PERSPECTIVES OF DEVELOPMENT FOR THE MEDICAL ENTREPRENEURSHIP IN ROMANIA

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Abstract
The importance of small and medium-sized enterprises can be considered as a consequence of issues such as their size and structure (The Forecasting Commission), which allow them to have a high level of flexibility and ability, each of which is necessary for innovation, but at the same time establishing close ties with the community by optimizing the use of local resources, creating new jobs, diversifying and developing economic and social development in a territory and especially adapting to unfavorable economic conditions. Thus, SMEs are considered as an element of economic growth and stability, which influences the development, in particular, at lower levels, namely local and regional levels.

Key words: *entrepreneurship, development, business, medical, entrepereurial culture*

JEL: *L26*

1. THE ROLE OF ENTREPRENEURIAL CULTURE AND THE ENTREPRENEURIAL SECTOR IN THE DEVELOPMENT OF THE COUNTY

Even if large-scale enterprises are a key factor in restructuring the production system, the SME's activity (Demyen, Ciurea, 2014) is considered to be of strategic importance for the economic reconstruction of each area, but provided that enterprises operate in a positive environment, in - a territorial network that facilitates links between productive links, relations, to ensure fair exchanges between them and other economic agents such as "banks, chambers of commerce, local public administration, higher education institutions, consultancy firms" (Dodescu, 2010). Economic development can therefore be perceived as a process directly related to the idea of innovation and entrepreneurship (Dodescu, 2010).

Depending on the size, the profile and the way of their integration, but especially the specificity of the geographical space in which they develop, the SMEs will have a different impact on the local economic development of the human communities (Bucharest, 2005).

The characteristics of the economic environment play a very important role in the development of the entrepreneurial sector in a region. It may be stimulating (market-specific) or a restrictive environment (typical of the centralized economy). If, prior to 1989, entrepreneurship was annihilated in Romania since the 1990s, under the conditions of a transition to a market economy, the development of the entrepreneurial sector has become an important component of the economic restructuring policy, which positively influences the pace of sustainable economic growth (Bărbăcioru, 2007).

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The differentiated degree of development of this sector in each region has been strongly influenced by a number of local factors that have spurred or slowed down the process of SME development and development but, above all, the way entrepreneurs managed to capitalize on the opportunities offered by the space (Ciurea, 2008).

The SME-Local Development Report should also be analyzed in light of the trend of changing the profile of small and medium-sized enterprises over time, due to their high flexibility. In general, there is an evolution of enterprises from the commercial sector to the productive sector, which will produce obvious changes in the relations between the components of the space.

2. DIAGNOSIS OF THE SME SECTOR

SMEs are the most dynamic sector of the economy (Ciurea, Demyen, 2015). Most of them have up to 50 employees and run businesses less than 100 million lei annually (CNPIMM). According to statistics published by Eurostat, 99 out of every 100 companies in Europe are SMEs and 8 out of 10 jobs are created in SMEs. Also, 9 out of 10 SMEs are part of the Micro (CNIPMMR) segment.

Micro, small and medium-sized enterprises (SMEs) are companies with less than 250 employees and generating a net annual turnover of up to 50 million euros. SMEs in Romania account for 99.91% of all enterprises active in the national economy. Microenterprises have a share of 97.8%, small businesses 1.7% and medium enterprises 0.3%. Large enterprises, whose turnover represents about 42% of the national economy, account for 0.1% of the total number of enterprises (Report of the Competition Council).

There are studies by specialized institutions providing information on the economic and financial path of SMEs.

According to the CAFR data, which covers a period of 4 years, we see that in Romania the net result trend is constantly increasing in the period 2013-2016, micro enterprises registering, according to CAFR report, the most spectacular increase, from a loss of 7.5 billion lei in 2013 to profit of 11 billion lei in 2016.

As regards the number of enterprises newly established in Romania in 2016, most of the enterprises set up are micro-enterprises, and the region where they predominate is Bucharest / Ilfov (29.04%), followed by the Northwest (14.05 %) and Center (10.54%).

The number of newly established companies differs from one domain to another, most of them being set up in the commercial field. The second place is the field of professional activities, followed by construction, transport, respectively the manufacturing industry.

