

tion of natural resources and improvement of the human environment.

In the late 80s the political support to the greening was at its peak, but the numbers of fundamental reasons made it illusory. Among these reasons are: firstly, the reduction of social ecological base owing to the fact that the model of «quality of life» has been replaced with a model of «survival»; secondly, just at the top of democratic boom ecological processes have been quickly destroyed both internally and externally.

The main mistake was the failure to understand the necessity of creation of strong – not only environmental, but also socially oriented – counterbalance to the power structure.

Thus, the greening in history of civil society in Ukraine can be defined as a retrospective look at the development of ecological culture, ecological awareness and environmental law in general, in the aspect of society inter-iorization. The history notes that civil society in Ukraine being in mutual unity with the state at all stages of the development have focused our own strength to support the expansion of «environmental» understanding processes of interaction of society and nature. Since Kievan Rus till the collapse of the Soviet Union the greening of civil society was unstable, sinusoidal, having its ups and downs, depending on the functional interests of the ruling group. Despite this, Ukraine is committed to «ecological restoration» of civil society.

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## **MEDICAL SERVICES AS AN OBJECT OF CONSUMER SERVICES**

Although modern scientific advances and the rapid development of modern technologies has gone too far lately but fundamental human values remain unchanged. One of them is human health. It can not be bought and it is not subject to influence or social factors or technologies. It accompanies a person throughout life and can be good by nature or it can require some correction. For this purpose people can seek for the medical services.

Medical service is a special kind of service as it is related to the protection of essential human values – its health. Health is a state of complete mental, spiritual and physical well-being. Therefore the quality of that service and its control by the public authorities should be adequate.

However there is no definition of medical services in the special legislation of Ukraine. By the way, the very service received status of civil rights only with the adoption of the Civil Code (Art. 177).

Beneficial effects of medical treatment are determined by the essence of the health services itself and are aimed to the needs of the patient in restoring or maintaining his health.

Special attention should be paid to the specific subjective part of the relationship, because its parties are: a doctor that is a person who has special

knowledge in the field of medicine and has the right to provide such services and the patient who is always an individual and who needs a skilled care. The patient is in this relationship a consumer of service and the service itself can be called a consumer.

The service has no tangible embodiment but in case of the medical services we can talk about its some physical meaning. This means that in the course of providing services doctor does not create material objects but they can be directly involved in its provision. From this we can conclude that there are two types of medical services. The first "pure" service, that is the provision of which does not involve any substantive content (inspection of the patient). Second is the service the provision of which is impossible without a certain material objects (prosthesis installation).

In the course of providing of medical services the patient may be harmed. It may be necessary and indispensable in providing this type of service and the service itself will not take place without some injury (e.g., tooth extraction is accompanied by the formation of a wound in its place but this manipulation can not be held with no wound). However the damage may be illegal (remaining in the human body foreign object). In the case of illegal damage the patient may, providing that the physician's guilt is proved, seek for indemnification.

Exceeding the limits of reasonable damage if it is not due to the reaction of a human organism to the intervention and liquidation of the consequences may be as a result of the doctor's negligence or as a result of unforeseen circumstances or accident. It should be noted that the effect of unforeseen circumstances excludes the doctor's guilt and his responsibility.

The patient must be warned about the damage that may be caused during the treatment, and should give his consent. This does not mean that the physician must provide the patient with all available information about all the possible scenarios but he has to implement a reasonable and adequate degree of care and to tell the patient information which would be sufficient for patient to form an adequate idea of the condition of his own health, possible risks and the consequences of medical intervention.

However there is also such a thing as justified risk in medicine. This means that the consequences of a particular manipulation are unpredictable but the beneficial effect on them will be more significant. The informed consent of the patient is also needed for risky operations. The possibility to perform certain medical measures to the patient without his consent exists only in urgent and emergency situations, when is practically impossible to get this consent.

Thus we can conclude that under medical services we understand the service provider's activity (doctor) useful properties of which can satisfy certain needs of service consumer (patient) directly in the course of this activity and the result of which doesn't find its material realization.