

RUNNING CONTROL EVENT No. 1.
Maximum number of points 15

Algorithm for conducting a "checkpoint" in the MOODLE educational environment, for each student there are three tasks, by the method of random distribution from a downloadable database of tasks (attached):

1. Glossary of terms: 2 terms -2 points;
2. Oral presentation (1 topic) –5 points;
3. Control questions for an interview - 2 questions - 8 points.

OBJECTIVE BASE

1. Glossary of terms

1. Medical marketing is a set of measures aimed at studying demand, organizing production and creating conditions to meet the needs of the population in various types of medical goods and services.
2. Medical organization - a legal entity, regardless of the organizational and legal form and form of ownership, carrying out medical activities as the main (statutory) type of activity on the basis of a license issued in the manner prescribed by the legislation of the Russian Federation. Individual entrepreneurs carrying out medical activities are equated to medical organizations.

2. Topics for oral presentation:

1. Economic analysis of the activities of a medical organization, its basic principles and content

3. Test questions.

1. Economic problems of modern healthcare in the world and in the Russian Federation.
2. Economic resources of health care. ...