

**Acceptance as Prerequisite for  
Success:  
Recommendations for the  
Virtual Euro-Mediterranean Hospital  
(VEMH)**

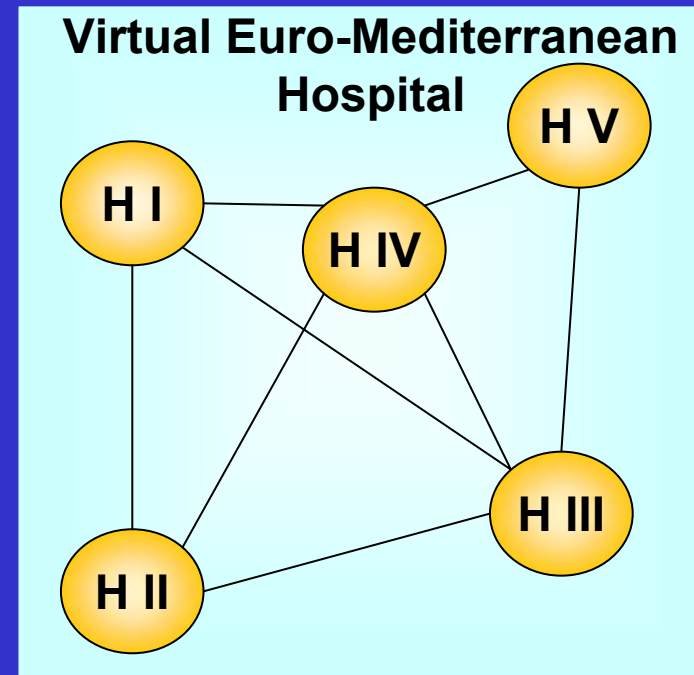
**Bettina Zippel-Schultz, Carsten Schultz,  
Prof. Hans Georg Gemünden**

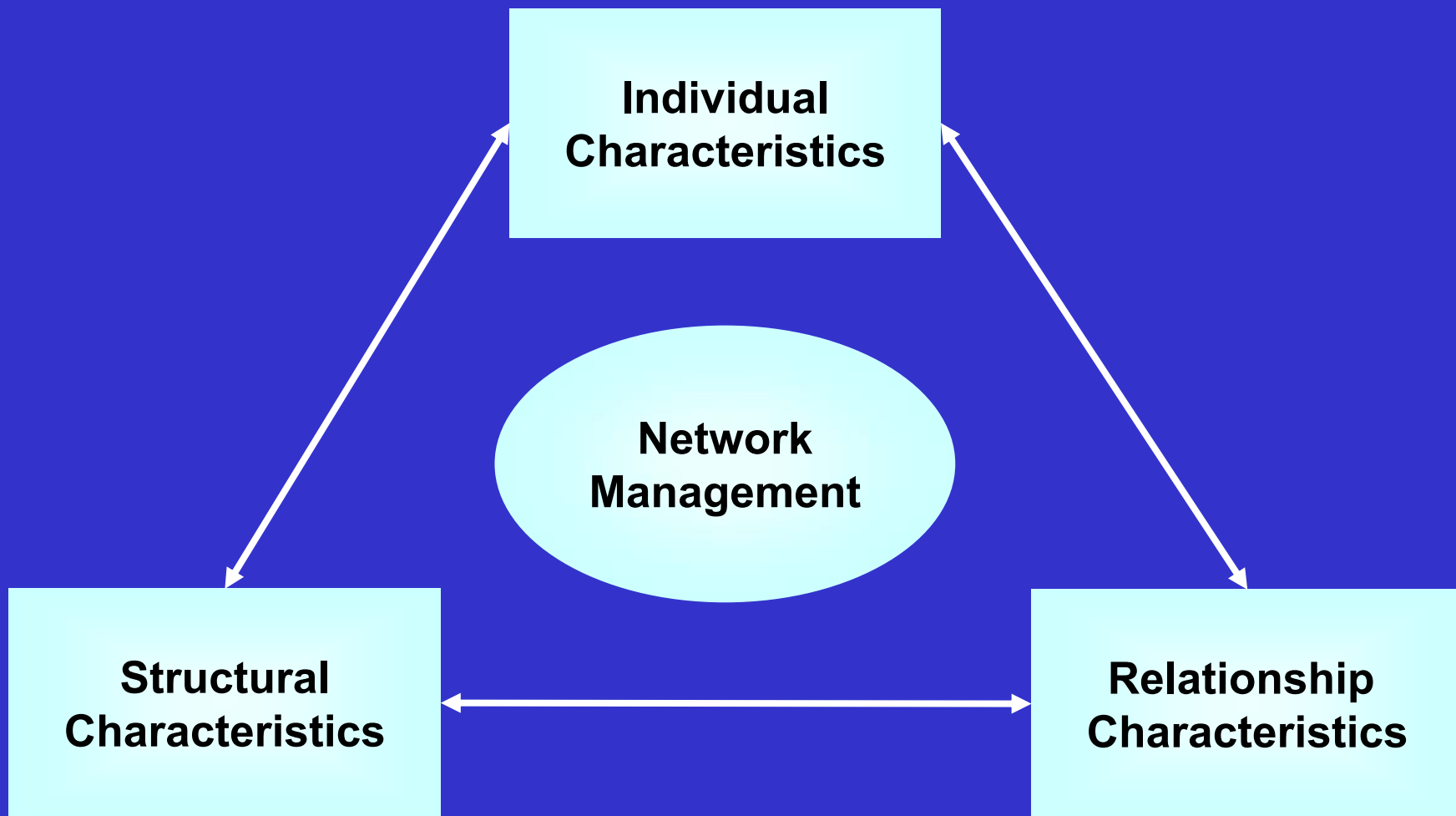
## Goals:

