

3rd Business Research and Management Conference: Business Research in the New Normal
January 16th-17th 2025 – Cuenca, Spain

Leveraging SME Internationalization Strategies to Foster Innovation and Competitiveness in Italian Healthcare Organizations

Presenter: Fiorella Pia Salvatore

Fiorella Pia Salvatore and Lior Naamati-Schneider

Agenda

- Theoretical background
- Research aim
- Methodology
- Results
- Conclusion



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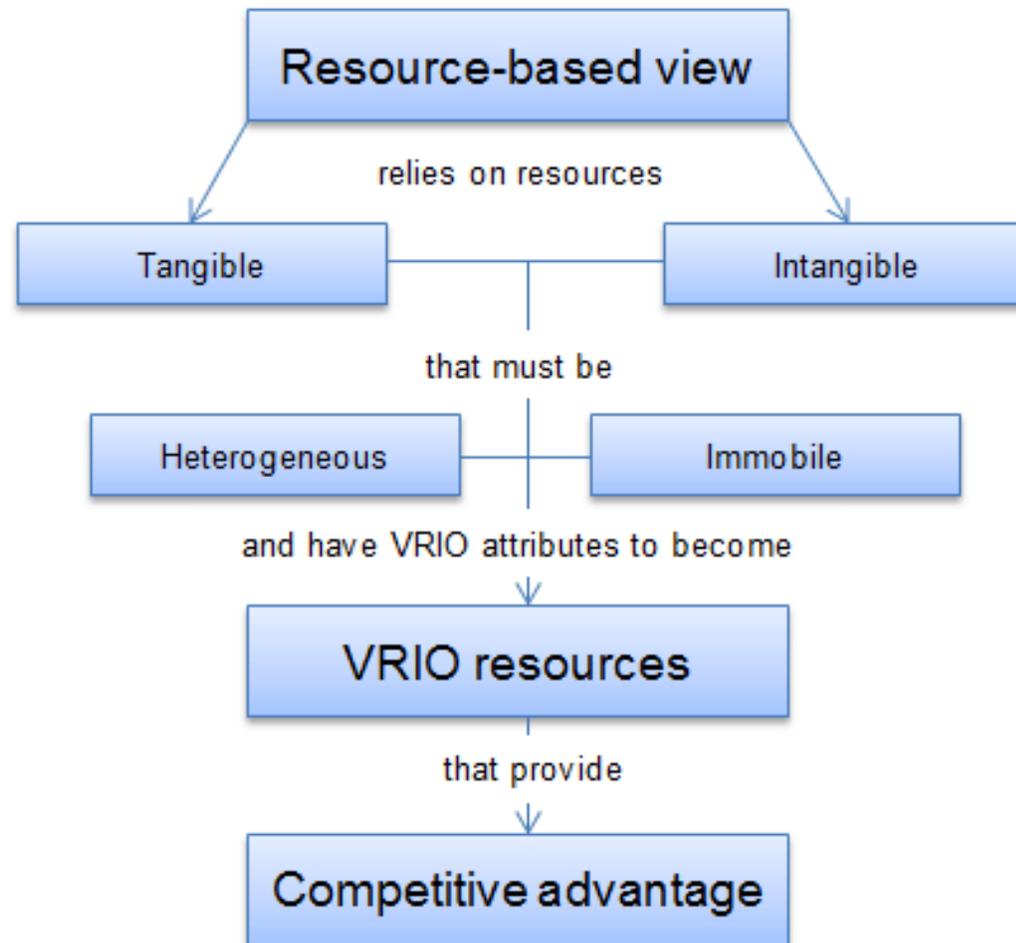
Theoretical background

In an increasingly globalized world and considering the actual “New Normal” period, healthcare organizations face mounting pressure to innovate on an international scale.

**THE NEW
NORMAL**

- Lessons from the internationalization strategies of small and medium-sized enterprises (SMEs) offer a promising framework for overcoming these challenges.

