

# The Changing Landscape of Healthcare Management

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## Preface

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The healthcare industry is a crucible of change and adaptation. Globalization, complexity, and organizational transformation set the stage for health service delivery in the twenty-first century. These powerful forces have created a challenging environment for the sector, but they also present numerous opportunities in healthcare management. Recent developments are reshaping the healthcare landscape in unprecedented ways, necessitating a reevaluation of technological infrastructure and alignment with the development of Industrial 4.0 and Society 5.0. As these advancements unfold, healthcare facilities must adapt to changes in the workplace. The transformation wrought by these factors has led to a surge in health investments, creating a demand for professional management, administration, and clinical expertise to efficiently deploy resources to primary, secondary, or tertiary care. External dynamics, such as global talent shortages, cross-border mobility, intense competition for skilled health professionals, and internal ones, such as multi-generational workforces and the changing nature of organizational and governance structures in health, will significantly impact healthcare delivery.

This aspiration is realized with the publication of a research book, *'The Changing Landscape of Healthcare Management,'* which is very meaningful for those who thirst for knowledge to develop the organization for today and the future. This book is produced using the UKM-KPJ Endowment Research Grant 2024. The extensive knowledge in this book can serve as the basis of the healthcare management landscape. The determination of managers, healthcare professionals, and various layers of society in understanding this book can be an eye-opener to the fact that the changing landscape of healthcare management focuses on challenges and opportunities. As proposed in this book, the integration between healthcare management strategy and Society 5.0 will produce sustainable healthcare management in achieving the goals of individuals and organizations.

The content of this book is arranged in such a way as to facilitate readers' understanding. It begins by understanding the changing landscape of healthcare management by highlighting challenges and opportunities. The subsequent chapters then deal with the issues in healthcare management,

such as climate change and revolutionary technology. These are changes aligned with Society 5.0. In conjunction with these, many challenges and opportunities have been highlighted, including life-changing healthcare, healthcare financing and public policy, HR challenges, ergonomics, data-driven healthcare, personalized dentistry, and many more. What differentiates this book from other healthcare management books in the market? Based on the brief explanation of the content of this book shows that it is very comprehensive, and it also includes examples of practice in Malaysia. This book suits students in higher learning institutions, especially those taking courses like Healthcare Management, Healthcare Principles, etc. It can also belong to individuals or healthcare professionals as light reading material. This is because the content concentrates on academics and current knowledge, especially on the challenges and changes of Industry 4.0 and Society 5.0. Briefly put, this book should be owned by all members of society and students or individuals who want to enrich their knowledge in a way consistent with the changing landscape of healthcare management.

We are deeply grateful to Allah S.W.T. for the opportunity to publish this book. While we have strived to produce high-quality work, we acknowledge that flaws and unintentional errors may exist. We welcome any criticisms to improve for future editions. We extend our utmost appreciation to all the chapter contributors, our families for their unwavering support, and our fellow lecturers and UKM Press for their invaluable assistance. This book, now in the market, is a testament to the collective effort and dedication in our country's healthcare management field.

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