The SME creation rate is the ratio between the number of newly created enterprises and the number of enterprises active in the reference period.

• For the period 2013-2016, the growth rate of small and medium-sized enterprises does not show major changes, rising from 7.3% in 2013 to 8.8% in 2016.

• 99.7% of newly created businesses are micro-enterprises.

The total number of SMEs in Romania in 2016 was 671,040, most of them micro-enterprises - 97,91% (657,039). Only 1.7% of SMEs are small businesses, while medium-sized enterprises are 0.4% of the total.

Most of the active SMEs are in the commercial field - 32.5%, followed by those in the field of professional activities - 11.4%. At the opposite end, there is mining, with only 0.2%, energy and gas - 0.4%, and water distribution - 0.6%.

3. MEDICAL ENTREPRENEURSHIP IN ROMANIA

The sector of health care services is on the rise, given the decrease in the number of state hospitals, and the large share of private investment in this area in recent years. In this context, the structure and size of the market may change from one year to the next, depending on private capital inflows into the sector. Healthcare services and related activities have a strong impact on the health of the population and on economic development.

The evolution of the healthcare services market and related activities is influenced by each of its markets (the medical cabinet market, the hospital market, the emergency healthcare market, etc.).

Romania ranks last in the European Union as regards the size of this sector. The share of medical services in GDP is 5.5% compared to other countries, such as the Netherlands 11.8%, France 11.2%, Belgium 10.9%, etc. It can also be mentioned that Romania is at the European average for long-term healthcare spending, with a share of 11.5% of total healthcare expenditure. This indicator is highest in Sweden (40.3%) and the Netherlands (34.9%) and the lowest in Slovakia (0.3%) and Bulgaria (0.1%).

The medical sector is one that has many advantages and perspectives for entrepreneurial development, both at the country level and at the regional or county level.

Caraş - Severin is one of the counties with potential, especially since there are many medical specialties that are not currently covered by state services. The opening of private cabinets from this point of view would be both a means of progress for the county and a very good possibility for the graduates of medical education to capitalize their knowledge without engaging in the state system which at least in comparison with the international level of health care services has a lot of deficiencies, both through the salaries of certain categories of specializations or positions, but also in terms of working conditions.

Many patients in Caraş Severin County resort to medical units and doctors from other parts of the country due to several factors, on the one hand, the lack of certain categories of services, on the other hand, the increasing lack of confidence in the quality of medical services in the county. Or, even if they do not travel to the territory of another county for the medical services concerned, they come to collaborate more with private medical practices since, in terms of organization, the level of cleanliness and professionalism, they are in most cases above the level of state cabinets or hospitals.

However, the benefits obtained from this point of view are not free, they imply paying a tax depending on the type of consultation or intervention requested, but the citizens do not show a bad deal when it comes to health, so doctors who have opened private offices do not lack clients , building on time significant databases. The prestige, experience and high qualification of some have prompted citizens to increasingly turn to this type of service.

Some of the medical branches in which entrepreneurship has developed through individual medical offices are: cardiology, internal medicine, neurology, psychology, dental medicine, ophthalmology, but also individual medical analysis laboratories, some of which collaborate with the National House of Health Insurance, in order to facilitate patients access to the respective medical services.

Some of the most important the benefits of medical practices for patients is the higher level of service speed, pre-programmed hours, etc.

The SWOT analysis of the general medical sector indicates the need for a more active development of entrepreneurship in this field, and in this case it involves identifying the strengths and weaknesses, respectively the opportunities and risks of the healthcare sector and its related activities.

Table 1. *SWOT analysis*

STRENGHTS	WEAKNESSES
• The level of market concentration is not an element of concern with the further development of the sector • Developing and continuously expanding the private environment within the sector • Patients can choose their healthcare provider	• Under-funding the health system • Difficult access of people from rural areas to medical services • Lack of qualified staff, generated by its migration from the sector • Outsourcing of medical / non-medical services, which can be performed within the state health units, including through the involvement of the local public administration authorities
OPPORTUNITIES	THREATHS
• Development of new medical infrastructure projects, eg the construction of new hospitals, especially at the regional level, and a primary care infrastructure at rural level • Insufficient involvement of the local public administration authorities	• The existence of professional organizations with regulatory responsibilities and whose members carry out economic activities in these areas

The possibility of developing personal business in the form of individual cabinets could cause young people not to resort to the emigration solution, a phenomenon that has left many well-trained doctors out of the country. But for this, it is necessary for the state to implement a policy of collaboration and support.

