

# **“GLOBALIZED HEALTH: BLENDING QUALITY WITH MORALITY IN MEDICAL PROFESSION”\*\***

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Care Services in Challenging Situation”**

**Organized by:**

**Chattagram International Medical & Dental College (CIMDC)  
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# **The World Today**

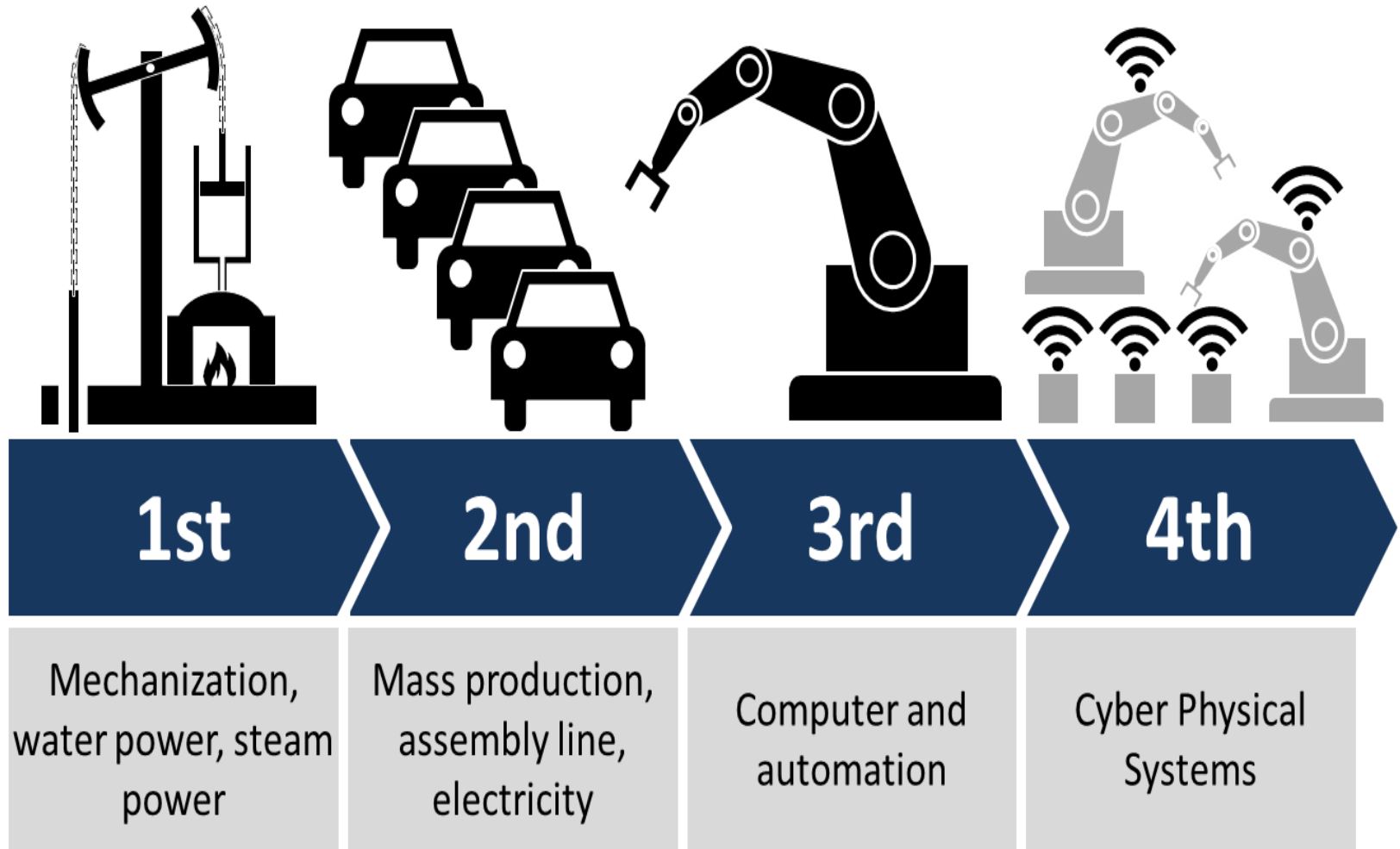
- **Capitalism, Globalization and ICT dominated Era**
- **“Post-normal Times!” dominated by 3Cs:**
  - a. complexity
  - b. chaos
  - c. contradictions
- **Post-Truth Era**
  - a. Truth deficit
  - b. Moral and spiritual devolution
  - c. Epistemological scaffolding that obscures the truth

