

SUMMARY

Management of social image of the modern organization on the example of Pyatigorsk's branch of the State budgetary institution of healthcare of Stavropol Region «Regional specialized psychiatric hospital No. 3»

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The information about the Contracting Authority: Pyatigorsk's branch of the State budgetary institution of healthcare of Stavropol Region «Regional specialized psychiatric hospital No. 3»

The Topicality of the Research. At present time, the psychiatric hospital is the main clinical structure in which patients are checked up, methods of their treatment are developed and introduced, and ideas about mental diseases are formed. Psychiatric institutions aren't only provide various types of psychiatric care, but also engage in various theoretical developments, perform the functions of the educational centers. However, despite of these facts, society retains predominantly negative attitude to psychiatric hospitals overall.

The relevance of this study conditions on a number of problems, such as:

- wrong, distorted ideas about the implementation of the mental health service;
- predominantly negative attitudes of society towards psychiatric institutions overall;
- lack of sufficient information in modern society about the situation and living conditions in a psychiatric institution;
- inefficiency of technologies of management of social external and internal image of the organization.

The Objective of the Research: Analysis of the activities of a psychiatric institution in the organization of social image management.

The Tasks of the Research:

Theoretical analysis of the mechanisms of formation and management of internal social image of the modern organization; identification of the essence and content of the social image of the modern organization; study of the specifics of social image management in GBUZ SK «Regional specialized psychiatric hospital № 3»; analysis of the internal and external social image GBUZ SK «Regional specialized psychiatric hospital №3»; development of the practical recommendations to improve the management of social image of the organization in modern conditions.

The Theoretical and Practical Significance of the Research. The results of the study allow expanding the theoretical understanding either the specifics of the management of the social image of the organization or the specifics of the management of social image in a psychiatric hospital.

General theoretical and practical conclusions of the study will be useful for the heads of public organizations, including medical ones, in the aspect of creating a favorable internal and external social image of modern organizations.

The results and provisions, which were achieved in the study of the main aspects and features of the formation and management of social image of modern organizations can be used in the activities of the Pyatigorsk branch of the State budgetary institution of health of the Stavropol Region «Regional specialized psychiatric hospital № 3», which will contribute to the development of the status of medical institutions.

The Findings of the Research. Currently, the social image of the organization is a key constructor in creating its image, as it is an active participant in the civil will. The social image of an organization can be internal and external.

Thus, the internal image of the organization is a holistic, summarized image of the organization in the perception of its participants, reflecting the key processes.

The external social image of the organization is the representation of the general public about the social goals and the role of the organization in the economic, social and cultural life of the public.

Currently, the management of healthcare institutions is forced to solve a range of marketing issues and improve their image, which includes the study and satisfaction of the demand for certain medical services, the search for ways to promote them and the strategy of activity in a tough competition.

Effective management of the image of the organization is based on the financial capabilities, resources, goals and specifics of the organization, as well as on the experience and professional competence of employees.

Recommendations: Recommendations for the formation and management of external social image:

- conclusion of the treaty with the editorial boards of regional and district media on the information cooperation and support of a psychiatric institution;
- improvement of the organization's website, working on information content. Adding information to the sections "News", posting photo galleries, adding a section "Feedback of the relatives of the patients." Using of technologies in the promotion and website optimization;
- organization for more qualitative and efficient reception of electronic queue's visitors.

Recommendations for the formation and management of external social image:

- holding corporate holidays: World mental health day, Medical worker's day, with the involvement of the media;
- holding meetings and sessions (dedicated to the days of national memorable and solemn dates);
- holding evenings of fellowship and recreation among the employees.