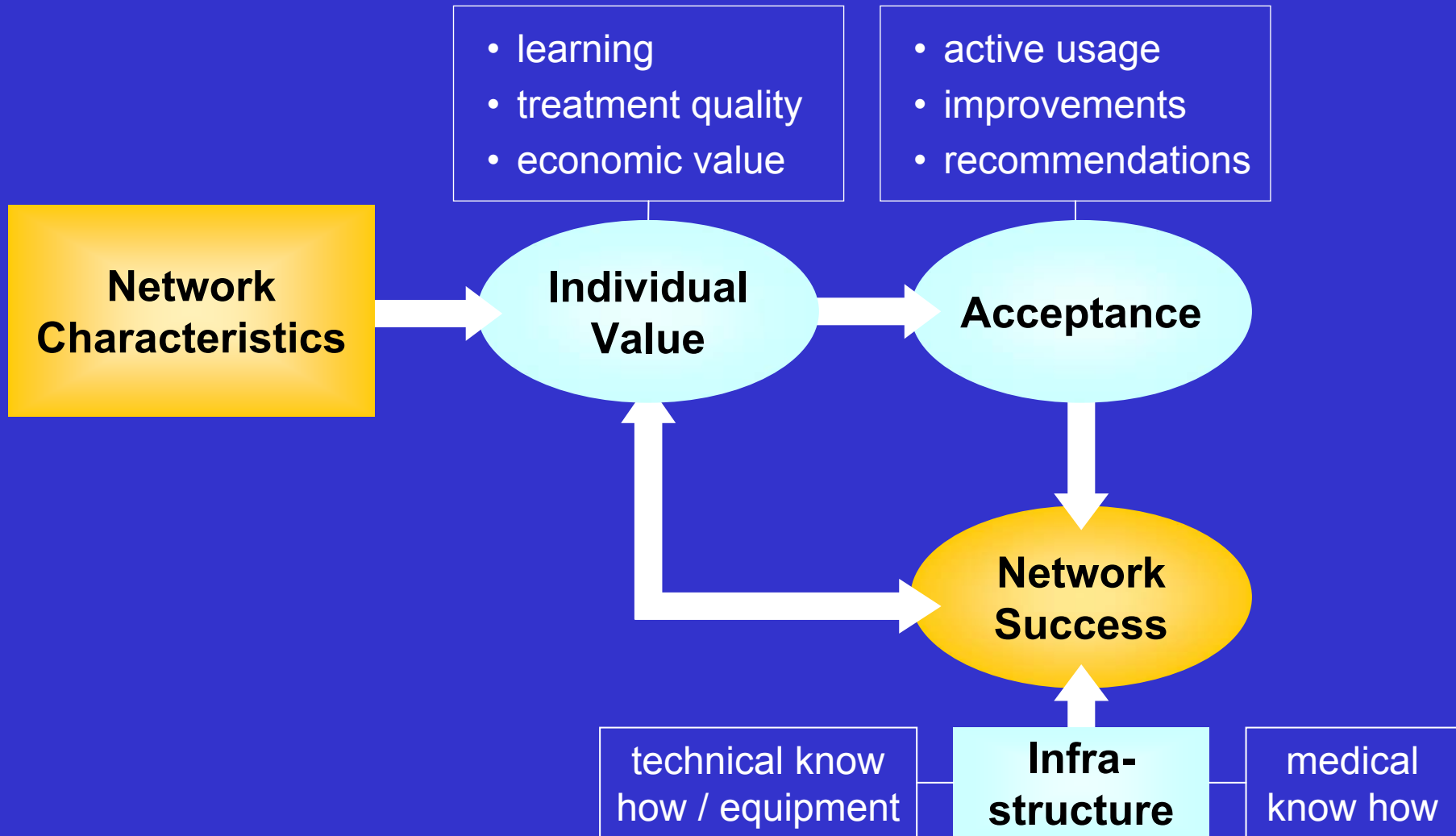
- reduced costs
- effective learning processes, evidence based medicine
- best treatment without moving the patient