# The World Today (Cont..)

- Uncertainty
- Rapid Change
- Disturbing and chaotic behaviour
- Realignment of power  
(e.g. doctor-patient relationship)

Google





# Industry 4.0

# **Globalization & Healthcare Challenges**

# Globalization?

- Created a world without border
- The reduction of barriers to the movement and transfer of ideas, goods, investment, technology and people across national boundary
- A process of interaction and integration among people, companies, and governments of different nations.

# What is Health care?

- It refers to a state of adequate physical, mental, and social well being, and not just the absence of disease or weakness.
- Health is based on the concept that one is in perfect condition physically, mentally, emotionally, socially, and spiritually.

(**Source:** Huynen, Martens, and Hilderink, 2005)



# Impacts of Globalization on Health care

- Globalization causing profound and complex changes in our society by bringing in new opportunities and risks.
- It can be disadvantageous as well for example the spread of disease is a lot easier in our current borderless and interconnected world.

# Impacts of Globalization (cont...)

## International trade of pharmaceuticals

- **Globalization influencing healthcare financing** and service provisions which means **health is regulated and marketed**.
- High price for medicines and drugs to treat HIV/AIDS infections
- **Domination of merging leading healthcare companies**

## Global tobacco and alcohol markets

- Tobacco produces 4 million deaths a year, and this figure may reach 10 million by the year 2030. (McKee et al., 2001)
- Targets people in poorer nations
- It causes a high rate of lung cancer, liver cirrhosis, and alcoholism

## Environmental contamination

- The rise of the global environment threat causes many environmental threats including **ozone depletion or greenhouse effects hence health implications**.
- Caused by **economic growth and high demand of commodities**
- **Causes skin cancer, asthma etc.**

# Impacts of Globalization (cont...)

## Migrant workers

- Globalization create more job opportunity across the national boundary but **migrant workers might carry diseases with them and introduce it to the new land they enter.**
- Leprosy, tuberculosis, diphtheria, and HIV/AIDS

## Global inequality

- **Globalization promote privatization**, which demonstrates **harmful effects on the health of poor and poor countries**
- Sufferers go through poverty, hunger, death, and disease.

# Impacts of Globalization (cont...)

## Cross border flows talents

- **Causes brain drain for poorer countries.**
- High numbers of medic students from developing countries study in developed countries and finally settle down there

## Change of lifestyle

- **The adoption of unhealthy lifestyles and diets ( e.g. fast food) creates further health risks including cardiovascular diseases, obesity, and certain forms of cancer. and reconfiguration of existing health challenges**

## Migration & Military conflict

- Military conflict and migration became the **biggest contributor to the spread of the health problem**

# Impacts of Globalization on Healthcare

Transparency & accountability in service delivery

- Lack of transparency and accountability in healthcare service delivery

Health care as “public goods”

- Globalization promote codification and commercialization of R&D and medical research output

LIPSTICK LADY!

AND

THE SPECIALIZED CLINIC

# Medical practitioners' image in this changing world

- How to define and understand our Image?
- Highly skilled, expert professional?
- An “honorable member” of a noble profession or a “worker” in knowledge industry/economy?
- Essential actor/factor of production in knowledge society?

# Who are Professionals?

- The term “professional” has become associated with great prestige.
- Professionals are those who possess special skill, competence, organization, and altruism, etc .
- They control practitioner-client relationships and the functional relevance of professionals’ activities.
- Those who exercise an institutionalized form of control, and the content of work through professional organization.

