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# JOURNAL OF INTERNATIONAL MANAGEMENT STUDIES®



## EDITOR-IN-CHIEF

David D. Stinson, MEd  
Director, Equity of Access and Learning Resources, Trinity Western University



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### A Welcome Note from the Editor-In-Chief:

The global stage is increasingly integrated and complex. Challenges range from economic and political instability to philosophical and religious divides that make it difficult for organizations to thrive. Businesses are challenged on every side, and navigating well through this pivotal time in history will take ingenuity and creativity.

Within this broad context full of challenge and opportunity, we introduce the Journal of International Management Studies (JIMS) Volume 16, Number 2, 2016. It is a compendium of articles steeped in research, detailed observation, and strategic application related to business, economics and public administration. As scholars, teachers and practitioners grapple for solutions to current global challenges, this edition of JIMS will stimulate valuable conversation by exploring various aspects of world financial markets, challenges of economic globalization, ethics and the identification of new and emerging guidelines in the global marketplace.

Each paper submitted to the JIMS has gone through a rigorous blind review process of experts in the functional areas of business, economics and public administration. We are infinitely grateful to each author who submitted their work and to the anonymous reviewers and board members who contributed to shaping this issue of JIMS.

We invite you to contribute to this global discussion in future issues!

Warmest regards,

**David D. Stinson**

Editor-In-Chief

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## STRATEGIES AND ADVANTAGE OF PHARMACIES AND ANNEXES MEDICAL CONSULTANT IN ZMG MEXICO

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### ABSTRACT

*This research reveals how increase of users to annexes medical consultants in pharmacies. This had presented as phenomenon in Mexico, justified economy of the country, that users can not pay for a particular service and the consequence is that users visit a general doctor and not a specialty doctor.*

*It shows that some strategies and advantage that those establishment offered. Meanwhile health system in the country don't give an appropriate attention of first level for excessive demand that we have. This phenomenon has increased faster giving to users confident and also provide low cost drugs. They go doing their own data base to give it other services.*

**Keywords:** *Strategies, medical consultants' first level, data base (ITC) and pharmacies.*

### 1. JUSTIFICATION

Mexico gives a deficiency in the health system. The country has problems with the users attention in medical services; however it's not just that. Middle class has reduce and their weakness it's due to the vulnerability of monthly incoms in this sector, that leads a rich polization where high class increase their incom and poors lose economic resources (Centro de Estudios Sociales y de Opinión, 2010).

Those problems has been use for pharmacy chains that has served as drugs and medical consultants to users providers to a citizenship economically fragile.

In this research we will know strategies and advantage of pharmacies and medical consultant to users.

### 2. THEORETICAL FRAMEWORK

#### Strategies.

It's like a plan, patron, position and perspective. With them it introduced the idea that can develop in an organization. Support multiples people, implicitly they use the term in this way but not define it to this (Mintzberg y Quinn, 1995).

In the administration field, a patron strategies or plan that includes main goals and political organization, and, at the same time stablish a coherent consequence sof actions to do (Ibidem, 1995).

Strategies concepts can define, for two aspects:

1. - From prespective that an organization pretend to do
2. - from prespective that an organization finely to do.

According Mintzberg Quinn, this strategies visión of strategy is applicable to organizations in accordance with the environment only when the need arises.



Medical consultant first level.

It corresponds to the forms of care which service offering is to solve health problems that falls predominantly on self-health care, outpatient medical consultation and temporary internment, this level is composed by: Mobile Brigades Health, Health Care, Medical Clinic, and Health Center with and without beds, polyclinics and poly clinics; including all sub-sectors. The setting is input to the system.

The first level of care corresponds to care modalities whose service offering part is of:

#### **Promotion**

Health prevention  
Healing (consultation and hospitalization).

#### **Database (ICT)**

Have a key role in this environment, we must remember exposing Tan and Fang (2002).

#### **Pharmacies**

Under the perspective of the World Health Organization (2013) in his research report for universal health coverage 2013, the goal of universal health coverage is to ensure that people can use health services that require no risk of impoverishment for both the nation and the individual.

#### **Pharmaceutical clasification.**

According with Guinzberg (2011) denomination generic it's chemical name of the drug, while distinctive name it's the same as the comercial name, such case as acetaminophen sold throught the name Tylenol. This same drug that go on sales to market, it's result of a research, through a different name, it recognizr as innovation. The product is protected by a patent for 20 years long in our country.

At the end of this time, the product continue being innovation but it doesn't have a patent. It's when other pharmaceutic industries take advantage and creat different drugs of their first one but content the same sustance.

We know them as generics, and if the company add a comercial name we are infront of a generic with Brand and it has pharmaceutic quality just like innovative. Their Price is lower than the first. (Guinzberg, 2011).

