

RESEARCH CASE STUDY 1: HEALTH CARE AND GLOBALIZATION

Conventional wisdom holds that health care is one of the industries least vulnerable to dislocation from globalization. After all, like many service businesses, health care is delivered where it is purchased, right? If an American goes to a hospital for an MRI scan, won't that scan be read by a local radiologist? And if the MRI scan shows that surgery is required, surely the surgery will be done at a local hospital in the United States. Until recently, this was true.

Consider this: The United States has a shortage of radiologists, the doctors who specialize in reading and interpreting diagnostic medical images, including X-rays, CT scans, MRI scans, and ultrasounds. Demand for radiologists is reportedly growing twice as fast as the rate at which medical schools are graduating radiologists with the skills and qualifications required to read medical images.

Team Task:

Research healthcare and globalization trends including medical tourism. Answer the following questions:

1. From a globalization perspective, what are the possibilities/responses to such shortages in healthcare? [outsourcing of things that can be outsourced](#)
2. Identify top three countries in the world for medical tourism. What are some of the advantages do these countries offer?
3. What might be the advantages and problems with globalization of healthcare?

1 - outsourcing to other countries; example india with the exercise of analyzing images by sending the images abroad; keeps daily operations local

2.

Canada - quality and highly specialized medical treatments

Singapore - affordable and quality treatments

Japan - top notch and affordability; especially cancer and cosmetic surgeries

3.

advantages:

- more options for surgeries "international system"
- experts in every field
- possibly lower costs
- competitive insurance (Versicherungen geben billigere Prämien)
- higher standards (esp. developmental countries)
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disadvantages:

- travel costs
- no emergency care possible (e.g. after cancer surgery)
- more transmission of diseases (through more travel)
- different state of knowledge

==> not only products, but also services are internationally traded