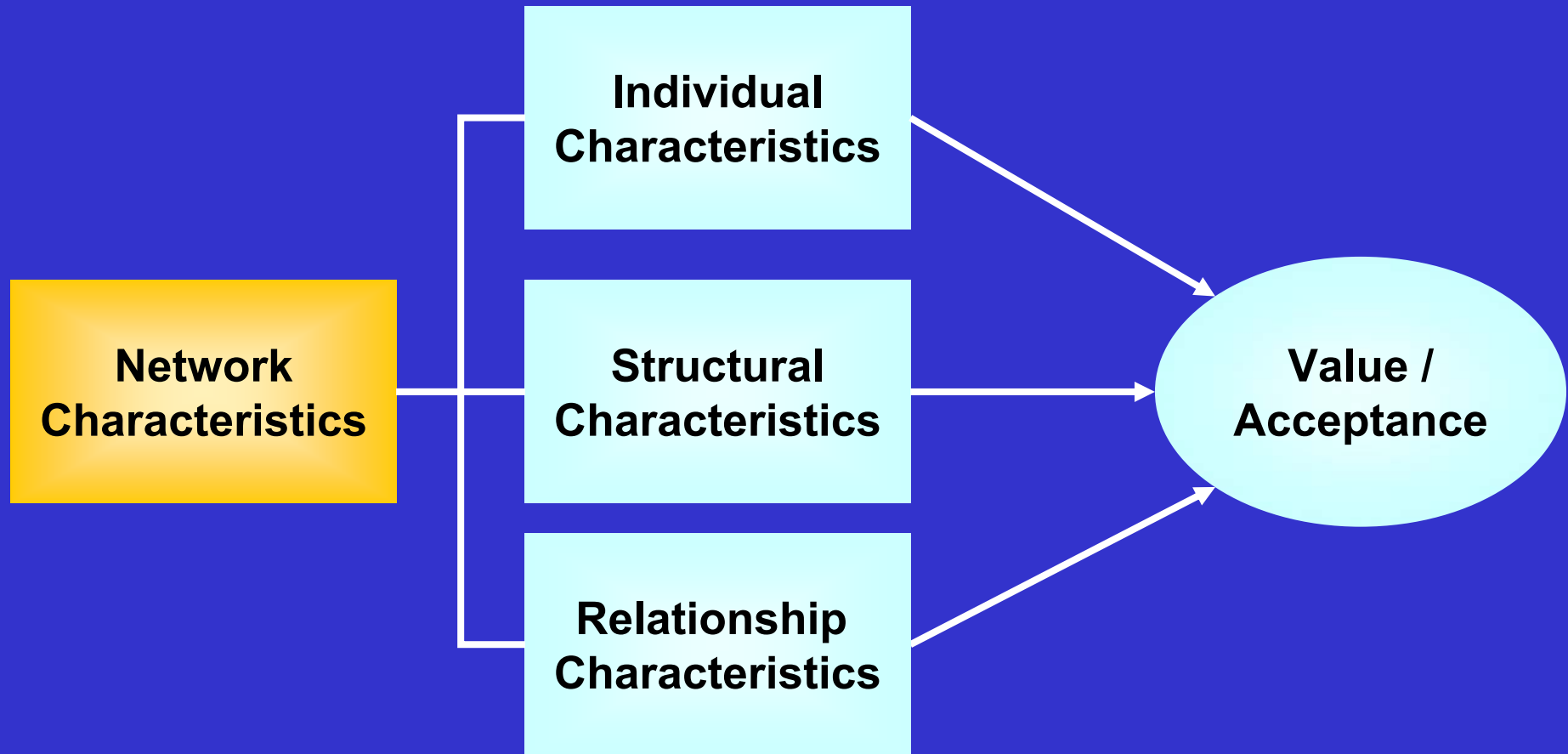
## How:

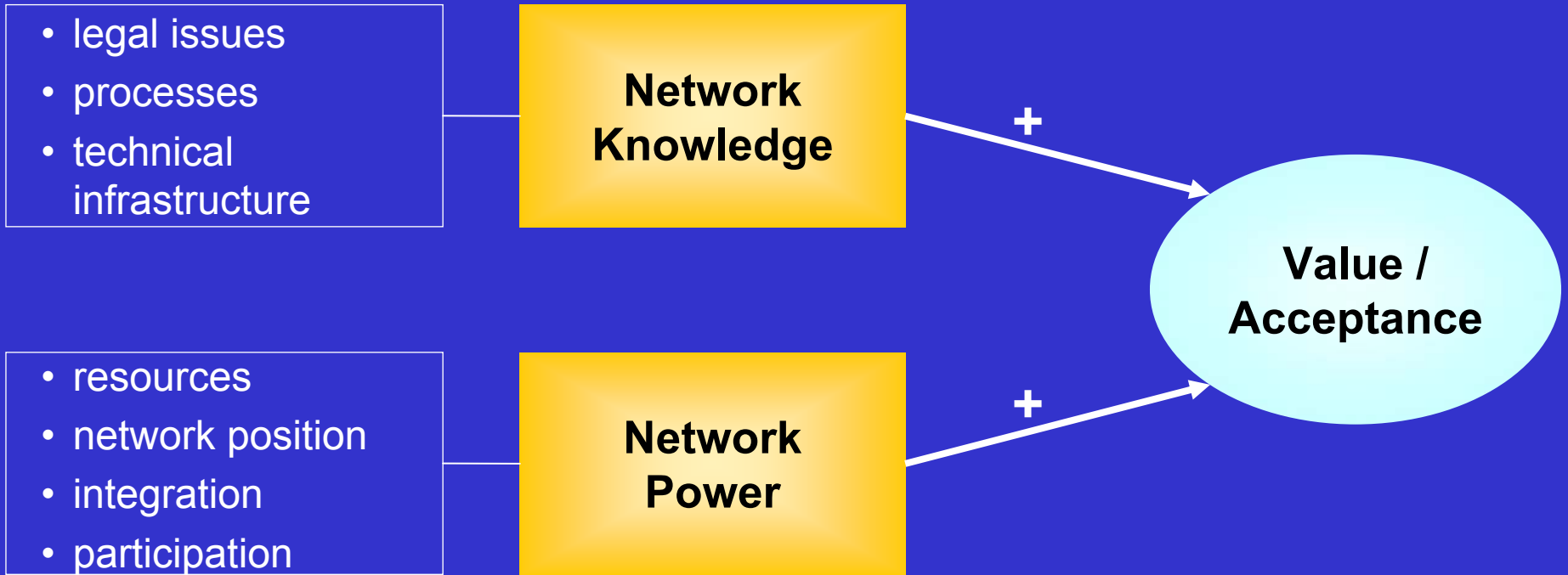
- ⇒ establish a global network of hospitals to work as a virtual hospital
  - ⇒ share knowledge
  - ⇒ share resources





