



CROSS BORDER HEALTHCARE IN THE EUROPEAN UNION

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The PEST Matrix



Political

Social

- EU Directive
- Policy Framework
- Domestic Constraints

Economic

- Inflow versus Outflow
- Dissimilar Cost
- Budget Allocation

Technological

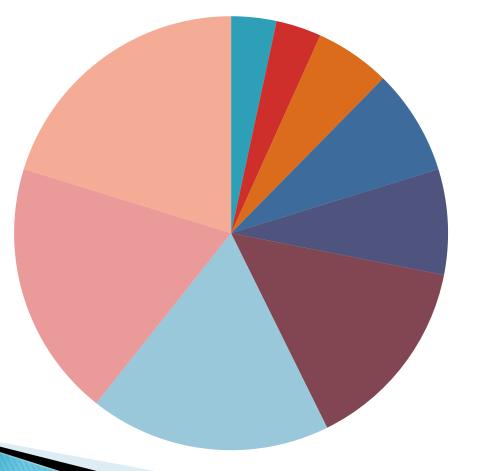
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Budget Allocation



UK Example 2015



- Government 3%
- Transport 3%
- Protection 5%
- Interest 7%
- Defence 7%
- Education 13%
- Welfare 16%
- Healthcare 17%
- Pensions 18%

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The PEST Matrix



Political

- EU Directive
- Policy Framework
- Domestic Constraints

Economic

- Inflow versus Outflow
- Dissimilar Cost
- Budget Allocation
- Largest Employer

Social

- Geographical Contiguity
- Cultural Continuum
- Social Similarity
- Linguistic Facility

~ Comfort Zone

- Increasing Awareness
- Life Expectancy

Technological

- Technical Edge
- Quality Consciousness
- Disconnected Infrastructure
- Disjointed R&D

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România The Outlook







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Time to think...



Out of the box



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Unified Healthcare

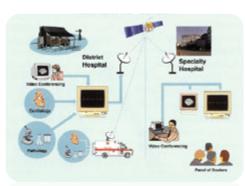






Pooling Resources





Systems Architecture and Strategic Deployment Healthcare Law, Ethics, and Regulation

Regulatory Framework



Monitoring, Evaluation and Development

Systems Integration



Provider Network



Specialist Mobility

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