Theoretical background



Theoretical background

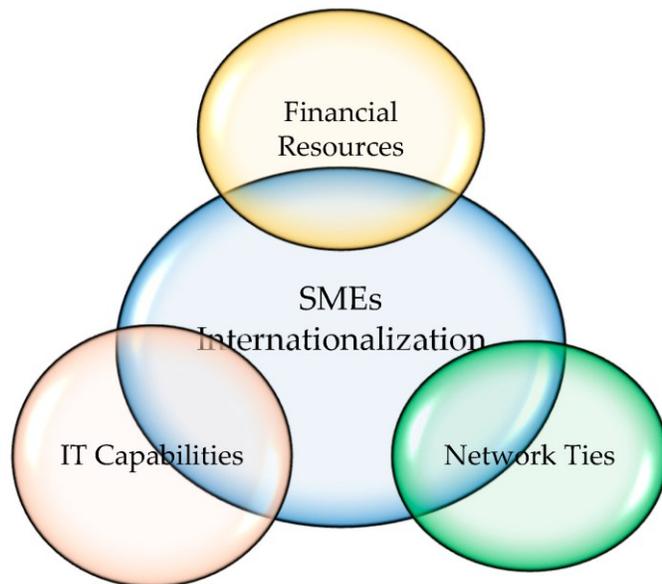
- Dynamic capabilities theory extends this by focusing on how organizations adapt to changing external environments through innovation, resource reconfiguration, and strategic agility (Teece, 2018).

IHOs, in a public context, can apply dynamic capabilities by integrating digital health technologies, such as AI and telemedicine, restructuring operational workflows to enhance efficiency, and fostering international research collaborations.



Research aim

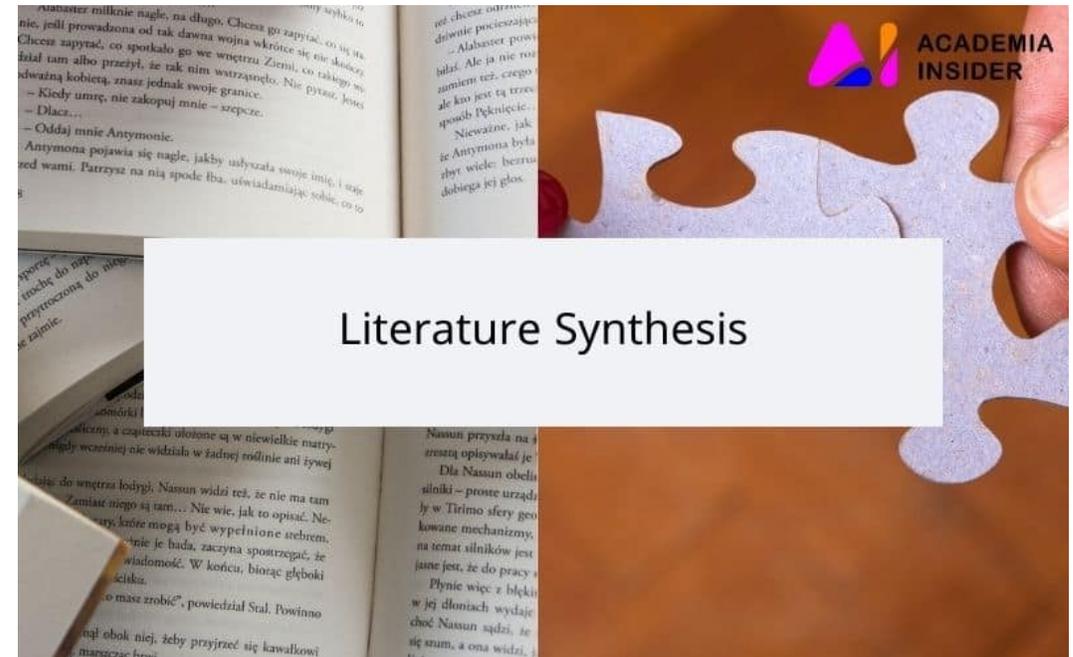
The main objective of this work is to analyze how the SMEs internationalization strategies can be applied to IHOs to enhance their global competitiveness, innovation, and service delivery.



