

# 27<sup>TH</sup> SURGICAL NURSING & NURSE EDUCATION CONFERENCE

OCTOBER 16-17, 2017 DUBAI, UAE

## How to increase international patients' satisfaction level by 17% with an unexpected and cheap change

**Andres Molina**

Universidad ELA, Colombia

85% of failure in international relationships is due to intercultural clashes. Healthcare practitioners are faced with unexpected pain expressions and care requirements more often, due to the proliferation of international patients, both as migrants and as medical tourists. This speech opens discussion on what should institutions and practitioners explore and include building better international patient's experience. With anthropological and psychological perspectives and an encouraging speech style, Andres demonstrates cross-cultural skills are not intuitive and shows how easily they can be acquired. Although not a breakthrough technique by itself, bringing cross-cultural skills into the healthcare world would help practitioners address the needs of particular cases. The more culturally coherent for involved parties a given treatment or procedure, the smoother the interaction with patients and caregiving relatives.

[andres.molina@globalmanageronline.com](mailto:andres.molina@globalmanageronline.com)