

# **POLITICI ȘI PRACTICI MULTICULTURALE PRIVIND ABORDAREA ȘI IMPLEMENTAREA TEHNOLOGIILOR MEDICALE INFORMATICE INOVATIVE (PARTEA I)**

## **MULTICULTURAL POLICIES AND PRACTICES REGARDING THE APPROACH AND IMPLEMENTATION OF INNOVATIVE IT MEDICAL TECHNOLOGIES (PART I)**

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**Abstract:** The article captures, based on the literature, three groups of factors that influence the spread of innovative medical information technologies (eHealth, mHealth, Electronic Health Record, Clinical Decision Support System, telemedicine, Cloud) within healthcare systems in different cultural spaces on the Globe: system, organizational and cultural dynamics, with emphasis on the latter category. Cultural factors are addressed in relation to two social categories: medical staff and patients. Equally important are the factors specific to emerging economies as well as the perception of the medical professionals in the Western states about “reverse innovation” - the adoption of innovative solutions from the poor countries. Finally, it presents solutions addressed to government actors to facilitate the implementation of medical IT innovations according to the local needs, respectively the management of organizations providing medical services. Part 1 contains the introductory sections: theoretical research models and the factors related to medical staff and patients’ attitudes towards technology diffusion as well as to developing countries, definitions of the targeted eHealth technologies.

**Keywords:** cultural dimensions, medical IT innovation, reverse innovation, eHealth, mHealth, Electronic Health Records, telemedicine, Clinical Decision Support System, Cloud, technology acceptance model