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

Venue: Conference Room, Hotel Radisson Blue Chittagong, Bangladesh
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Organized by:
Chattagram International Medical & Dental College (CIMDC) & Kulliyyah of Medicine (KOM), IIUM, Malaysia
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)
Industry 4.0

1st: Mechanization, water power, steam power
2nd: Mass production, assembly line, electricity
3rd: Computer and automation
4th: Cyber Physical Systems
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...)

- **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.
<table>
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<th>Impacts of Globalization (cont...)</th>
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<td><strong>Cross border flows talents</strong></td>
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<td>• Causes brain drain for poorer countries.</td>
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<td>• High numbers of medic students from developing countries study in developed countries and finally settle down there</td>
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<td><strong>Change of lifestyle</strong></td>
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<td>• 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</td>
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<td><strong>Migration &amp; Military conflict</strong></td>
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<td>• Military conflict and migration became the <strong>biggest contributor to the spread of the health problem</strong></td>
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Impacts of Globalization on Healthcare

- Lack of transparency and accountability in healthcare service delivery

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

- Health care as “public goods”
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


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 3RD 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 (indecency, 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