Especially in the last ten years, the number of physicians who have chosen the way of abroad has increased greatly. One of the key motivations for this decision is the high level of wages, compared to Romania, but the working conditions make their own contribution in making the decision.

As an alternative to health exodus and specialists, private clinics contribute to increasing the quality of medical services offered to Romanians, becoming an increasingly powerful competitor of the state health system, on certain specialties.

However, the problem of accessibility of these services appears, because usually the level of tariffs is quite high, which is a difficulty for certain categories of low income people.

It develops a new business component, a physician-entrepreneur, who is confronted with the medical problem of the specialty he founded, but also with others specific to the field of entrepreneurship.

4. THE MEDLIFE CLINIC. GENERAL PRESENTATION

In the development of the Medlife clinic network, several stages have to be mentioned, also presented on its official website. Although the number of medical laboratories is quite large, these medical services being provided also in state regime, the speed of private services and the seriousness caused the expansion of this company in a large number of Romanian cities. A subsidiary is also found in Resita, but it is only a medical laboratory, while in other cities like Timisoara, the range of activities is much more numerous, covering various areas of medicine.

Currently, the activity takes place in 12 Hyperclinic MedLife in Bucharest, Timisoara, Brasov, Arad, Galati, Iasi and Constanta, 6 hospitals - 3 in Bucharest and 3 in the country, Brasov, Timisoara, Arad, a hospital unit in Craiova, 18 own analysis laboratories, 3 maternities in Bucharest and in the country, 12 centers of excellence, 8 own pharmacies reunited under the PharmaLife Med network and in collaboration with 145 partner medical clinics all over the country.

As a result, MedLife has become the largest private medical service operator and we are making every effort to further meet your needs and to ensure the quality and safety of our medical care.

4.1. Studying the attitude of Resita inhabitants regarding the opportunity for the development of medical entrepreneurship in Caraş Severin County

4.1.1. Overview of research

The purpose of this study is to identify the perspectives of the development of medical entrepreneurship in Caras-Severin county.

The investigated subjects represent, in our case, the population of Resita, comprised in a representative sample. The sampling method used is the quota method, ie a rational choice of individuals, aiming to obtain, at the level of the sample, a structure by gender, age groups, occupation (socio-professional category) identical to the population structure of Reşiţa being used in this sense, real data obtained from the general presentation of the total population of the municipality at the beginning of the year.

As a form of research, the individual survey based on a questionnaire of 13 questions, all closed, was used. The questionnaire includes 10 content questions and 3 questions to identify the person questioned. The research was conducted between August 10 and September 1, 2018. We can see that most of those who answered the questionnaire have higher education - 65.2%, while 30.4% have only high school studies, the post-secondary.

As for the income category of the respondent, 39.1% earn less than 2000 lei, 30.4% have an income between 2000 and 3000 lei, 17.4% - between 3000 and 4000 lei, and 13% over 4000 lei.

4.1.2. Research objectives

The main objective for this research is to identify the opportunities for business development in the field of medical entrepreneurship in Caraş-Severin.

Secondary Goals:

• Identifying the respondents' opinion on state health services

• analyzing the satisfaction level of respondents regarding the quality of state medical services

• identifying the respondents' choice in case of need of a medical consultation and the reasons why they would opt for public or private services

• Identifying respondents' opinions on MedLife and Sante private clinics

• identifying the main reasons why patients would use private services to the detriment of the state

• identifying the possible impact of private sector development in this area on labor migration

