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The article details a systematic approach of the Concept of forming the Preventive Ophthalmic Service. The Concept of Preventive Ophthalmic Service is a part of result of scientific and theoretical development of ideology and methodology issue to form an ophthalmic branch of preventive service in Ukraine.

**Keyword:** Concept, prevention, prophylaxis, ophthalmic care, preventive ophthalmic service.

1. Introduction
The concept of Preventive Ophthalmic Service (POS) is a part of result of scientific and theoretical development of ideology and methodology issue of formation of ophthalmic branch of preventive service in Ukraine.

The basics of regulatory and methodological basis for the Concept are the Law of Ukraine #2801-XII dated 19 Nov 1992 "Basic Law for Health in Ukraine" [1], Order #196 dated 28 Dec 1992 "On organization and improving of ophthalmic care for the population of Ukraine" [2], Presidential Decree #113 dated 02 Mar 2009 "On extraordinary measures to improve the situation of people with visual impairments" [3] that set out the principles for solving the challenges of maintaining the health of the population of Ukraine and priority of prevention and new methods of treatment of ophthalmic pathologies.

It is possible to design a targeted program aimed at improving POS basing on the Concept. The Concept is a basis for developing measures of preventive medicine in the field of vision in healthy and diseased population of Ukraine.

- The recognition of the role of public health as a strategic capacity;
- The need to ensure a healthy active life for the population as the main objective of social policy;
- The necessity of disclosure of mechanisms for preservation of vision and realization of an individual personal human potential using effective support of constitutional, genetic, physiological, psychological and intellectual functions;
- Focus on "individual health" as the most important quality of social identity providing a competitive market economy, family and social welfare, long-term viability and secure old age.

1.1 The Concept of POS
- defines the aims, tasks and methods of prophylaxis as a branch;
- Solves the strategic task of saving nationwide health.
Implementation of the Concept is estimated for a period of 10 years and involves creation of POS in Ukraine.

The purpose of the Concept of POS formation in Ukraine are: reducing morbidity and disability of population together with bringing indicators to positive values and an increasing actual duration of the good eyesight among population of Ukraine.

The effectiveness of protection are defined by stable positive indicators of high duration of good eyesight of the people of Ukraine.

The accents of significance are systematically redistributed in the structure of protection: from the stage of primary ophthalmic care into the stages of pre-nosologic and preclinical diagnosis. Preventive care not only provides medical and biological, but a long-term social and production economic effects. The basic activity is the "protection of eyesight of the healthy".

To achieve these goals it is necessary to provide the following:

- Create a preventive strategy for the POS-oriented views for the national and individual health of Ukrainians;
- Develop and implementation of an integrated methodology in preventive activities of ophthalmic health care institutions, develop foundations of a comprehensive system for preventive health examinations industry;
- Create objective conditions for the formation of professional and social status of POS specialists;
- Ensure a sustainable and predictable work of a system for monitoring and prophylaxis.

1.2 Four main areas of activity for the challenges of the Concept are defined

- A legal and methodological provision of POS. This area includes development and implementation of regulatory and offering documents and orders, including the standards of health prevention activities and differentiated expertise cards (EC). EC objective functions are informational and methodical, expert analytics, control management and modeling.
- Creation of a tiered organizational POS structure; gradual discovery of relevant institutions and units of the POS. Functional elements of the service are the agencies and offices of the following types:
  - Mobile department prevention centers (DPC);
  - Ophthalmic DPC in institutions of outpatient regional ophthalmic clinics;
  - Rural DPC.
- Organization of ophthalmic interdistrict prevention centers in the cities of Ukraine is expedient. Proper operation of POS requires a developed and approved organizational structure of POS institutions and departments.
  - Practical specialized work and services of ophthalmic activity at the first, second and third stages of health and preventive care.
  - The fourth area is a preparation, training of personnel and specialized research activity. Educational programs for additional ophthalmic preventive care on preventive ophthalmology of family doctors, paramedics and nurses are seen to be an important condition for health prophylaxis due to current requirements. It is important to prepare personnel in related areas:
    - Ophthalmoendocrinology,
    - Neuroophthalmology,
    - Immunological ophthalmology,
    - Oftalmo genetics,
    - Psychology.

Creating a course for additional ophthalmic preventive care implies development of differentiated curriculum and examination for testing and surveys as well as compatible specialties.

Carrying out research work related to the analysis and exoecological and endemic features of the living areas affecting public health is required. Development and implementation of research and practice of targeted programs, authoring of
preventive methods and complexes with subsequent evaluation of the effectiveness of all the components of the fourth direction, conferences and clinical analysis of complex cases, school seminars are the elements of scientific activities.

1.3 POS defines such activities as
1. Rapid ophthalmic diagnostics.
2. Estimation of individual ophthalmic pathology risks.
4. Medical and genetic testing.
5. Consulting with related professionals.
6. Dysfunctional states screening.
7. Advocacy and provision for valeologic literacy, health and hygiene education.
8. Continuity between prenosologic and nosologic ophthalmology.
9. Intranosologic work (preventive ophthalmic schools), preventive diagnosis of comorbidities.
10. Creating a system of preventive health examinations of all age groups.

1.4 The presence and following of these conditions are required for the implementation of the POS Concept
- Unity of the whole system of ophthalmic health protection in Ukraine, regardless of regional and departmental distinctions;
- Vertical hierarchical subordination;
- Consolidation of efforts at all levels of government, organizations and citizens to formulate and implement preventive programs for the ophthalmic health protection of Ukraine;
- Priority of preventive measures during development of programs of ophthalmic health protection of Ukraine;
- Unity and preventive health and economic component in the social policy of Ukraine;
- Availability of measures for the rapid ophthalmic health examination of the people regardless of social status, income level and residence location;
- Medical genetic counseling;
- Continuity of recreational activities throughout the life of people responsibility for his own ophthalmic health;
- Multilevel and differentiated approach at organization of prophylaxis measures for the general needs of Ukrainian population and the features of various social, professional and age groups;
- A single computerized record of all residents, united pre nosologic preventive clinical examination.

2. References
1. Law of Ukraine #2801-XII of 19 Nov 1992 "Basic Law for Health in Ukraine", Section II Art. 4, 6, 10, section IV, Art. 25, 26, 28, 29, 31, Section V Art. 33, 35.
2. Order of Ministry of Health of Ukraine #196 of 28 Dec 1992 "On organization and improvement of ophthalmic care for the population of Ukraine".
3. Decree of President of Ukraine № 113 of the President of Ukraine dated 02 Mar 2009 "On extraordinary measures to improve the situation of people with visual impairments".