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The publication is aimed at the higher educational institutions, academic institutes, and cultural institutions staff.

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Introduction. Professionalism is the basis of medicine's contract with society. It demands placing the interests of patients above those of the physician, setting and maintaining standards of competence and integrity, and providing expert advice to society on matters of health. The principles and responsibilities of medical professionalism must be clearly understood by both the medical staff and society. Essential to this contract is public trust in physicians, which depends on the integrity of both individual physicians and the whole profession.

World trends in the development of medical education are based on an understanding of the key role of the educational process. The European Higher Education Area is built on the European traditions of education's responsibility to society; on wide and open access both to graduate, and postgraduate education; on education for the development of personality and learning throughout life. The higher the quality of education and the services and accordingly the level of specialists, the higher the degree of responsibility of higher education to its country and people. As scientific research is the higher education driving force, then the creation of a zone of European higher education should go simultaneously with the creation of the zones of European research. At the same time, it is important to use already available scientific data, as well as to analyze the possibility of borrowing the up-to-date technologies to the most relevant to the health care of Ukraine.

The purpose of the recent study is to estimate the role of scientific research in a higher medical school as well as to analyze the urgency and necessity of improvement of conducting scientific researches in higher medical educational institutions.

The material, results and discussion. The lack of state financing of scientific research in the beginning and in the mid 90's caused the outflow of young talented scientists from universities, which led to a reduction in the quantity and quality of scientific research. Many universities failed to achieve strategic goals trying to adapt to new conditions. Some educational institutions have poor management and opaque research activities. An analysis of medical university science in recent years suggests such weaknesses as: 1) lack of timely awareness of planned research work in Ukrainian higher educational institutions leads to a decrease in the effectiveness of preparation for competitions and, consequently, to lower results; 2) poor integration into scientific research of potentially interested parties (other disciplines, potential partners, etc.); 3) insufficient targeted work for conducting scientific researches in higher medical educational institutions.

2 Zhuravsky V. V. Bolons’kyj protses: holovni pryntsypy vkhodzhennia v Yevropejs’kyj prostir vyschoi osvity [Bologna process: main principle of entering the European space of high education], Kyjiv, IVTs „Vydavnytstvo „Politekhnika”, 2003, 200 p. [in Ukrainian].
4 Averianova I., Chochlova T. “Modernization of Higher Education in Ukraine : Problems, Pitfalls and Attainments” NUCB journal of economics and information science, N 56(1), 2011, P. 1-6 [in English].
start-up funding, conducting joint research and, as a result, extremely low component of the commercialization of university science; 4) scientific staff low motivation to research and self-development.

Local medical high school, focusing on the strategic development, in the first place, should create advanced technologies clinical centers for prevention, diagnosis, treatment and rehabilitation of patients, centers for the formation and implementation of standards of corporate ethics, sources of information and technologies on its basis. The SWOT-analysis is a classical approach in assessment of the scientific activity, which makes it possible to understand the relevance and prospects of development. This analysis traditionally includes 4 main stages: strengths, weaknesses, opportunities, threats. The SWOT analysis identifies the strong and weak points of the university management, financial management, the clinical base, science, educational, social-educational issues, level of integration with the partners. SWOT analysis showed the importance of related departments’ integration, which will crystallize the priorities and concentrate financial and scientific potential on the most urgent projects and create problem scientific and research laboratories.

Two areas of research development should be distinguished. They are fundamental and applied research. Fundamental scientific researches focus on the study of the etiology and pathogenesis of the main forms of pathology, mechanisms of the development of the human body and its aging, neurohumoral regulation of organ systems, immunological reactivity, and its violations. For instance, science has entered the era of genomics and proteomics with the disclosure of the structure of the human genome. The discovery of stem cells and their use for the purpose of growing organs or their parts provide even more opportunities in the treatment of many diseases. Considerable attention should be paid also to applied research. It is necessary to develop new approaches of diagnosis, treatment and prophylaxis of diseases and introduce new medicines, nutritional supplements, new food products, for children and adults. The development of scientific research requires modern equipment. Modern electronic microscopes, flow cytometers, scanning spectrophotometers, and atomic absorption, PCR laboratory, computer tomographs, digital X-ray apparatus, ultrasound examination devices of the latest generation are needed. It is necessary to create a state-of-the-art technical base for the development of intra-science, as an integral component of the educational process and research activities.

Popularizing the research papers contributes to the development of scientific achievements. The majority of higher medical educational institutions own medical magazines which are registered and recommended by the Higher Attestation Commission of Ukraine for publication of the research results.

The strategic direction of the development of the higher medical school is to improve the quality of scientific research at the departments and faculties. Many medical schools must establish special clinical research services that provide interactions between particular disciplines fundamental and applied research as well as dealings with clinical research sponsors. The results should be implemented into the learning process, actualizing its content. Such contacts contribute to real interdisciplinary research.

The development of an innovation component of research requires closer collaboration of the medical universities. In Europe, for example, “Centers of excellence” at universities provide the clinical trials and projects opportunities. Individual contacts and cooperation agreements are outdated. University medicine needs to be developed as a part of the scientific-educational system which makes competitiveness of medical education impossible. The establishment of university clinics as centers for the integration of scientific, educational and medical processes contributes to the formation of the academic triad as the basis of the quality of medical education. It is university medicine that provides the benefit of classical universities and is a prerequisite for ensuring the clinical relevance of higher medical education. Renowned scientific schools, the high expertise and talent of our scientists and clinicians provide a huge creative potential at higher medical schools. The high authority with medical facilities in Ukraine and abroad, as well as the significant contribution made by scientists to the development of medical science and health care of our state prove.

Conclusion. Strategic directions for the development of scientific research in higher education institutions include the development of scientific staff, the provision of high quality medical education, the creation of own clinical bases such as university clinics, and the improvement of the scientific research quality and integration into the international scientific community.
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