### **3. PROBLEM STATEMENT**

Mexico is throughout a transition in demographic profile. The recent demographic development in Mexico is characterized by a decrease in overall mortality (27 deaths per 1000) inhabitants in 1930 to 4.9 per 1000 in 2008), an increase of life expectancy (34 years in 1930 to 75.1 years in 2008) (Dantés, O., Sesma, S., Becerril, V. M., Knaul, F. M., Arreola, H., & Frenk, J., 2011, p.S221). Although life expectancy is close to 76 years, the person is healthy until age 65, so ten years (76 to 65) there is a burden of disease and dependence. (Manrique et al., 2013).

Moreover, the social system is under a delicate outlook due to financial reforms implemented. (CONAPO, 2011).

The above, coupled with the high costs of private practice has made that part of the population chooses the query system that provides inside a pharmacy.

#### 4. INVESTIGATION QUESTIONS

Which are the strategies and advantages that offer pharmacies and annexes medical consultants to users?

#### 5. FRAMEWORK

Health system in Mexico seeks universal coverage that the constitutional right to health care, as well as the human and economic development (John et al., 2013 and Gutierrez et al., 2013)

##### Classification of levels of care

According to the College of Physicians Postgraduados IMSS (2012), there are three levels of care, which define them as follows:

- First level of care:

"It is the gateway to health services and includes actions led at the individual, family, community and environment. The services are focused primarily to preserve health through advocacy, epidemiological surveillance, basic sanitation and specific protection and early diagnosis, timely treatment and rehabilitation. Guided at conditions that occur frequently and whose resolution is feasible through outpatient care based on the combined resources of little technical complexity." (P.3)

- Second level of care:

"Provides services of specialized outpatient care and hospital patients derived from the first level or that occur spontaneously with medical-surgical emergencies, whose resolution demands the combination of techniques and services of medium complexity by specialized staff also made epidemiological surveillance and health promotion in support of those in first class." (p.4)

- Third level of care:

"Develop actions restoration of health and rehabilitation of users referred by other levels, which have high diagnostic complexity conditions and treatment." (P.4)

Also, this school defines the following types of medical units:

- Medical Unit, "which has physical Establishment material, human, technological and financial resources, whose complexity is equivalent to the level of operation and intended to provide comprehensive medical care to the population." (P.4)
- Outpatient medical unit: "Establishing organized medical staff and paramedics where outpatient receiving medical care; has no inpatient services." (p.4)
- Medical units specialized hospital "mainly reserved for diagnosis establishment, treatment and rehabilitation of patients suffering from specific diseases, or condition of a system or reserved for the diagnosis and treatment of conditions affecting specific age groups." (p.4)
- General inpatient medical units: "Medical Unit for patient care in the core branches of medicine. Internal medicine, surgery, pediatrics, obstetrics and gynecology specialties derived from them" (p.4)

The National Center for Health Technology Excellence (2012), breaks down the types of medical care units as follows:

- Home Health: they are located in rural communities where they perform first aid activities and serve as a liaison to the nearest center.
- Health Centre: Located in rural and urban areas where basic clinical care such as environmental sanitation, detection and risk control, early diagnosis of diseases Community.

Increase of medical consultant annexes to pharmacies.

IMS Health, consulting firm that provides information technology services and healthcare industry in over one hundred countries; study presented at IMS World Review 2013 data on growth in medical consultants attached to pharmacies. (Hector Valle cited by Cruz, A., 2013)

The data speak about business success, value of the pharmaceutical market, generic drug sales, growth expectations of the business model and ailments treated at these clinics.

About bussines increase mentions that pharmacies count with a similiar capacity attention as Instituto Mexicano del Seguro Social (IMSS), providing about 250 thousand consultantion per day.

Between 2010 and 2013 this type of pharmacies have increased 197% in the country; in other data, of the 28 000 existing pharmacies in Mexico, 46.42% have practice. (COFEPRIS cited by Rodriguez, 2014).

Imss Health consulting emphasizes that this type of attention must be regulated since increase it has, population can not dispense with it.

Respecting medical consultantion annexes to pharmacy, Valle said that added almost 10 thousand establishment and each doctor provides almost 25 medical consultantion per day. These clinics are a good option for patients because it is cheaper than private medicine.

Finally states that patients attending clinics annexes, 22% are beneficiaries and 39% user of particular services.

And for last, Valle pointed out that the main diseases treated in this system are those of the digestive and respiratory system, central nervous system and skin; infectious, genitourinary, musculoskeletal and cardiovascular diseases. They are not addressed in complex, such as HIV or cancer diseases.

## 6. RESULTS.

This research made in belonging zone to a socioeconomic level C- y D+. They were obtained conclusion to every variable.

The main unit prices within health care are:

- Consultation with specialist: \$ 120
- Average medicine pharmacy: \$ 59.42

They offer the user three main areas (medical, pharmacy, and canalized laboratories with low cost.)

## 7. CONCLUSION.

Secretaria de Salud in Mexico is doing an evaluation to control that comply with sanitary rules not give a lower price does not provide quality service and most importantly cares about the health of the user.

Another factor that has control of its strategies such as service costs of medical care and pharmaceuticals and is performing control laboratories are now introduced a complete service for the user.

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