

Globalization of Health: Positive or Negative? (*Anthropological Perspective*)

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Abstract

This article examines the consequences of globalization on the health sector, how people see these conditions and how globalization is rejected or perhaps easily accepted as an effort in improving life. The majority of the world's population in poor and developing countries do not have access to essential health services, let alone medicines. As a product of globalization, in the health sector, the conditions with humanitarian aspects as one of the indicators of the quality of human resources have been distorted and become a tempting element of economic commodities. In the era of globalization, international relations are getting closer. This problem is often known as global conditions. Global relations certainly have an impact on social life. These impacts bring changes in people's behavior in various aspects of life. In the economic, political, social, cultural and security fields, this global impact not only affects large urban communities but also occurs in the rural communities. Along with this, the explanation in this article will be presented from an anthropological perspective.

Keywords: Globalization, Health Services, Developing Countries, Anthropological Perspective

Introduction

Almost all aspects of our lives at the present time have impacts of globalization which not only occurs in the realm of culture, media and economics, but also in health services which is one of the economic commodities that cannot be separated from the influence of inter-state trade and globalization. In general, globalization is defined as the condition of changes in various aspects of human life that occur rapidly and globally, because it is triggered and accelerated by the openness of information and the development of science and technology. Discussing health, this is one of the important aspects that must be owned by a person to carry out daily life, with many socializations about a healthy lifestyle, many models of medical services, there should be no reason for someone not to live healthily. With a healthy physical, psychological and social condition, a person can adapt well in his environment, both the natural environment and social environment.

We can see that globalization is closely related to the mode of trade in goods and services that occur in the health sector. The first type is a trade in health service goods carried out between countries. For example, medical equipment and supplies are produced in one country and then exported to other countries. Diagnostic equipment such as breathing machines and aids, and various other materials are produced by large manufacturers in developed countries such as Germany, America and China that produce medical devices, and also India which manufactures surgical instruments. This inter-country trade is not limited to medical devices, but also drugs and medical supplies are also widely traded between countries. And of course, the destination country is the developing countries.

Indeed, all hope that globalization must be made a new public health agenda that can have a vast impact on the community itself. The effect of globalization is expected to influence the use of health technology, service systems, new diseases, and other social conditions. In other words, inevitably, the impact of globalization must be one of the priority areas in the field of health in various corners of the world. Health is capital for the development and fostering of human resources and as a capital for the implementation of national development which is essentially human development which will also affect the various joints of life. Globalization is rampant campaigned in various lines not only as a challenge or a threat also penetrate the health area which is one element of general welfare, Therefore, the need for readiness, especially in the field of public health to face the challenges of globalization so that people in the target of globalization are not left behind the influence of globalization. This will provide some benefits and disadvantages for a country. The advantage of this global trade is that it

is easier to access all goods or services from and out of the state, but the adverse effects will be felt when people forget the production of their domestic products because they trust the quality of foreign products better than the work of the country own. Adverse impacts will also threaten the health world because of the easier viruses and diseases of a state that easily enter other countries.

As I have explained above, in addition to globalization, it presents positive impacts such as living easily, comfortably, cheaply but it also brings negative effects that cause anxiety and misdirection in the health sector. This has an impact on the life habits of someone who does not do much physical activity (lack of movement). Basically, the lifestyle is determined by each person and lifestyle is a secondary human need that can change depending on the time or desire of someone who changes it. The negative impact of this lifestyle is that it is possible to have a heart attack, stroke, diabetes, hypertension, and other diseases.

Globalization and Health (*Definition*)

Following the understanding of Foster and Anderson (1978) detailing a medical system in two parts namely the theory of disease system and health care system. The systems of disease theory include beliefs about healthy characteristics, causes of illness, and other treatments and healing techniques used by doctors, disease theory systems regarding causality, explanations given by the population regarding the loss of health, and explanations of taboo violation, regarding loss of soul, about disturbance in the balance of elements of cold in the body or failure of the immune system against viruses. Thus, a system of disease theory is a system of conceptual ideas, an intellectual construct, and part of the cognitive orientation of members of the group. The disease theory system tells us how a group understands illness, there is a group of people who believe when someone is sick because the person has violated the taboo, for example cutting down a big tree in the forest that causes the tree dwellers to get angry and disturb the person, so that the person becomes ill.

Community groups that still believe in the existence of spirits that cause a person to be sick provide a conservative impact on the environment, wherein the end a group member does not arbitrarily cut down forest trees. With the theory of disease system then the health care system is carried out. The health care system pays attention to how various societies care for sick people and to utilize knowledge about diseases to help patients. A health care system reflects the disease-causing system, with this, can determine the decisions taken and actions taken in handling patients. With the theory of disease can help people to assess their health care when a person is affected by a disorder of spirits they can decide on the health care system by performing healing ceremonies and giving offerings to spirits. However, for modern society when their thoughts about the disease are said to be more realistic, they will also seek health services according to their understanding.

