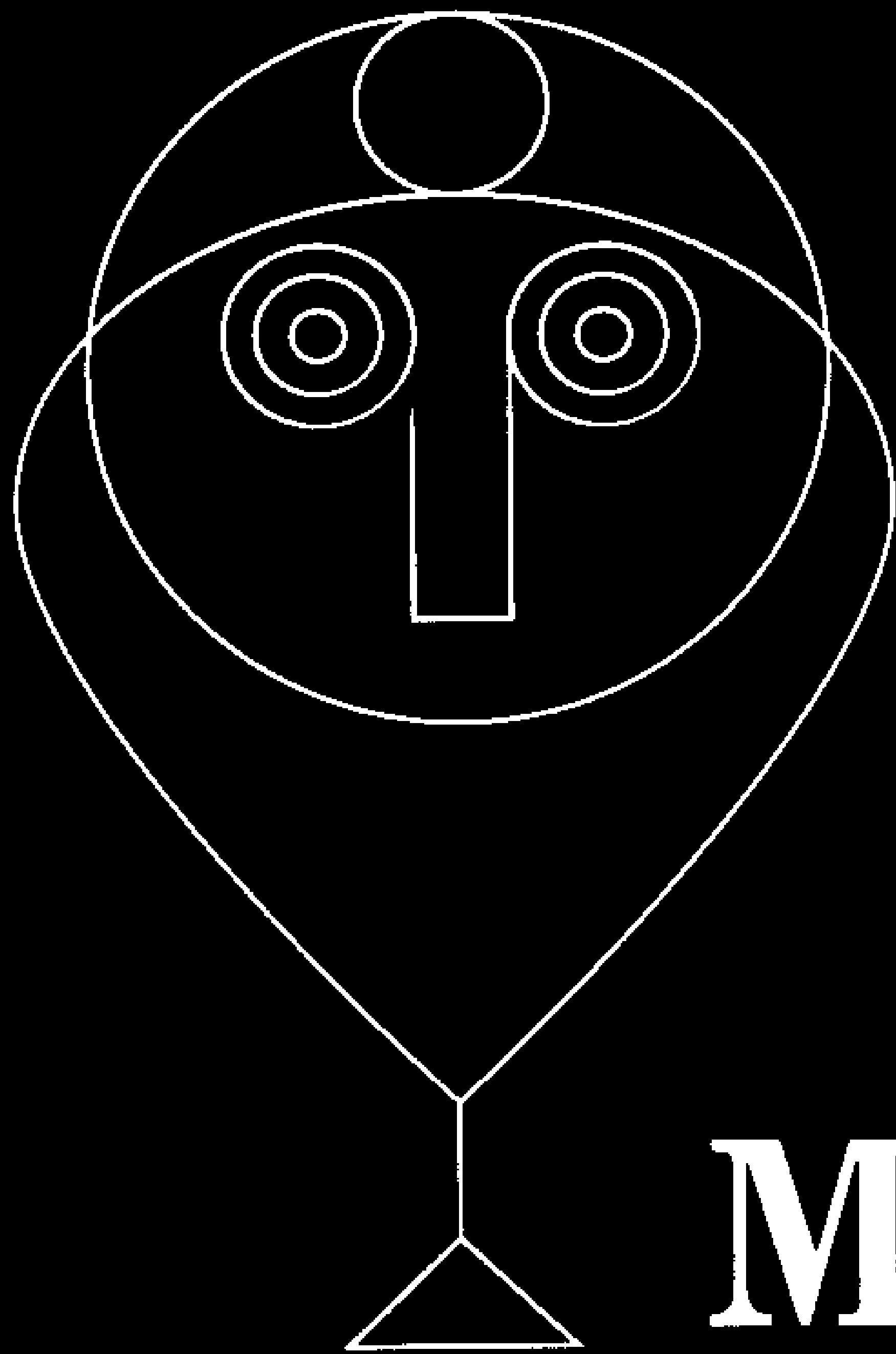


*Editor: Sotirios Soulis*



# Health Economics and Health Management

**Proceedings of the  
First International Conference**

Organised by  
*The Department of Health and Welfare Units' Administration  
Technological Educational Institution (TEI) of Athens  
and  
Athens Institute for Education and Research (ATINER)*



