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Abstract
The analysis of international data established that the national indicator of population health quality in the Russian Federation is significantly lower than in the EU, the USA and Canada. In this regard, the urgency of enhancement of state policy concerning updating and promoting development of national health care system,involving available resources of the public and private health sectors is obvious. The development of entrepreneurship in health care should be considered as a mean of improving social and economic efficiency of health care system in Russia. The purpose of study was to analyze perspective directions of development of entrepreneurial initiatives in national health care. On the basis of analysis of corresponding normative legal acts and publications, it is demonstrated that in national health care system prerequisites are establishing to implement new opportunities for patient-oriented entrepreneurial activities associated with development of digital technologies, e-Health, new forms of public-private partnership focused primarily on prevention and rehabilitation of patients.

Author Keywords
business processes; e-Health; entrepreneurship; health care; investment; medical care; public-private partnerships; telemedicine

Index Keywords
entrepreneurship, health care delivery, human, private sector, prospective study, Russian Federation; Delivery of Health Care, Entrepreneurship, Humans, Private Sector, Prospective Studies, Russia

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