Q1. What is your opinion about public medical services? a. Are poor in qualitative terms b. are hardly accessible c. I have a good opinion about state health services d. the quality of the services provided is unsatisfactory	In this question, the majority of the respondents who answered the questionnaire stated that the public medical services are poor in qualitative terms. This opinion is shared by 52.2% of the respondents, ie over half of the respondents. Similarly, a fairly high percentage, ie 39.1% of respondents, recalls a lack of satisfaction with state services. Only 4.3% of respondents are satisfied with the quality of public medical services, while accessibility is declared as low, of a percentage close to people.
Q2. Are you satisfied with the level of public health service quality? a. very satisfied b. satisfied c. not satisfied	In the continuation of the previous question, most respondents are dissatisfied with the quality of the public medical services (69.6%), and the percentage of the very satisfied ones is a small one (4.3%).
Q3. If your health condition requires consultation, you'd prefer to call: a. a hospital / clinic / public medical practice b. a hospital / clinic / private medical cabinet	Health remains a precious asset for any person. Thus, when respondents are divided, their opinions are more interested in recourse to a private hospital or clinic (78.3%), but if the situation so requires, 26.1% of respondents say they would call a state clinic, hospital, or clinic, depending on the severity of the case and the required specialty.
Most respondents therefore opt for private cabinets. As the main arguments in this respect, respondents recall: - Greater confidence in private-sector specialists - Greater accessibility of private services - the higher level of interest in the private environment - Employee professionalism.	
Q6. What is your opinion about the clinic services? a. Quality / price ratio is high b. The price-to-price ratio is average c. the price-to-price ratio is low	Based on the experience above, most believe that the service-quality ratio is high (52.2%), or at least medium (43.5%). Only 4.3% of respondents consider this value-for-money ratio to be low.
Q7. What made you or would cause you to call the services of	Some respondents have already referred to the services of the clinic, others are considering this

these private clinics? a. Uncertainty provided by state clinics b. guaranteeing the seriousness and fairness of the results c. Employee professionalism d. the treatments offered e. degree of comfort f. The expected delay in the programming / expected results g. performance equipment used h. previous experiences i. the possibility to solve a wide range of medical problems	variant in the future. The main criteria that play a role in making this decision can be mainly: - the insecurity offered by the state clinics - 47.8% - guarantee of reliability and correctness of results - 13% - performance equipment used -13% - the possibility to solve a wide range of medical problems - 21.7%
Q9. Do you consider that the alternative to setting up private medicine practices can prevent young doctors from emigrating? to give b. no c. Depends on the graduated specialty d. Depends on other factors (salary, professional development, personal).	From the point of view of the additional benefits that the alternative to the setting up of private offices and the extension of the private sector in the medical field would include the possibility of preventing young doctors from emigrating in search of much better paid jobs or conditions better work. It would be an alternative that would help keep them in the country. This opinion is shared by the majority of those who answered the questionnaire, with an affirmative answer being given by 56.5% of the respondents. The opposite is shared by 21.7%. 4.3% of respondents consider the option to be part of the specialty graduated by young people, because some of them have a much higher search abroad or too many doctors for such specializations in the country. 26.1% of the respondents consider that there are other factors that can contribute to making such a decision.
Q10. Do you believe that medical entrepreneurship can contribute to the economic and social development of a county? to give b. no c. do not know	The tenth question focuses on the role that medical entrepreneurship can play in the economic and social development of a county. 47.8% consider that this issue can have a major long-term impact, while 43.5% responded quite ambiguously, providing a neutral response. Only 8.7% denied a possible positive effect of medical entrepreneurship on the development of the county.

CONCLUSIONS

The sector of health care services is on the rise, given the decrease in the number of state hospitals, and the large share of private investment in this area in recent years. In this context, the structure and size of the market may change from one year to the next, depending on the inflows of private capital into this sector.

Healthcare services and related activities have a strong impact on the health of the population and on economic development.

The evolution of the healthcare services market and related activities is influenced by each of its markets (the medical cabinet market, the hospital market, the emergency healthcare market, etc.).

The majority of respondents who answered the questions in the questionnaire stated that state health services are poor in qualitative terms.

Health remains a precious good for any person. Thus, when respondents' opinions are shared, they are more interested in using a private hospital or clinic, according to the severity of the case and the required specialty. Most respondents therefore opt for private cabinets. As the main arguments in this respect, respondents recall:

- Greater confidence in private-sector specialists
- Greater accessibility of private services
- the higher level of interest in the private environment
- Employee professionalism.

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