However, what I see is that efforts to change the health system from traditional to modern that are part of the effects of globalization are very influential on medical and healthcare, where this happens affects not only modern society but also traditional communities because globalization is a comprehensive nature that connects between countries whose scope is all over the world. This is supported by a statement from Scholte (2008) defining globalization as an increase in international relations. In this case, each country retains its own identity but becomes increasingly dependent on each other. Besides that held, at all (1999) also argues that the process by which various events, decisions, and activities in one part of the world can have significant consequences for various individuals and communities in other parts of the world

Globalization in the Health System (*Traditional and Modern Healing*)

Culture in a society will always be dynamic because the system of ideas, knowledge, and beliefs and values in a community can change according to the needs of the challenges of the times. In conjunction with health problems, the system of ideas and culture that they have will affect different behaviors in maintaining health and have different ways of responding to illness and disease. Culture is not the only factor that influences the health behavior of an individual or society. Other factors influence such as gender, education, experience, and social and economic conditions.

According to Fred Dunn (in Riley 1977) geographically and culturally, the medical system can be classified into three combinations, (1) the local medical system, a category that can classify most of the "primitive" or "folk medicine" medical systems; (2) regional medical systems, such as the Ayurveda, Greek and Chinese medical systems; (3) and cosmopolitan medical systems (universal, modern, scientific medical systems). The development of technology in the health sector also influences the degree of public health. The degree of public health is increasingly controlled, prevented and even overcome. As in many places, there are many diseases, and often people do not know what diseases they are experiencing. With the development of sophisticated technology, diseases that were initially unknown to drugs and their healing methods have

now been easily detected, and various treatments have been found for recovery. Like cancer, we all know that until now the disease does not have a drug that can detect until a perfect cure is achieved for the sufferers, there have been many treatments to cure it. Although it does not get a perfect cure, it is beneficial to increase life expectancy for the community so that the health status of the community also increases.

In addition to the sophistication of the use of medical records and prescriptions of modern medicine, as well as ways to detect cancer that has a good influence on public health degrees, other technological developments that are currently using smartphones. By using a variety of applications on the smartphone we can find out that our body weight is ideal or not, regulating diet and foods that are good for consumption, and from various kinds of data, this application will provide supervision and reminder to us to always apply style healthy living. Besides, several technology companies have developed applications that can perform simple diagnoses of complaints or physical characteristics entered by smartphone users or detected by smartphones. This is the impact of technological developments that have a good influence on improving public health. Modern medicine is growing with the discovery of increasingly sophisticated tools and technologies. Also, technological developments can open up many new jobs, so that human resources can play a role, both energy and mind. Technological developments have a positive impact, namely the fulfillment of human needs for material prosperity, ease and humanity can utilize natural resources more effectively and efficiently. Humans can change the system of transformation and communication to create convenience. For this effort, human energy and mind are needed, or in other words, a new field will be created.

On the other hand, in the traditional society, the use of conventional medicine is still an alternative used for healing where ingredients or ingredients in the form of plant materials, animal ingredients, mineral materials or mixtures of these materials have been used for treatment based on experience. So in essence that health is considered as a state of prosperity from the body, soul, and society that allows everyone to live productively socially and economically. Therefore, health is something that is very important for every human being in this world. With a healthy body, everyone can do things that are useful for themselves and others.

Public Health in the Era of Globalization

Health, which is an essential factor in the development of a nation, is a serious concern from the government and society. From year to year various programs and policies to improve the level of health and welfare to improve the competitiveness of the nation at the world level continue to be carried out by the government to catch up with the world community in general. It cannot be denied that technological advances have a lot of influence on the health sector. The impact can be either positive or negative. With technological advancements that are increasingly rapidly bringing significant changes in society. In the health sector, technological advances can make it easier for humans to change in changing the transformation and communication systems. The use of medical records has the potential to provide enormous benefits for health services such as basic service facilities and hospital referrals. Besides, the benefits of using medical records are also beneficial for patients because they can improve effectiveness and efficiency in the health care process. In addition, it makes it easier for health workers to provide health services and assist in clinical decision making such as diagnosis enforcement, therapy, avoiding allergic reactions and drug duplication.

Besides having a positive impact, technological advances in the health sector also have a negative impact. The use of electronic medical records with a negative impact also affects the provision of health services provided. Existing facilities can lead to a lack of and decreased work effectiveness of health workers. In the past, health workers did everything manually and now has been replaced by technological sophistication. While the negative impact of using electronic prescription drugs is if the doctor gives more than one type of medicine. When a patient consumes some drugs simultaneously, there will be an interaction between one drug and another and certainly, aim to cure. However, there is a possibility that it is detrimental and causes side effects.

