International hospital outshopping: a staged model of push and pull factors

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Abstract

Purpose
The purpose of this paper is to propose a general model that examines the contextual factors underlying the decision-making process of international hospital outshopping.

Design/methodology/approach
Patients who chose medical treatment abroad were selected to analyze the drivers of internationalization in medical services. A total number of 27 international patients who traveled from developed countries to receive medical treatment at the largest hospital in Thailand were interviewed and their responses assessed through narrative analysis.

Findings
The narrative analysis reveals that while high costs and the deteriorating conditions of health care in developed countries are initially driving consumers to leave their local service area and choose foreign service providers, pull factors such as innovation, organizational efficiency, emotional service quality and patient-doctor relationships in service encounters are nurturing a real preference for choosing foreign health care providers.

Research limitations/implications
This exploratory study is limited to the largest hospital in South East Asia. Future research could expand upon its findings and comparisons be made with other different foreign health care providers.

Practical implications
In order to attract foreign customers a personal service, such as medical treatment, must be based on and sustained by continuous innovation in service quality.

Originality/value
The paper is the first empirical in-depth study that examines the factors underlying the decision-making process of international hospital outshopping.

Keywords
Medical care, Travel, Service levels, Health services

Citation

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The purpose of this paper is to propose a general model that examines the contextual factors underlying the decision-making process of international hospital outshopping. Patients who chose medical treatment abroad were selected to analyze the drivers of internationalization in medical services. Veerasoonthorn, R. and Beise-Zee, R. (2010), "International hospital outshopping: a staged model of push and pull factors", International Journal of Pharmaceutical and Healthcare Marketing, Vol. 4 No. 3, pp. 247-264. https://doi.org/10.1108/17506121011076174. Download as RIS. Publisher. MBA Knowledge Base > International Business > Push and Pull Factors in International Business. Push and Pull Factors in International Business. Companies decide to go global and enter international markets for a variety of reasons, and these different objectives at the time of entry should produce different strategies, performance goals, and even forms of market participation. However, companies often follow a standard market entry and development strategy. Reduced effect of Business Cycles: The stages of business cycles vary from country to country. Therefore, MNCs shift from the country, experiencing a recession to the country experiencing boom conditions. Thus, international business firms can escape from the recessionary conditions. To describe the push and pull factors of migration in relation to international recruitment and migration of nurses. Review of literature on nurse migration, examination of effects of donor and receiving countries, and discussion of ethical concerns related to foreign nurse recruitment. The primary donor countries are Australia, Canada, the Philippines, South Africa, and the United Kingdom (UK); the primary receiving countries are Australia, Canada, Ireland, the UK, and the United States (US).