

## MGMT 579

# The Globalization of Healthcare Services & the Biotech Industry

Globalization has already had a significant impact on a variety of traditional manufacturing and high technology sectors; however, one of the last two sectors experiencing globalization is healthcare services and biotech. As large international hospital systems, post-acute providers, senior care facilities and specialty clinics have identified markets in China, India, and across Southeast Asia (SE Asia) as markets for potential expansion, they have encountered strategic challenges this course will discuss. Discusses issues around market entry strategy, localization, human resources and business development. While the biotech industry is more internationally experienced than healthcare services, its difficulties can many times reflect large strategic objectives driven by government policies. These type of structural dynamics can create enormous incentives to expand into foreign markets, but these opportunities also bring with them unique challenges around intellectual property (IP), compulsory licensing, regional pricing strategies, and broad market access issues. Explores how business can frame market access issues unique to biotech, and build collaborative strategies that align the interests of business and government.

**Thursdays**  
**6-9:20pm**  
**(1st 5 weeks)**

Learn why many healthcare and biotech platforms may struggle to globalize their businesses.

Identify how to build market access strategies that anticipate internal operational challenges around scaling in a foreign market.

Learn how to build partnering strategies that address the unique intellectual property (IP) concerns and government policy issues healthcare service providers and biotech companies face in globalizing markets.