

- Management Tools for Virtual Medical Alliances

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Virtual Medical Alliances:

- VEMH entails a collaborative activity requiring extensive and interactive communication within and between members of specialized occupational groups from diverse cultures and countries to co-ordinate, provide, and improve health care in the euro-Mediterranean region.
- Collaboration is a key requirement for effective virtual alliances including VEMH.
- Following from this conceptualisation there is a need for identifying ways for improving technology-mediated communication and collaboration among the diverse partners of a Virtual Hospital

Key Enablers for a successful Virtual Medical Alliance:

- Communication technologies including learning management systems that could be used to support the Virtual Hospital.
- Trust within the alliance partners which in turn would support collaboration.
- Practices for building and managing effectively the Virtual Hospital as an inter-organisational alliance

Findings from Empirical Research (Tucker and Panteli, 2003):

- **Shared Goals:**
 - *Awareness of shared goals
 - *Take time to build shared goals
 - *Open debate for shared goals up front
- **Power:**
 - *Availability of facilitators
 - *Facilitators focus on win-win
 - *Recognition of knowledge as power
- **Communication:**
 - *Face-to-Face where possible
 - *Regular synchronous communication
 - *Social Interaction