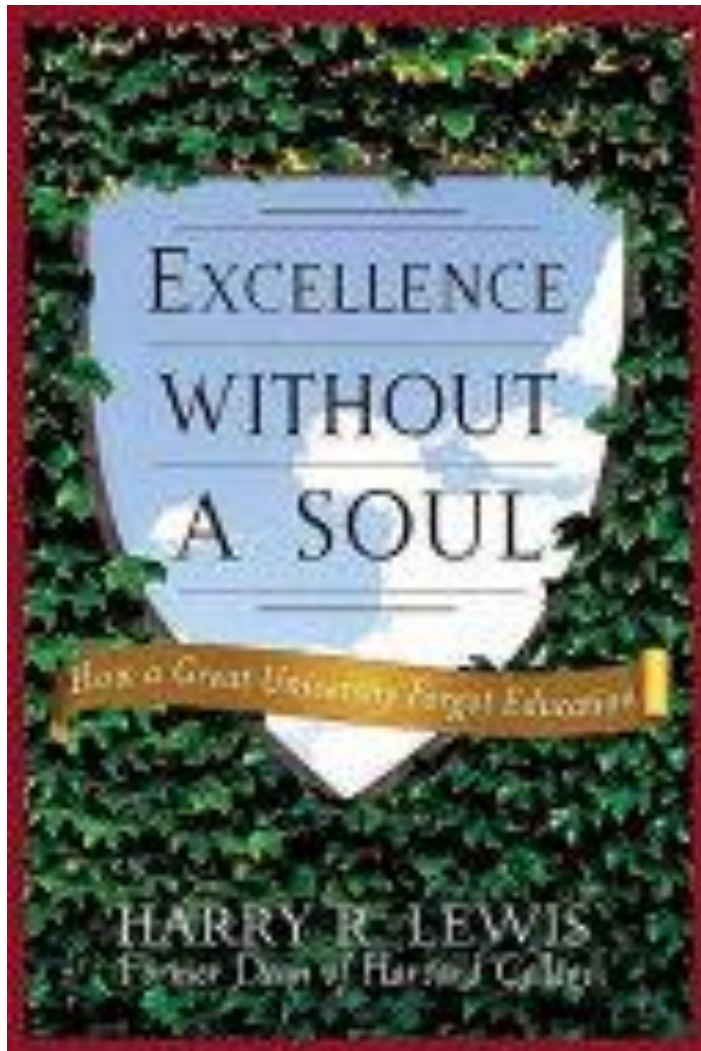


# Who are Professionals? (Cont...)

- Members of those occupations that have a high degree of autonomy and ensure a privileged place in the economy.
- A group of individual practitioners who are protected by their specific “professionalism” i.e. *continuous improvement of their expertise or standard of practice* to make their service functionally relevant (Bledstein, 1976; Freidson, 1994, 2001).

- What is going wrong with the professionalism of medical profession?

# Improving of Standard of Practice



*Excellence Without a Soul: How a Great University Forgot Education (2006)*

Author: Harry R. Lewis,  
Prof. of Computer Science,  
Harvard University

*HAPPYNESS IS THE WRONG METRIC: A LIBERAL  
COMMUNITARIAN RESPONSE TO POPULISM*

By:

Amitai Etzioni (2018; Springer)

# Professionalism: Two Logics

- Logic of appropriateness
- Logic of consequentiality

(source: March & Olsen, 1984;  
Friedson, 2001)

# LOGIC OF APPROPRIATENESS

- What kind of a situation is this?
- Who am I?
- How appropriate are different actions for me in this situation?
- Do what is most appropriate.

# LOGIC OF CONSEQUENTIALITY

- What are my alternatives?
- What are my values?
- What are the consequences of alternatives for my values?
- Choose the alternative that has the best consequences.

# **PROFESSIONALISM: THE 3<sup>RD</sup> LOGIC**

The Logic of Holiness/  
Godliness



# THE LOGIC OF HOLINESS AND GODLINESS

As Allah mentioned in Surah an-Nahl verse 90:

*“Verily, Allah commands, **Adl** (fairness, equity, justice), **Ihsaan** (excellence in servitude to Allah, benevolence towards people, graciousness in dealings), and **giving** to those close to you, while He forbids **Fahshaa** (indecent, licentiousness, immorality), **Munkar** (unaccepted behaviour, not fulfilling ones obligations), and **Baghy** (exploiting and violating others rights, abuse of authority). He admonishes you so you heed the advice.*

# LOGIC OF HOLINESS/ GODLINESS

- Personal, material and spiritual consideration
- Responsiveness to client needs and demands
- Diligence in work and competence
- Co-operation rather than competition
- Consultation as a process
- Human oriented rather than profits oriented
- Human dignity, freedom and social equity

## **CONCLUSION:**

- Change yourself and your logic
- Be equipped with updated knowledge and expertise
- Networking and cooperation
- Responsiveness and human dignity
- Personal, material and spiritual growth and consideration

**THANKS**