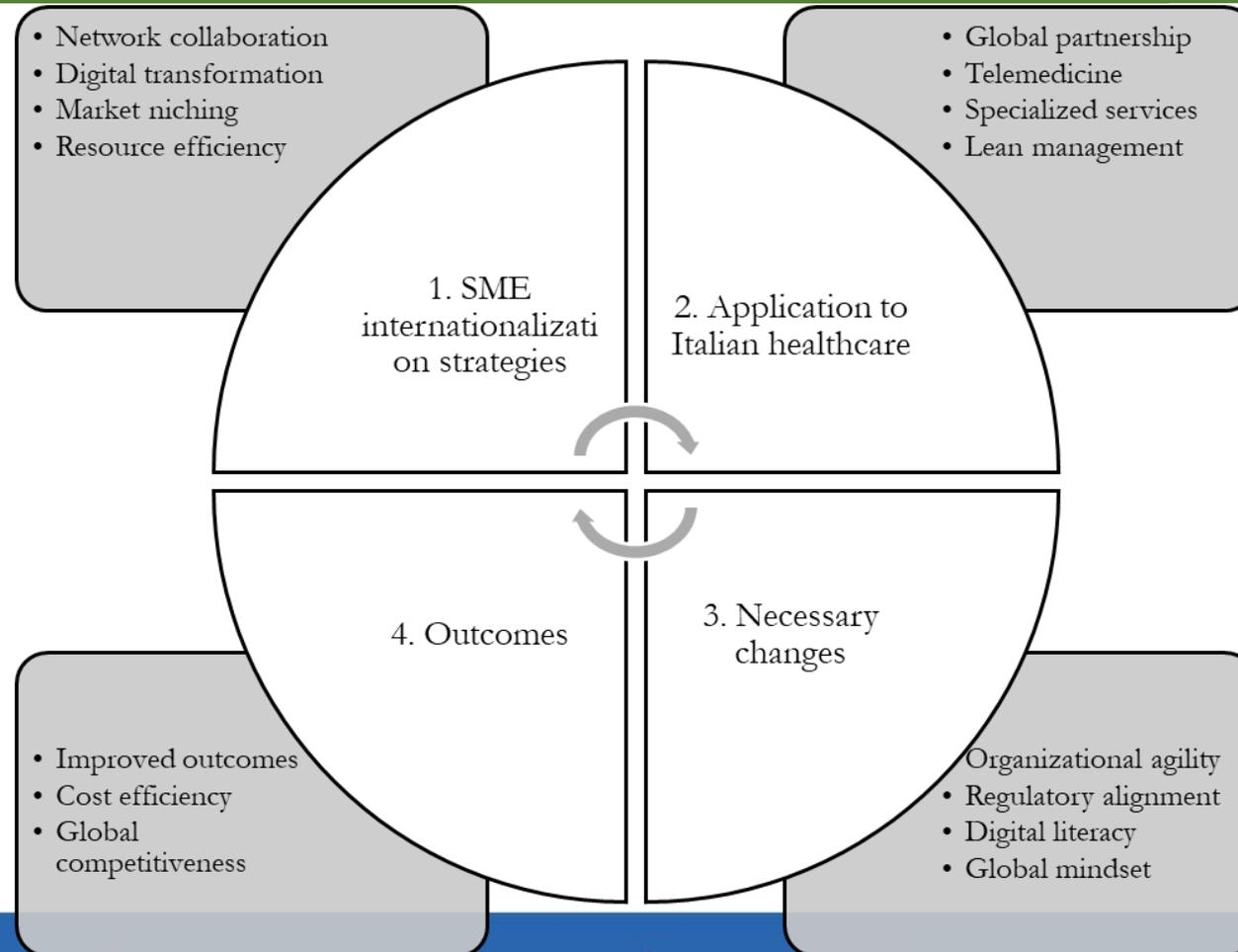
Methodology

The approach is similar to conducting a systematic literature review, where key ideas and findings relevant to the Italian healthcare context are combined.

This method is applied to discuss how internationalization strategies adopted by SMEs could impact IHOs by combining theories on SME innovation with literature on public healthcare needs.



Results



Conclusions



Specialization in specific medical fields (by leveraging on high-demand areas).



Strategic partnerships (by embracing network-based collaborations).



Agile operational model.



Digital transformation (AI-driven diagnostics).



Promotion of cultural competence and adoption of best practices from global peers.



