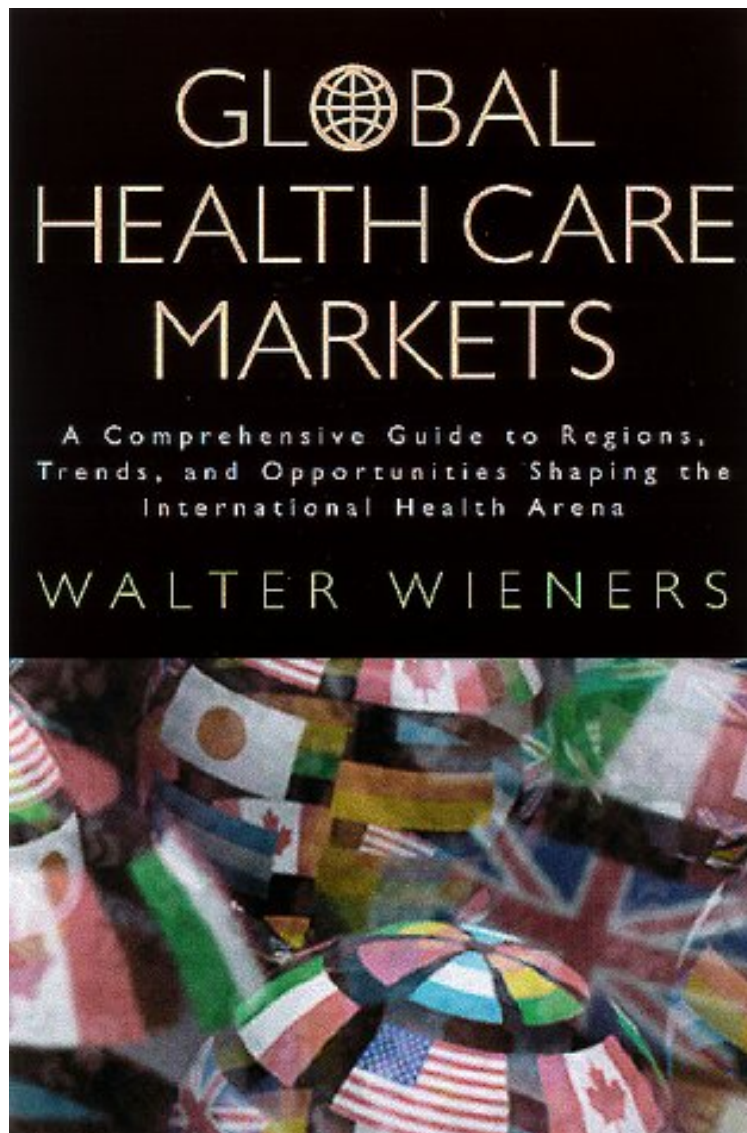


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Global Health Care Markets: A Comprehensive Guide to Regions, Trends, and Opportunities Shaping the International Health Arena

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Keeping in step with the ever expanding global economy, health care providers and pharmaceutical companies are establishing themselves in foreign health markets at an unprecedented rate. The question is, How can these organizations prepare themselves for the challenges and opportunities they will find in today's worldwide health care marketplace? Written by an international panel of highly acclaimed health care experts, *Global Health Care Markets* is a comprehensive guide to the current state of health care delivery systems worldwide. This much-needed resource profiles the world's most significant regions and markets, analyzes the important trends in international medicine and technology, and provides helpful projections of the opportunities for providers, vendors, agencies, and governments.

"Health care executives need a practical 'how to' guide for understanding the impact of technology on global markets. This is just such a book." (Paul W. Nice, national director, eHealth, Alliances Oracle Corporation) "This book is a comprehensive and informative guide to health policy and health systems throughout the world. It is an invaluable source for all those interested in the theory and practice of health care delivery and health policy, internationally." (Richard G. A. Feachem, director, Institute for Global Health and professor of International Health, University of California, San Francisco, and University of California, Berkeley) "This book is a great storehouse of valuable information on health care systems around the world. I expect to refer to it often." (Alain Enthoven, Marriner S. Eccles Professor of Public and Private Management, Graduate School of Business, Stanford University)