What I see in the development of the medical system today as a result of globalization that at the present time, the world of health has begun to abandon humanitarian and social aspects, tends to pursue profits and is increasingly difficult to reach by small people where hospitals as providers and servants of health services become goods expensive and unreachable so as to exacerbate the inequality that occurs in the community that results in other aspects of life such as social, economic, cultural and others.

Example Case Study: Is the Kidney Trade Case in India as A Consequence of Globalization?

A case study conducted by Cohen (1989) on kidney trade, can be said that the case was caused by globalization. In the writings of his research, it has been explained that Cohen focuses on ethical issues surrounding the selling and buying of human organs where most people who sell their organs (mainly kidneys) in India do so to pay already existing debts. The transaction is only temporarily an exchange of "life for life," and most "donors" are back in debt soon after the operation. He emphasizes the lack of factual information, intentional manipulation of information, and the dissemination of kidney panics and kidney scandals, especially by the new developing authorities and bioethical brokers. Dissemination of information as part of the globalization process also has an impact on the information available in India which then spreads easily throughout the world, of course, the target is the people who need the kidneys. At that time information was to international networks of nephrologists that viable kidney transplantation was available in India, using kidneys from unrelated local sellers. This can be seen that the kidney buyers came from Europe, the Middle East, Japan, North America, Southeast Asia, and Australasia to benefit from the 'kidney bazaar' (market) in India. Interviews with Nephrologists and Surgeons from Chennai and Bangalore revealed four trans-national circuits of business collaboration and patient referral, linking India to the UK, North America, Russia and the Indian Ocean circuit (Middle East Asia, South East Asia and North Africa). Health tourism or medical travel refers to cross-border health care motivated by lower cost, avoidance of long wait times, or services not available in one's own country. Such care is increasingly linked with tourist activities to ease foreign patients into a new cultural environment and to occupy them during the pre- and post-operative periods

This can also be seen from what Inhorn (2011) has discovered about reproductive tourism in the Middle East countries. Globalization flows carry the role of reproductive tourism about assisted reproductive technologies (ARTs) and human gametes (eggs, sperm, embryos) across national and international borders. Needs to have strictness are carried out in various ways even though perhaps not all groups in Islam accept the process, but because of modernization and the desire to have children, coupled with ease of access to other countries such as to Islamic countries that allow these practices, make reproductive tourism attractive to Muslims themselves (Hopkins, at all: 2010).

Accept or Reject?

It cannot be denied that to get health services, hospitals as the part of health system have become an impact of world globalization because globalization has also occurred in the world of health. Hospitals that should prioritize humanitarian and social aspects have begun to adopt capital-based and oriented economic factors towards neoliberalism. The hospital has become one of the prospective sectors which turn out to be very tempting because it can bring huge profits to its managers. Hospitals have become part of economic commodities that lead to the exploitation of public health rights. In its management, the hospital began to take into account the profit and loss which is the nature of the business

Communities that are still alienated will get to know more modern civilizations through information flows that are increasingly open, more advanced and more promising in improving the patterns of life they have lived. By imitating the lifestyle of modern society, it will accelerate socio-cultural change among the people who are still isolated. On the other hand, to reject globalization is also the right for everyone where the adherents are interpreted as a movement that will alienate itself from the world while accepting it without any resistance is not allowed, because every country or nation has traditions and culture differences.

Globalization in the sector of health is not necessarily to be accepted or rejected because as I have explained that globalization has positive or negative impacts. For some people consider that a country with another country is interdependent and can be mutually beneficial to one another, and its form is dependence in the economic field. On the socio-cultural side, the globalization group considers, globalization will accelerate the socio-cultural changes that exist in a society.

By Way of Conclusion

In the past, if people were sick, they would rather go to traditional healers than to doctors because cultural elements influenced the way of thinking or thinking of society. If some communities have different cultures, then their perspective is also different for health and disease. Technological sophistication makes many people abandon alternative treatment methods for their disease so that many health consumers mobility of patients who have to go abroad to seek treatment to get care through technological sophistication is also used by many people to open companies like industry regardless of environmental health which will adversely affect human health. In its development, there has been competition among

health service providers where competing abilities are needed to compete, which covers various aspects of the world of health such as systems, health policies including regulations and legislation, health education, and what is far more important is the development of human resources.

Along with the development of technology and information as if it has created a new standard that must be fulfilled. It cannot be denied that technological advances have a lot of influence on the health sector. The coming of the era of globalization cannot and does not need to be prevented, what is more important is how to respond to positive impacts and prevent their negative impacts. Efforts to increase individual competence and competitiveness, especially for developing countries, are the main choices so that health services remain strong. Health problems become very important because in addition to influencing individuals it can also lead to a global pandemic. The thing that is currently disrupting the realization of health for all is the existence of health neo-liberalization efforts with commodification and liberalization of health products. This health neo-liberalization creates a gap in access to and quality of health services.

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