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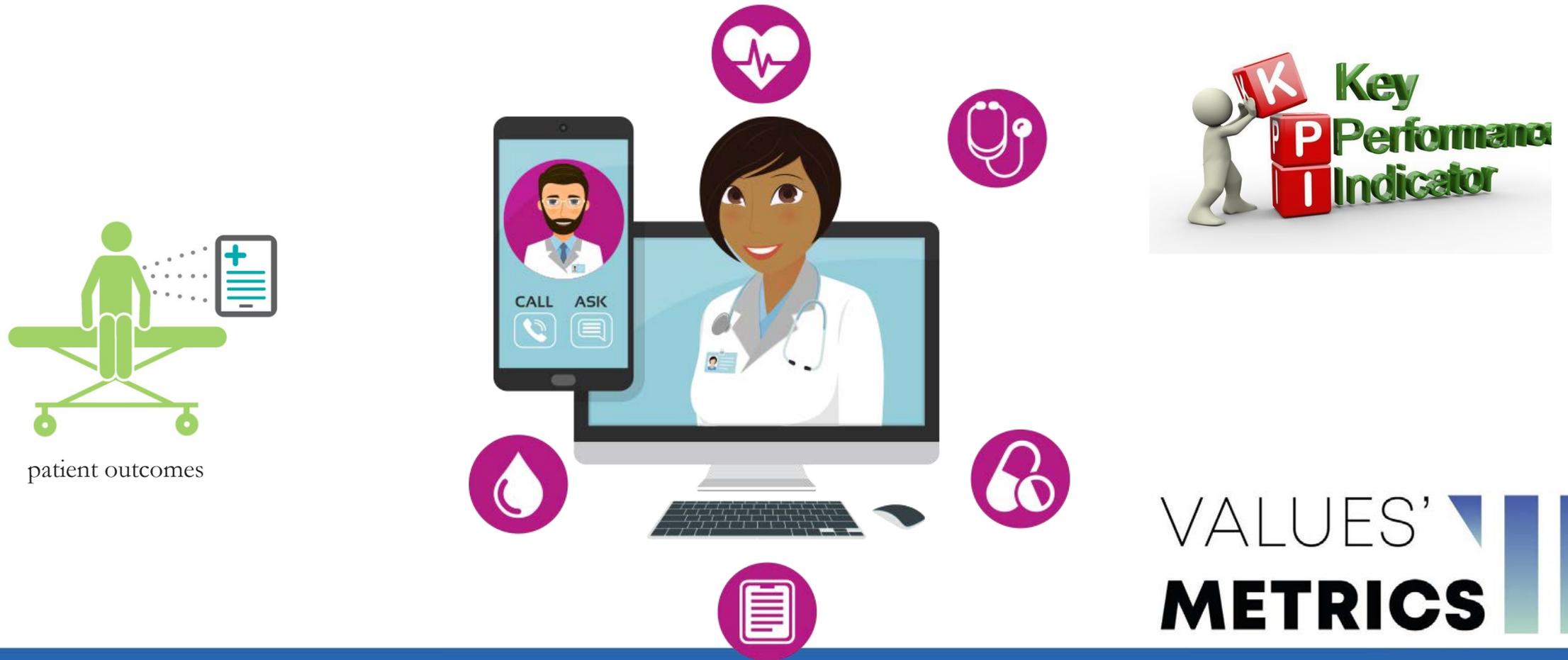
The televisit service in the healthcare organization: a business efficiency analysis

