

Importance of Existence of "Green" Clinics in Epidemiological Situation

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Abstract. The current conditions of the health care system is characterized by significant changes, the main features of which can be identified as socio-political shifts, changes due to the epidemiological situation and etc. This article reviews the importance of the existence of "Green" clinics in the epidemiological situation.

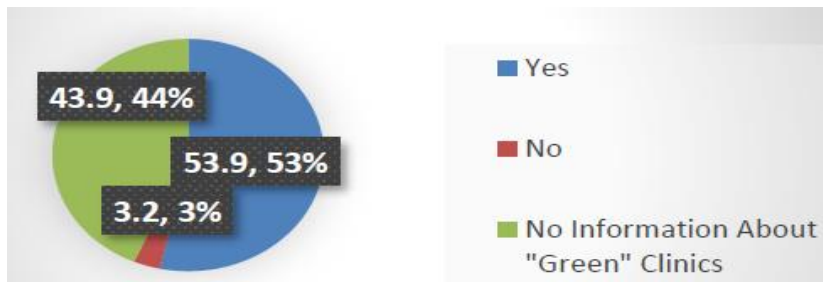
Key words: "Green" clinics, healthcare system, epidemiological situation.

World health systems used to face challenges such as various infections and communicable diseases. The world is still facing this problem and this challenge is COVID-19. Although the disease appeared just a year ago, it has already claimed the lives of lots of people around the world and caused great economic damage to countries, and of course Georgia is no exception. Considering that this process is still ongoing, and although experts promise beneficial and optimistic moves to defeat the disease in the near future, the future is still uncertain.

Current epidemiological situation aroused my interest and my research is connected to this field, this situation made me present weak and strong sides of Georgian Healthcare System and I tried to explain the importance of existence of "Green" clinics and the role of marketing for the proper functioning of the clinic in times of crisis and finally, we developed recommendations for clinics on what their main focus should be on pandemic conditions and the involvement of marketing in this process as a key component of management. The questionnaire consisted of ten questions, the first question was the age of the respondents to determine what age category participated in the research and how each category behaves during making the choice according to their answers, the second and third questions

were about whether these people had been infected with Covid and whether they were at risk, the next question we asked was how much information they had about the existence of "Green" clinics; It was important to know in case of a planned examination (if the patient is not infected with Covid) which clinic they would prefer to go to: a hybrid or a Green clinic; We were also interested in according to which patients choose clinics- searching the internet for information, taking into account the experiences of relatives or going to the facility where their doctor refers them, it was also important to know what patients pay most attention to when visiting a clinic -price, cleanliness, kindness of the staff or the qualification of the doctor. The questionnaire also revealed the extent to which the pandemic situation

affected patients' planned treatment, whether they postponed surgeries or regular preventive visits due to the mentioned circumstances. 280 people took part in the research.



The research shows that the existence of "Green" clinics is important for the majority of people, 43.9% of people do not know at all what this institution is for, very few 3.2% do not see the need for such a clinical need.

Thus, we can conclude that it is necessary to raise the awareness of patients and potential patients in this direction to minimize the risk of spreading the disease and naturally there will not be many facilities across the country in this epidemiological situations, but there should still be a few ones where non-infected patients, who need planned treatment, should feel safe.

Conclusion

The existence of so-called "Green" clinics, at least one in every major city, is necessary, it is desirable that the clinic is multidisciplinary, so that patients can receive the desired medical interventions in one space. As the research showed, many respondents do not know what a "Green" clinic means at all, it is necessary to raise their awareness in this direction. The majority of patients postponed the services due to the current conditions, but also a large percentage of the respondents were not afraid of the epidemiological situation and carried out planned interventions. "Green" clinics need to be more active and implement marketing activities to raise awareness so that patients can apply more freely for their medical interventions.

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