

POLITICI ȘI PRACTICI MULTICULTURALE PRIVIND ABORDAREA ȘI IMPLEMENTAREA TEHNOLOGIILOR MEDICALE INFORMATICE INOVATIVE. PARTEA A II-A

MULTICULTURAL POLICIES AND PRACTICES REGARDING THE APPROACH AND IMPLEMENTATION OF INNOVATIVE IT MEDICAL TECHNOLOGIES. PART II

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Abstract: The article captures, based on the literature, 3 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 a/doption 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 2 contains sections that approach specific factors related to medical staff's and patients' attitudes towards medical technology adoption, to developing countries and „reverse innovation” as well the solutions for the government actors and medical organizations' management.

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