Fiorella Pia Salvatore, Michele Milone and and Marco Taliento

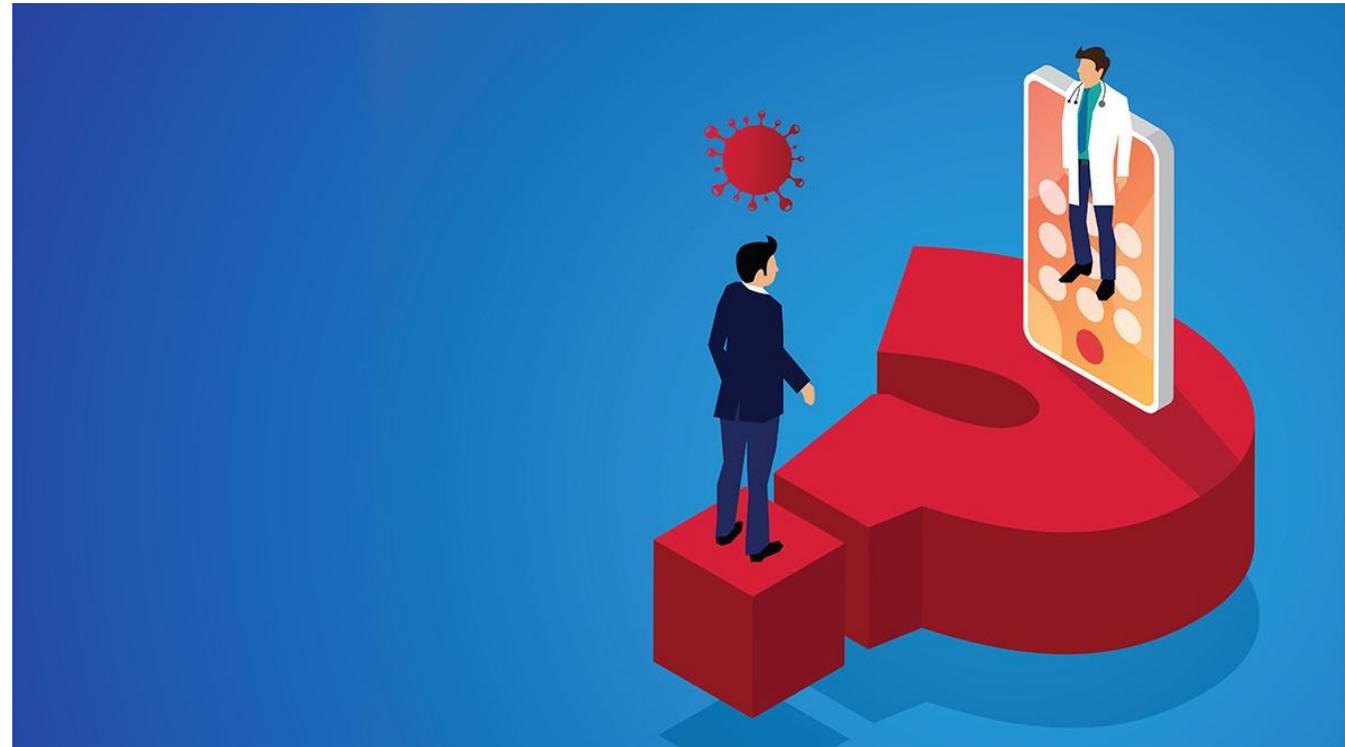
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Theoretical background



