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[Sănătate publică și management sanitar]
(V.-I. Popovici and T. Tătaru, Craiova:
Universitaria Publishing, 2019)**

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Book Review

Public health and health management [Sănătate publică și management sanitar] (V.-I. Popovici and T. Tătaru, Craiova: Universitaria Publishing, 2019)

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Abstract: *The work we are briefly referring to here addresses an important issue within modern didactics, namely "public health and healthcare management." Those interested will discover in the book's pages fundamental aspects regarding public health and healthcare management, including proposed solutions to issues related to these concepts. The main sections cover: the social health insurance system, healthcare management in Romania, human and financial resources in healthcare, the specific organizational culture in the healthcare field, and more. The fact that Romania's healthcare system faces numerous difficulties makes this work useful for managers in the healthcare sector, doctors, educators/researchers, medical students, with the authors imbuing the content with a remarkably accessible and comprehensive character.*

Key words: Public health; health insurance; healthcare services; healthcare management; human and financial resources in healthcare.

Taking into consideration that public health – as stated by the World Health Organization – is the science that examines the health issues of a population, the health status of the community, environmental hygiene services, general health services, and the management of medical care services, we can more easily comprehend the importance of the work we are referring to here: Public health and health management [Sănătate publică și management sanitar] (by: Virgil-Ion Popovici, Tiberiu Tătaru, Craiova: Universitaria Publishing, 2019, ISBN:978-606-14-1486-4, pages: 270).

Usually, a country's well-being concerning the population's health heavily relies on the existence of an efficient medical system. The quality of individual life and the overall health of a community are upheld and sustained through appropriate medical services. It's recognized that a manager's role in any organization involves significant responsibilities, including the management of financial resources and personnel.

The authors of the work highlight, „Although Romania shifted to a market economy long ago, the healthcare system reform cannot be considered a done deal, as evidenced by the numerous deficiencies and shortcomings in this field. There is still a need for a change in the mentality of the doctor-patient relationship, along with a important reconsideration of

responsibility towards the entire healthcare system as a whole. In this context, the extremely important role of management is reiterated.” [1].

New horizons of approaching concepts such as health, public health, healthcare services, management, and healthcare management are currently being opened [2-5]. Without defining



these concepts, their interdependencies cannot be understood, nor can the system they compose be comprehended. Addressing the theoretical aspects of health and healthcare management, the two researchers behind this work have structured the material in a logical and easily navigable manner, making it accessible and understandable. Thus, Chapter I, „About Health and Social Health Insurance”, addresses issues such as: Conceptual aspects regarding health; Factors influencing health status; Health education; Health promotion and social marketing; Techniques used in health education; Social health insurance; Ethics in allocating resources in the current public and private medical system - perspectives; Dissolution of the National Health Insurance Fund or the path from social solidarity to fiscal inequality; The Romanian healthcare system, between European and local funds. The following chapter (II) „Evolutionary

Aspects Regarding Management" includes: Generalities about management; Principles of management; The manager - the key to an organization. Their competencies; Managerial roles; Leadership styles; Leader-leadership; Management functions.

Chapter III, "Healthcare Management in Romania", extensively covers: Organization and functioning of the public healthcare system in Romania; Organization of health insurance houses; Characteristics of managerial activity; Deficiencies in the healthcare system; Improving decision-making in the healthcare system; Accreditation and allocation of resources in hospitals; Hospital management; Evaluation of the hospital in terms of quality.

Chapter IV, „About Human and Financial Resources in Healthcare”, addresses issues such as: The place of human resource management within an organization; General principles of human resource management; Policies and general practices of human resource management; Who are the human resource managers in an organization?; Financial management – concept; Functions of financial management; Types of healthcare system funding; Hospital financing.

Chapter V is dedicated to „Organizational Culture”, discussing this concept and its manifestations, alongside: Components of organizational culture; Classification of organizational culture; Managerial culture; Functions of organizational culture. All of these are associated with a glossary of terms and expressions.

The authors considered that, in accordance with Law no. 95/2006 regarding the reform in the field of health in Romania, among the main areas of public health assistance intervention is „public health management”, and this is based on multiple managerial components: (i) management of policies, planning, and development of the public health system; (ii) formulation and implementation of evidence-based public health policies; (iii) research in the field of public health and healthcare systems; (iv) international collaboration and cooperation in public health.

Therefore, in conclusion, it is stated that „Health, in general, and public health, in particular, are very important and extremely sensitive fields within a society. The interdependence between public health and healthcare management is evident, in the sense that good public health is the result of efficient healthcare management. This managerial performance in any healthcare system can only be achieved through objective and judicious management and allocation of financial resources primarily, but also of human resources to an equal extent, in order to achieve the proposed objectives and goals.” [1].

What would be beneficial is for the ideas found in the work we are referring to here to be significantly implemented in managing healthcare services in Romania, which would lead to an increase in the performance of the discussed sector.

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