



The Culture Factor in Health Care Challenges of Cultural Diversity in Health care: Protect Your Patients and Yourself

Sepideh Moussavi

Prime institute, UAE

Abstract:

Today, globally, every 2 minutes, a child dies of malaria. And each year, more than 200 million new cases of the disease are reported. Every year Measles is killing more than 2 million people. The disease remains one of the leading causes of death among young children under the age of five in many developing countries. As of end-January 2019, there have been over 700 cases of Ebola in Democratic Republic of the Congo (DRC) alone, of which about two-thirds are women. Worldwide, ending Polio still remains a problem at large. For all these diseases and many other health issues alike, despite the availability of a safe and effective vaccine/ treatment, cultural values, traditional beliefs and religious perspectives are causing major challenges confronting them. In developing countries, public opinions about healthcare include varied and deep-seated beliefs, a result of the tension between divergent cultural viewpoints and value systems. Several key cultural perspectives stem from (1) individual rights and public health stances toward vaccination, (2) various religious standpoints and objections such as attitude towards suffering and etiology of illness, etc and (3) unfamiliarity, suspicion and mistrust of western medical methods and medicine, are some of the challenges faced by medical professionals. In many developed countries, over the past couple of decades, the demographics have changed considerably.

Biography:

SEPIDEH MOUSSAVI is a passionate Culture Coach, and a Corporate Trainer/ Facilitator. Born in the UK and raised in Iran, Sepideh returned to the UK in 1998 to complete her higher education. It was there that she began her professional career as a multilingual interpreter which lasted for twelve year. Through this experience, she built an in-depth understanding of cultural differences. This, together with her research, studies and her own integrated cultural background, contributed to her well-rounded approach and exposure in developing strong cultural intelligence and competency. With over two decades of experience in the field of learning and



development with special focused on cross cultural interactions, Sepideh brings an infectious energy, a unique personal story, as well as deep professional insight on topics of human capital, social impact and cultural connectivity and engagement. Sepideh designs, develops and delivers targeted or bespoke programmes to help clients gain understanding and knowledge of how to value and share different viewpoints, clarify own unconscious bias and capitalise on diversity, change perspectives and creating a flexible attitude towards openness, acceptance and inclusion.

Publication of speakers:

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2. Mousavi, Masoumeh & Alavinezhad, Ramin & Boojari, Sepideh. (2015). Sleep Problems and Aggressive Behavior in Children with ADHD. *Practice in Clinical Psychology Journal*. 3. 107-112.
3. Boojari, Sepideh & Haghgoo, Hojjat & Rostami, Reza & Ghanbari, Sahar. (2015). The Relationship between Cognitive Functions and Academic Performance in Children with Attention Deficit, Hyperactivity Disorder. *Journal of Paramedical Sciences and Rehabilitation*. 4. 27-35.
4. Ghanbari, Sahar & Shayanpour, Raziieh & Boojari, Sepideh. (2014). How Does Staff Working at University Think About and Experience Leisure? (A Qualitative Study). *Journal of Rehabilitation Sciences and Research*. 1. 56-62.

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