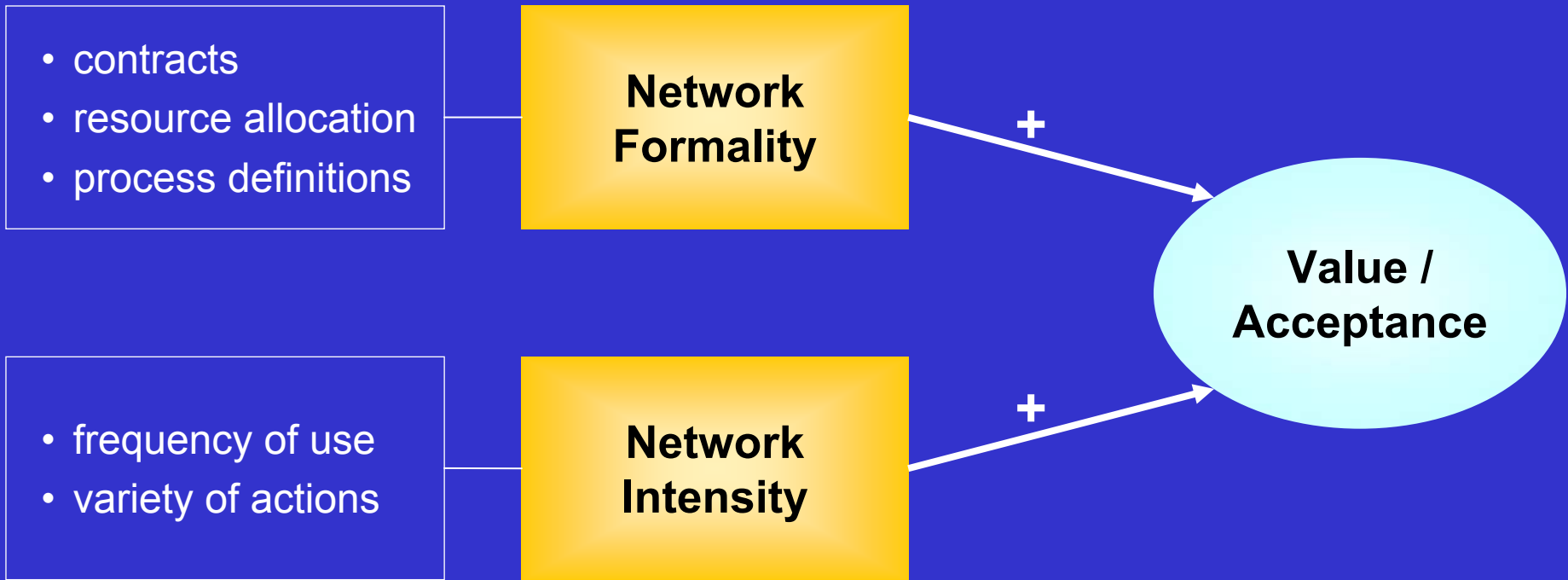






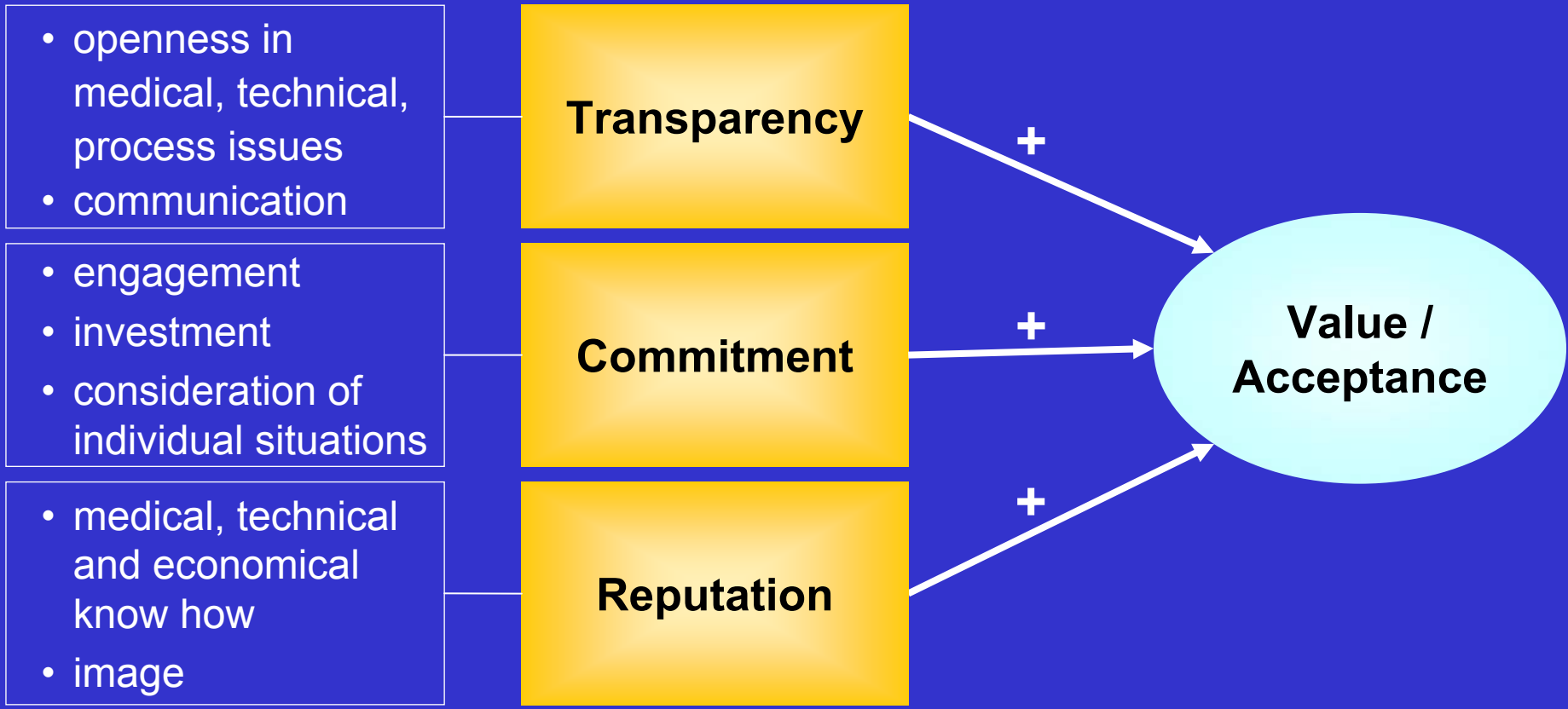
## Empirical Evidence:

„Study - Acceptance of Integrated Health Care in Germany“, N = 182, TU Berlin 2005



## Empirical Evidence:

„Study - IT Cooperation of Hospitals“, N = 106, TU Berlin 2004



## Empirical Evidence:

„Study - Acceptance of a Telemedical Platform / Service“, 117 Hospitals & Specialists, 416 Patients, 4 Insurances , TU Berlin 2004

