

SUMMARY

Theme: «Peculiarities of using PR-technologies in public health services

(by example of Territorial compulsory medical insurance fund in Ingush Republic)»

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Topical Importance: Until recently lack of information about activities, problems and methods of their solutions of public health services has been one of the most important problems. It causes the origin of public distrust. In Ingush Republic this topic is not covered because of low spread of PR activities.

The aim of this study is a development of PR-Campaign project for Territorial compulsory medical insurance fund in Ingush Republic.

To achieve the goal it is necessary to solve a number of **objectives:**

1. Analyze basic stages of PR development in medicine in Russia.
2. Examine goals and tasks of PR of public health services in Russian
3. Analyze and estimate the effectiveness of Territorial compulsory medical insurance fund in Ingush Republic methods to inform citizens about its activities.
4. Draw up a project of communicative plan of Territorial compulsory medical insurance fund in Ingush Republic.

Theoretical value and practical applicability: now there is a possibility to use theoretical and applied points and also conclusions to inform citizens and attract their attention by PR-technologies. It helps to create communicative strategy of Territorial compulsory medical insurance fund in Ingush Republic, included goals and tasks of communicative strategy its primary audience, brief description of communicative strategy and cooperation with Mass Media.

Results: We create integrated communicative strategy project of Territorial compulsory medical insurance fund in Ingush Republic where we put together information about communicative organization activities with primary audience, cooperation with Mass Media,

establishment of intercommunication, schedule of communicative strategy adoption and estimation its effectiveness.

Implementation advice: The results of this research can be used in the study of PR and medical organizations.