



**Course:** HEALTH MANAGEMENT  
**Course Coordinator:** ASSIST.PROF. VLADIMIR MOZETIČ, MD, PHD, MHA  
**Course Collaborators:**  
**Department:**  
**Study program:** University Integrated Undergraduate and Graduate Study of Dental Medicine (in English)  
**Study year:** 3rd  
**Academic year:** 2025/2026

## **SYLLABUS**

**Course description (a brief description of the course, general instructions, where and in what form the lessons are organized, necessary equipment, instructions for attendance and preparation for classes, student obligations, etc.):**

- Introducing students to models of health systems and ways of conducting health care activities;
- Description of the manner of organization and financing of the health care system with special emphasis on dental health care; Review of the impact of EU membership on the organization of the health system;
- Presentation of the possibility of using EU funds and public-private partnerships in the health system;
- Comparison through differences and similarities of public and private health systems;
- Introduction to future models of health systems
- Mastering the basic concepts and procedures in the organization and planning, and the economics of health due to their application in everyday practice. Through the acquired knowledge, students will be able to better understand the public and private segments of the health system, as well as the efficient use of available resources.
- Course is organized in lectures and seminars
- The student's work on the course is evaluated and graded during classes and at the final exam. The total percentage of student success during classes is up to 70% of the grade, and at the final exam 30% of the grade. The final oral presentation of a certain part of the material of this course will be a mandatory part of the final exam

### **Assigned reading:**

1. Balen S.: Menadžment u zdravstvu, Medicinski fakultet u Osijeku, 2015.
2. Vehovec M.: O zdravstvu iz ekonomske perspektive, Ekonomski institut Zagreb, 2014.
3. Šogorić S.: Organizacija zdravstvene zaštite i zdravstvena ekonomika, Medicinska naklada, 2016.
4. Buchbinder SB, Shanks NH: Introduction to Health Care Management, Jones and Bartlett Lear., 2007.
5. Pržiklas Družeta R, Škare M, Kraljević Pavelić S. ur. Novel Perspectives in Economics of Personalized Medicine and Healthcare Systems. ISBN 978-1-68507-390-9. – Nova Science Medicine&Health, New York; 2021.

### **Optional/additional reading:**

All available journals in the field of organization and planning in health and health economics  
Internet (websites) and databases for searching the latest published articles in the field of elective programme



## **COURSE TEACHING PLAN:**

### **The list of lectures (with topics and descriptions):**

- **Models of health systems and forms of health care;**  
This lecture presents different models of health systems in the Croatia and world (Bismarck, Beveridge, liberal and hybrid models). It explains how health care is organized, financed and provided in different countries and compares the advantages and disadvantages of each model.
- **Socio-economic impact of health and organization of health systems;**  
The mutual influence of health and socio-economic factors (education, employment, income) is analyzed. The lecture examines how social inequalities affect health and how the organization of the health system is adapted to address these challenges.
- **Financing and economics of health and health insurance;**  
The lecture deals with the economic aspects of healthcare: funding sources, health insurance models (mandatory, supplementary, private), economic efficiency and costs of healthcare services. Consumption trends and system sustainability are analyzed.
- **Quality system in health care and assessment of health technologies;**  
Systems for quality assurance in health care are considered here: accreditation, standardization, measurement of treatment outcomes. It also introduces the concept of health technology assessment (HTA) and its importance in decision-making.
- **Public-private partnership and EU funds;**  
The concept of public-private partnership (PPP) in healthcare is described: advantages, challenges and examples of good practice. The lecture also includes an overview of available EU funds for healthcare projects and procedures for applying and implementing projects.
- **Health services markets;**  
The health services market, competition among providers, price regulation and patient access are analyzed. The role of the state, private entities and the need for a balance between market mechanisms and social justice are discussed.
- **The role of marketing and sales in the provision of health services;**  
This lecture discusses how marketing and sales strategies are used in healthcare, particularly in the private sector. It includes concepts such as healthcare branding, patient relations and experience, digital marketing and communication.

### **The list of seminars with descriptions:**

- **Private health sector in the health system of the Republic of Croatia and other EU countries;**  
The position of private healthcare in Croatia is compared with systems in other EU countries: regulation, growth of the sector, relationship with the public system, quality of services, and the impact on the availability and efficiency of healthcare.
- **The role of the health industry and health tourism;**  
The seminar shows how the pharmaceutical industry, medical equipment manufacturers and the wellness sector affect the health care system. In particular, the development of health tourism in Croatia and worldwide as an economic potential is discussed.
- **National Health Strategies in EU countries until 2030;**  
The National Health Development Strategy of the Republic of Croatia until 2030 is analyzed and compared with strategies in other EU countries : key goals, priorities, reform measures, digitization, disease prevention and capacity building. The chapter also includes indicators for monitoring the implementation of the strategy.
- **Health systems in the future**



This seminar deals with future trends: digital health (eHealth, AI, telemedicine), personalized medicine, demographic challenges, financing sustainability and global health security. It is discussed how systems must adapt to changes.

**The list of practicals with descriptions:**

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**Students' obligations:**

Students are obliged to attend regularly and actively participate in all forms of teaching. Students assessment is carried out according to the current Ordinance on studies at the University of Rijeka, and according to the Ordinance on student assessment at the Faculty of Dental Medicine in Rijeka (adopted by the Faculty Council).

**COURSE SCHEDULE (for the academic year 2025/2026)**

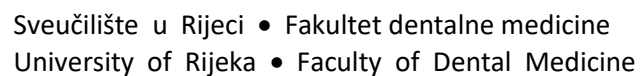
Date	Lectures (time and place)	Seminars (time and place)	Practicals (time and place)	Instructor
07.01.26.				ASSIST.PROF. VLADIMIR MOZETIČ, MD, PHD, MHA
08.01.26.				ASSIST.PROF. VLADIMIR MOZETIČ, MD, PHD, MHA
09.01.26.				ASSIST.PROF. VLADIMIR MOZETIČ, MD, PHD, MHA
12.01.26.				ASSIST.PROF. VLADIMIR MOZETIČ, MD, PHD, MHA
13.01.26.				ASSIST.PROF. VLADIMIR MOZETIČ, MD, PHD, MHA



**List of lectures, seminars and practicals:**

	<b>LECTURES (Topics)</b>	<b>Teaching hours</b>	<b>Location/Lecture room</b>
	Models of Health Systems and Forms of Health Care	3	
	Socio-Economic Impact of Health and Organization of Health Systems	2	
	Financing and Economics of Health and Health Insurance	2	
	Financing and Economics of Health and Health Insurance	2	
	Quality System in Health Care and Assessment of Health Technologies	2	
	Public-Private Partnership and EU Funds	2	
	Health Services Markets	2	
	The Role of Marketing and Sales in the Provision of Health Services	2	
	<b>TOTAL TEACHING HOURS</b>		

	<b>SEMINARS (Topics)</b>	<b>Teaching hours</b>	<b>Location/Lecture room</b>
	Private Health Sector in the Health System of the Republic of Croatia and other EU countries	4	
	The Role of the Health Industry and Health Tourism	4	
	National Health Strategies in EU countries until 2030	4	
	Health Systems in the Future	3	
	<b>TOTAL TEACHING HOURS</b>	<b>30</b>	



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	FINAL EXAM DATES
1.	27.01.2026.
2.	03.02.2026.
3.	10.02.2026.

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