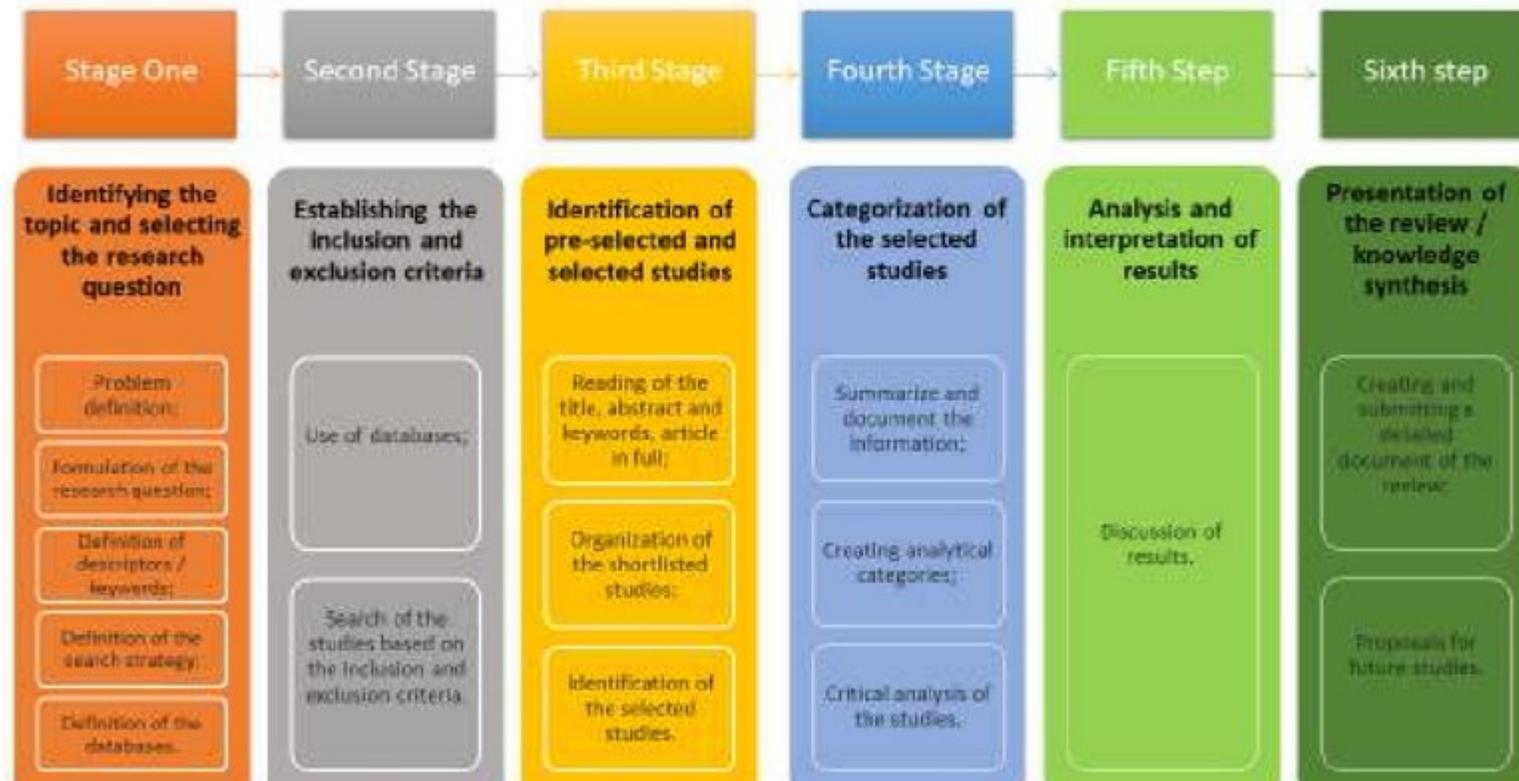
Research aim



This analysis evaluates the efficiency of a healthcare organization's televisit service by examining key performance indicators, patient outcomes, and operational metrics, informed by recent scientific findings.

Methodology

INTEGRATIVE LITERATURE REVIEW STEPS



Keywords:

- "telehealth efficiency",
- "KPIs in telemedicine,"
- "patient outcomes",
- "operational metrics in healthcare"



Results

KPIs

- “Patient Volume and Accessibility”. Televisits have demonstrated a substantial increase in patient access, particularly in rural and underserved areas.
- “Appointment Attendance Rates”. Televisit services significantly reduce no-show rates compared to in-person visits.
- “Provider Productivity”. Providers report improved efficiency through optimized scheduling and reduced administrative burdens in televisit systems.

Results

Patient outcomes

- patient outcomes;
- chronic disease management;
- chronic conditions like diabetes and hypertension.



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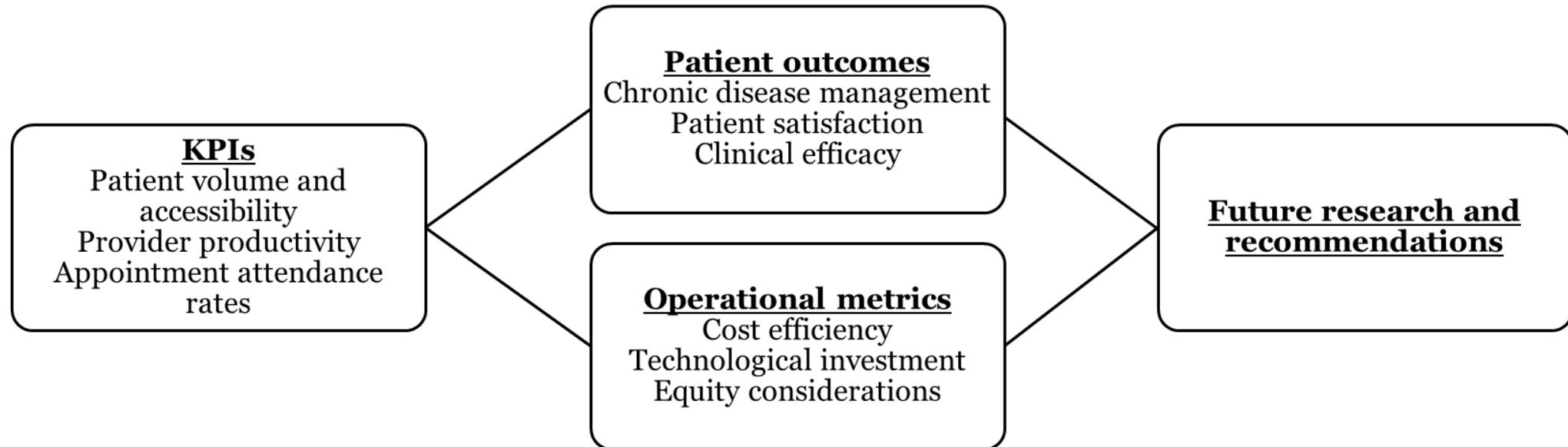
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Results

Operational metrics

- Reduced overhead costs
 - examination rooms
 - support staff for in-person visits

Conclusions





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