From the Inside Flap

Keeping in step with the ever expanding global economy, health care providers and pharmaceutical companies are establishing themselves in foreign health markets at an unprecedented rate. The question is, How can these organizations prepare themselves for the challenges and opportunities they will find in today's worldwide health care marketplace? Written by an international panel of highly acclaimed health care experts, *Global Health Care Markets* is a comprehensive guide to the current state of health care delivery systems worldwide. This much-needed resource profiles the world's most significant regions and markets, analyzes the important trends in international medicine and technology, and provides helpful projections of the opportunities for providers, vendors, agencies, and governments. *Global Health Care Markets* probes the fundamental question of how private industry and the public sector can work together to improve the quality of health care delivery. The contributors thoroughly examine a wide variety of international health care policy reforms and factors that will directly affect health care in the new millennium. The book also offers an in-depth discussion of the most critical health care organizational and financial approaches of various countries and regions. In addition, the contributors address the important legislation and regulatory issues dominating different parts of the world. *Global Health Care Markets* points out a striking number of similarities in the delivery of health care throughout the world and reveals the key lessons learned from comparing global health systems. Business leaders, educators, health care professionals and anyone involved in the new world health market will find in this book a wealth of information to help them meet the myriad challenges and seize the opportunities of international health care in the 21st century. *Global Health Care Markets* offers health care executives, administrators, scholars, and researcher

From the Back Cover

Keeping in step with the ever expanding global economy, health care providers and pharmaceutical companies are establishing themselves in foreign health markets at an unprecedented rate. The question is, How can these organizations prepare themselves for the challenges and opportunities they will find in today's worldwide health care marketplace? Written by an international panel of highly acclaimed health care experts, *Global Health Care Markets* is a comprehensive guide to the current state of health care delivery systems worldwide. This much-needed resource profiles the world's most significant regions and markets, analyzes the important trends in international medicine and technology, and provides helpful projections of the opportunities for providers, vendors, agencies, and governments. *Global Health Care Markets* probes the fundamental question of how private industry and the public sector can work together to improve the quality of health care delivery. The contributors thoroughly examine a wide variety of international health care policy reforms and factors that will directly affect health care in the new millennium. The book also offers an in-depth discussion of the most critical health care organizational and financial approaches of various countries and regions. In addition, the contributors address the important legislation and regulatory issues dominating different parts of the world. *Global Health Care Markets* points out a striking number of similarities in the delivery of health care throughout the world and reveals the key lessons learned from comparing global health systems. Business leaders, educators, health care professionals and anyone involved in the new world health market will find in this book a wealth of information to help them meet the myriad challenges and seize the opportunities of international health care in the 21st century. *Global Health Care Markets* offers health care executives, administrators, scholars, and researchers a comprehensive guide to delivering health care worldwide. Written by an international panel of experts in the field of health care, this book is a compendium of knowledge that includes essential information on the professional opportunities in the international health care marketplace and offers timely insights on the recent changes in worldwide health systems. "Health care

executives need a practical 'how to' guide for understanding the impact of technology on global markets. This is just such a book." mdash;Paul W. Nice, national director, eHealth, Alliances Oracle Corporation "This book is a comprehensive and informative guide to health policy and health systems throughout the world. It is an invaluable source for all those interested in the theory and practice of health care delivery and health policy, internationally." mdash;Richard G. A. Feachem, director, Institute for Global Health and professor of International Health, University of California, San Francisco, and University of California, Berkeley "This book is a great storehouse of valuable information on health care systems around the world. I expect to refer to it often." mdash;Alain Enthoven, Marriner S. Eccles Professor of Public and Private Management, Graduate School of Business, Stanford University [Editor photo by] The Editor Walter W. Wieners is principal of Walter W. Wieners Associates, a health care management consulting practice focused on Internet technology. Wieners has consulted abroad extensively and held senior-level positions with two of the major health care information technology consulting firms: First Consulting Group and Superior Consultant Company. He is a frequent speaker on health information technology and global health care markets. Contributors and Members of the Editorial Advisory Board Gerard F. Anderson Marion J. Ball Paul F. Basch Keith F. Batchelder Mary-Anne Boyd Renata Bushko Reinhard Busse Bianca Camac Yanek S. Y. Chiu K. Tina Donahue Paul Doulton Donald A. Duffy Pedro Gallo Brian S. Gould Alicia Granados Peter Sotir Hussey Howard A. Kahn Pierre-Jean Lancry Youri Lavinski Jonathan C. Lewis Albert Lowey-Ball Theodore R. Marmor Laurence Dene McGriff Alexandre Alois Mencik Jan E. Murray Leslie V. Norwalk T.W. Noseworthy Kieke G. H. Okma Benito R. Reverente Jr. Denise M. Runde Jane Sarasohn-Kahn Simone Sandier Franz Schenkel Russell J. Schneider Richard G. Schulze Neelam Sekhri Nicolette Sheridan Lynn Shapiro Snyder Tan Sri Dato Dr. Abu Bakar Suleiman Steven Vasilev Pat Vitacolonna Margaret Ware Daniel Whitaker Rohaizat bin Yon Aki Yoshikawa