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## TRENDS IN THE DEVELOPMENT OF VOLUNTARY HEALTH INSURANCE IN UKRAINE

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*Summary. The article identifies the main trends in the market voluntary health insurance, and analyzed its main indicators, the factors that influence the*

*development of the market for voluntary health insurance in Ukraine.*

**Key words:** *insurance market, insurance company, voluntary medical insurance, insurance premiums, insurance payments.*

Medical insurance is an integral part of any economic system and now every citizen is the only way to get a sufficient level of adequate medical care. But the development of health insurance in Ukraine currently holding back a number of reasons.

The purpose of the article is to analyze the performance of the insurance market of Ukraine on indicators of 2011–2013, including voluntary medical insurance and determine the factors that hinder its development.

Health insurance has social orientation, because the population demand for this type of insurance is increasing every year. The level of payments on a voluntary health insurance, one of the factors which have annual growth of settled insurance claims. Also, this indicates a positive trend for insurance premiums and benefits for voluntary health insurance.

Specificity of insurance as a form of business activity due to the fact that the higher revenues for a particular type of insurance is an insurance company, the greater the likelihood and the corresponding increase in insurance payments as income increases proportionally with insurance obligations. But generally there is excess insurance premiums over

benefits, which is a positive aspect of insurance companies.

A major obstacle to the development of voluntary health insurance is the lack of tax incentives and it can compensate for changes to the Tax Code of Ukraine and include costs of voluntary health insurance of the overhead and administrative costs.

However, there are many other factors that influence the development of voluntary health insurance market in Ukraine: economic instability in the country; inadequate legislation; increase in sales volume and cost of medicines; increasing social responsibility of the insurance business; high monopolization of the market of medical services, forcing medical facilities increase the cost and quantity of services provided; low insurance culture population.

In summary, it can be noted that the prospects of medical insurance in Ukraine, including voluntary kind, comforting: the proportion of voluntary health insurance in the insurance market is growing; insurers that provide voluntary medical insurance are becoming more competitive; population increased interest in this type of insurance and so on.

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