communications systems in health care and direct all participants need comprehensive, accurate and timely information that ultimately will form a commitment to public health reform and support its strategy.