

COMMUNICATIVE COMPETENCE OF FUTURE DOCTORS AS A NECESSARY COMPONENT OF OPTIMIZING THE SYSTEM OF MEDICAL SERVICES

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Introductions. Given Ukraine's integration into the European educational and scientific space, the professional activity of future doctors requires a high level of education, professionalism and culture. In this context, higher education institutions face a responsible task - to provide highly professional training of specialists in this field. One of the priority trends in improving the professional training of future doctors is the formation of professionally significant qualities in them, including communication. The problem of professionally significant qualities of future doctors is in the center of attention of such scientists as Yu. Voronenko, L. Dudikova, V. Dubrova, O. Demin, M. Zhovnir, T. Leshchenko, P. Nazar, L. Pirig, O. Shevchenko and etc.

Researchers (A. Grando, G. Morozova, T. Leshchenko, V. Petlenko, I. Shamov, O. Shevchenko, etc.) emphasize the importance of communicative qualities of the doctor, the importance of the influence of the word of the medical worker on the physical and mental condition of the patient. that the word of a wise and friendly medical worker encourages the patient, removes his feelings of fear, inspires faith in a speedy recovery, while indifferent or tactless - hurts, and in some cases even worsens the condition. This indicates **the relevance of the chosen issue.**

The purpose of the article based on the analysis of professionally significant qualities of doctors, to highlight their own views on the set of communicative qualities of future medical professionals, the formation of which will be effectively carried out in the study of Ukrainian language.

In accordance with this goal, the following **tasks** were set: to reveal the communicative qualities that a doctor must have in order to carry out professional activities at a high level.

Results and discussion. Previously, communication between a doctor and his patient was often reduced to a dry informative exchange of symptoms – appointments. Today the situation has changed. American bioethics expert Robert Witch identifies several models of communication between doctor and patient: technical (the doctor performs his duties professionally but impartially, perceiving the patient as a mechanism to be fixed), sacred (the doctor acts as a "father"), and patient "child", who

must unquestioningly follow the instructions of his father, bowing to his wisdom), collegial (in the center is the patient, he and the doctor become like colleagues in the fight against the disease and plays an active role in this fight), contract (doctor concludes with the patient has an unspoken or formal contract for treatment, but makes the decision himself, only justifying them to the patient).

Undoubtedly, the collegial model is in trend now. Patients are increasingly carefully studying information about their disease, treatments, side effects of drugs and the specifics of procedures and more. Such communication implies a high degree of trust and mutual respect between people. And when the exact opposite happens - the patient is unable or unwilling to delve into the details of treatment – comes to the fore the doctor's ability to explain complex things in simple language. It is trust, not blind faith in the omnipotence of the physician, which plays a key role in the collegial model of relationships. It is critical for the entire diagnostic and treatment process, and the more complex the disease, the more important it is. The doctor's task is to gain this trust. Competences, authority, honesty combined with delicacy, good communicative qualities – these personal traits of a doctor build a reliable bridge of trust between him and the patient.

Successful communication between doctor and patient is support, respect, understanding and compassion. It is important for the patient to feel the support of his doctor, his indifference and desire to help. There are several effective means of communication that help to establish communication with patients:

- 1) addressing the name;
- 2) a friendly smile;
- 3) facial expressions and gestures indicating interest and friendship;
- 4) encouraging phrases;
- 5) attentive listening to the patient;
- 6) tact;
- 7) simple, clear to the patient language.

Every year more and more physicians realize the need to acquire the skills of effective communication with patients. This is facilitated by medical reform, the development of private medicine, increased competition.

Conclusions. The doctor-patient interaction is a complex process where a serious misunderstanding is a potential threat to successful treatment. The better communication between the doctor and the patient, the more the latter is involved in the treatment process, and the more actively he follows all the orders and recommendations of the specialist. In addition, it has a positive effect on the level of patient satisfaction with the quality of care provided. And this in turn increases the loyalty of patients to the medical institution.

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