**PAPAZISIS PUBLISHERS**

***HEALTH ECONOMICS  
AND  
HEALTH MANAGEMENT***

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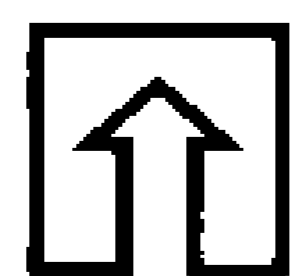
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## *Preface*

This volume includes selected papers that have been presented in the First International Conference under the theme 'Health Economics and Health Management' by the Department of Administration of Health and Welfare of the Technological and Educational Institute of Athens (T.E.I.-Athens). This Conference took place on May 30-31, 2002 in Athens. Over twenty University Professors participated and presented their academic considerations on various health issues, with emphasis on the microeconomics of health, health practice and provision, health systems and impacts, public health, management and marketing and technology, food and demographics.

In the first chapter, W. Chung, analyses the association between income inequality and self-rated health status while controlling for other health risk factors in Indonesia, using data from the Family Life Survey. The paper shows empirical results confirming the negative association between income inequality and health.

In the second chapter, G. Bouliotis, demonstrates a technique for eliciting preferences, which is known as *conjoint analysis (CA)*. CA is first described and explained, followed by an example of how to carry out a study in the dental care sector, which involves successfully this technique.

The authors, K. Souliotis, A Zavras and S. Soulis, present in the third chapter, the main characteristics of the health care systems in south Europe (Greece, Italy, Spain and Portugal), focused on the financial function.

In the fourth chapter, J. P. Graffy and K. Stubbs, determine the role of the practice manager in primary health care. They concluded that managers appear to have two distinct roles in research; first, undertaking research into management and service delivery and secondly managing and supporting research in the practice.

In the fifth chapter, V. Ozolina, discusses the economically perspective direction of primary health care system - self - medication, using information from results of self-medication studies in Latvia. The author explores traditions of OTC medicines use and investigation of drug demand in community pharmacies in Latvia, describes some of the important findings of these studies and shows the data on which the conclusions are based.

In the sixth chapter, E. Parker and J. Wendel, analyse and examine the econometric methodology used by World Health Organization (WHO) researchers to develop a template for ranking health system efficiency in 191 countries, as reported in the *World Health Report 2000 (WHR)*.

In chapter seven, J. Costa-Font and E. Mossialos, examines the magnitude and the impact of ambivalence as explaining support for specific applications



for two biotech applications (food and medical biotech).

In the eighth chapter, L. Bruvere, examines how the existing socio-economic situation in Latvia determines the inhabitants' choice of food and their purchasing of food. The author considers that the country politics has to be promoted so that everybody could purchase qualitative food and people would have sufficient money and knowledge about what to buy.

Chapter nine includes the analysis of M. Fotaki and E. Sioras on the impact of the market oriented reforms in the UK and Sweden. This paper uses cataract surgery as a case study to trace the impact of competition among providers and the separation of purchasers' functions from the former on the set of selected indicators: choice, information, quality, responsiveness and efficiency.

In chapter ten, J.H.M. Nelissen and M.H.L. van Tits, present the redistributive impact of the Dutch health care system. It appears that in the long run, the redistributive impact on a lifetime basis becomes less progressive, and even regressive.

M. Pavlova, W. Groot and G. van Merode, examine in the eleventh chapter, the social benefits of the insurance-based finance system in the Bulgarian public health care sector. The discussion in the paper implies that, in the current conditions of economic recession, an insurance-based health care finance system is not socially beneficial for Bulgaria. Moreover, the insurance reform can be frustrated due to a lack of sufficient financial resources.

In chapter twelve, I. Papasolomou-Doukakis refers to and examines the internal marketing and empowerment in bureaucratic organizations. The article highlights the approach adopted by UK retail banks and points to its limitations and deficiencies. It also points to the managerial implications for ensuring a smooth implementation of a programme of internal marketing.

In the thirteenth chapter, J. Papoutsis and J. Dimopoulos, present the emerging Information Technologies (ITs) for Health care enterprises and their multiple contributions.

In the fourteenth chapter, A. Melngaile and I. Karlson, focuses on health management at school using statistical data and marketing research from the hygiene situation in the Latvian schools.

On behalf of the Scientific Committee of the Conference, I would like to express the warmest appreciation to all the participants and especially to the authors of this volume, for their valuable contribution.

Sotirios Soulis  
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