



# CROSS BORDER HEALTHCARE IN THE EUROPEAN UNION

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# The PEST Matrix



## Political

- EU Directive
- Policy Framework
- Domestic Constraints

## Social

## Economic

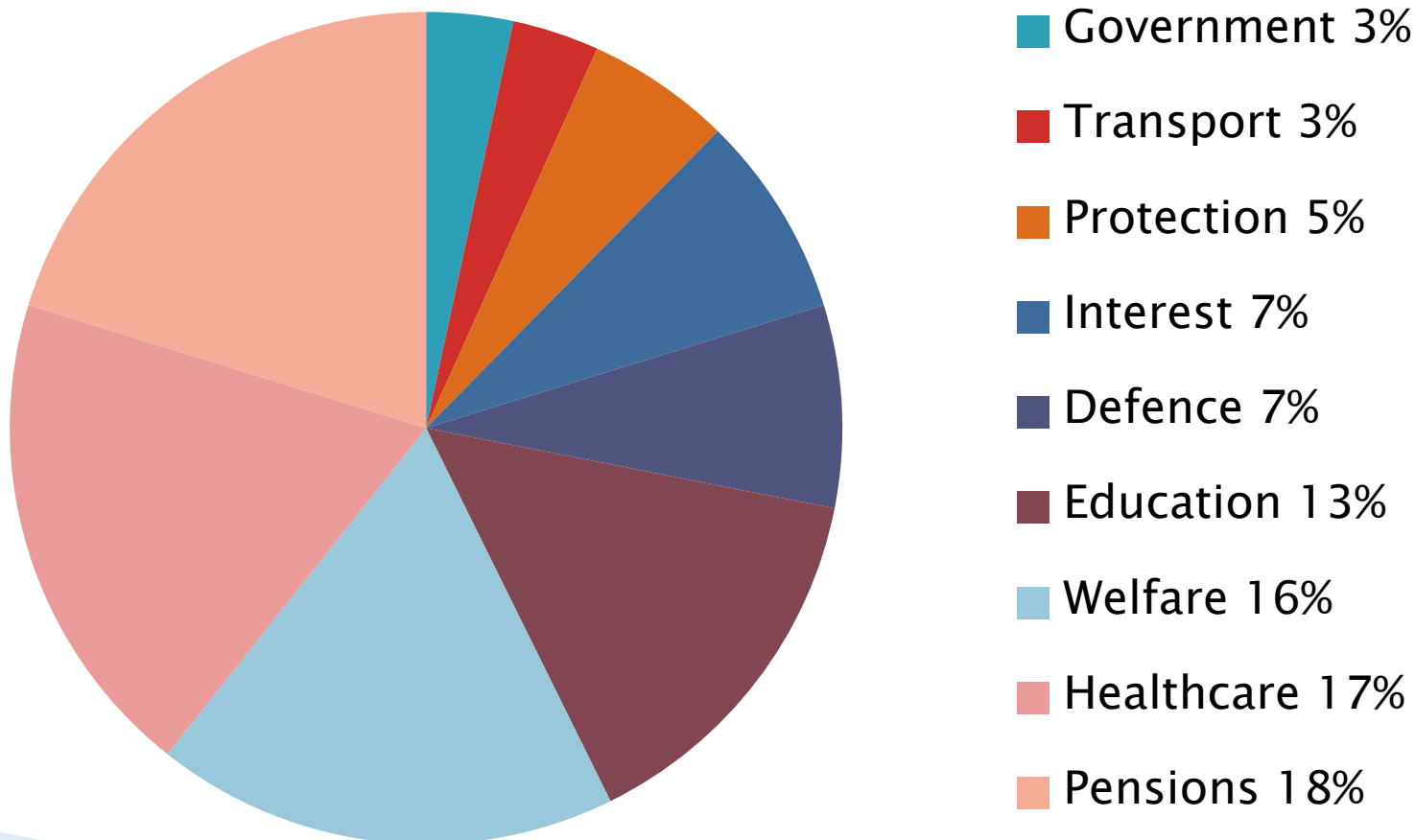
- Inflow versus Outflow
- Dissimilar Cost
- Budget Allocation

## Technological

# Budget Allocation



## UK Example 2015



# 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

# The Outlook





# Time to *think...*



- ▶ Out of the box

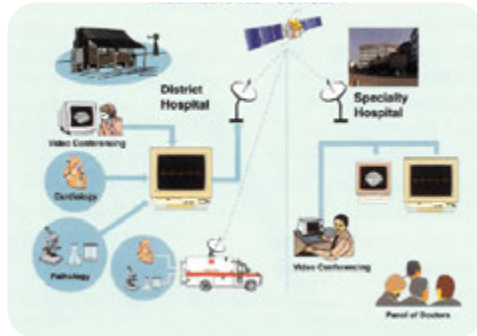




# Unified Healthcare



Pooling Resources



Systems Architecture and Strategic Deployment

Healthcare Law, Ethics, and Regulation

Regulatory Framework



Monitoring, Evaluation and Development



Systems Integration



Provider Network



Specialist Mobility

