

## **International Healthcare Management Emerges as a Multinational Business Clinical Model**

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Historically, international healthcare management has been categorized by (1) its clinical nature and (2) its multi-domestic responsiveness to globalization. However, as a result of market, cost, government and competitive drivers the healthcare management field has evolved from a Clinical, Multi-Domestic Model to a Multinational Business Clinical Model.

This emergence is the result of factors; such as, expanding international leadership perspectives, collaborative political relationships, profit and nonprofit incentives, scientific and technological advances, distribution efficiencies, strengthened economic capabilities, cross-cultural demands and international leadership perspectives. In addition, web-based tools have been responsible for powerful changes in communication and information technology. The convergence of these elements has shaped the international growth and future of the healthcare field.

Whereas, the worldwide need for clinical research, services and expertise continues to grow within the nonprofit sector, the healthcare business potential is evident in spheres that include pharmaceuticals, medical equipment, diagnostics, financial services, hospitals, technology and medical tourism. Therefore, it is expected that the multinational healthcare industry will continue to expand as boundaries become more fluid and strategic opportunities becomes more globalized.

Consequently, it is recommended that Schools of Business integrate the Multinational Healthcare Business Clinical Model into the curriculum to prepare students to meet the apparent demands and seize the projected growth opportunities in the healthcare field.

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