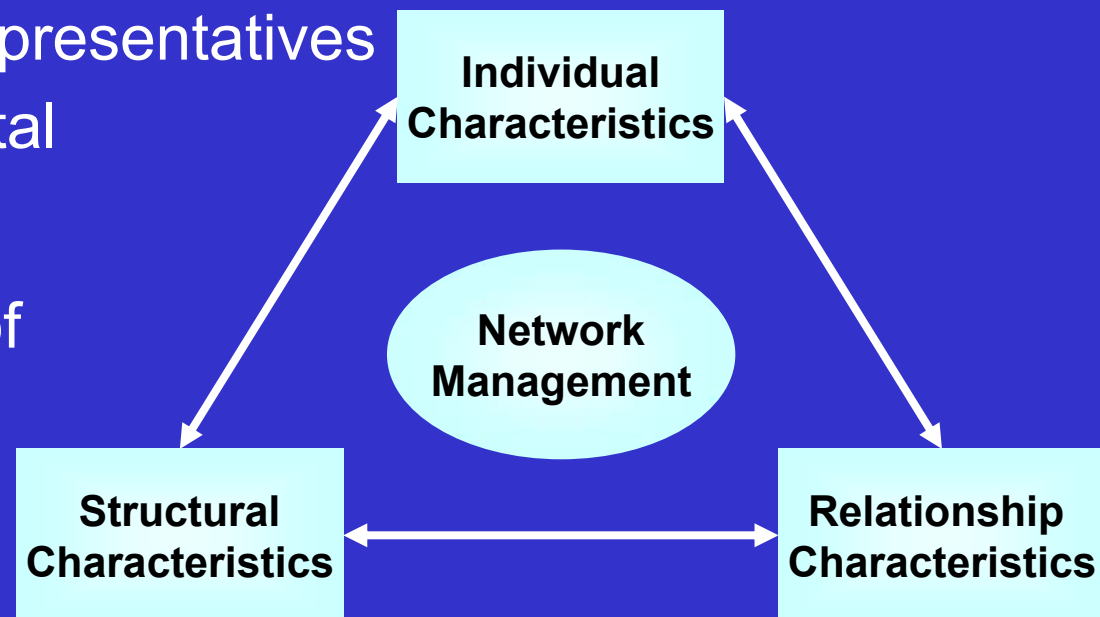
1. Technical Infrastructure is *conditio sine qua non* **but** Network Management for the VEMH is necessary!
2. Establish two Network Managements:

1. a **professional general management**

for the VEMH with representatives of every single hospital

2. a **self management**

in the responsibility of every single hospital

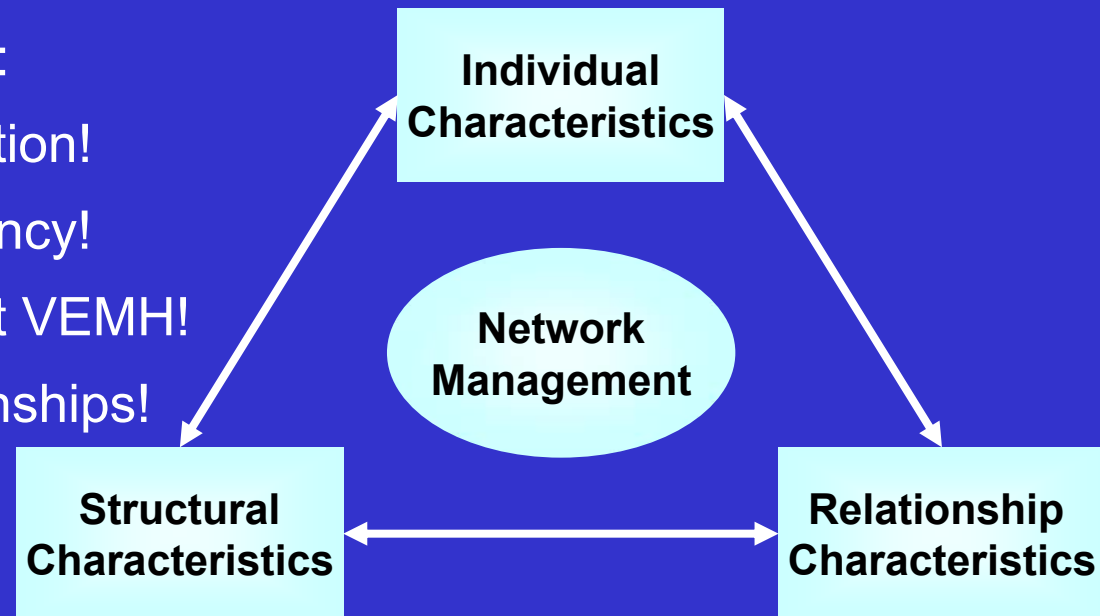


**General Network Management** is responsible to:

- find the optimal level of formalization and intensity!
- provide effective information for every partner!
- create possibilities for an interactive partner communication!
- evaluate & visualize the network success!

**Self Management** has to ensure:

- an active & powerful participation!
- process & resource transparency!
- a good knowledge base about VEMH!
- strong & trusty partner relationships!
- evaluation & visualization of the individual value!





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