

Comparison and Analysis for the Training of Health Service and Management Professionals on Both Sides of the Taiwan Straits

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Abstract. The training mode of health services and management personnel in Taiwan and the mainland is carried on the comparative analysis. The authors point out the difference in professional training level, training target, curriculum, occupation qualification certificate examination, hoping to find the good experience, and promote the development of health industry in China.

Introduction

With the development of society and the improvement of people's living standard, more and more people pay attention to health problems. There is a growing demand for health service products and health professionals. Exploring a market-oriented health service and management personnel training model has become an urgent problem.

Since the Ministry of Education first approved five universities to carry out four-year undergraduate health service and management specialty (code 120410T) in 2016, 24 colleges and universities in China have carried out the education and teaching work of this specialty in 2017. And more and more colleges and universities are joining the construction and development team of health service and management specialty.

Taiwan started to develop health services and management industry earlier, and has accumulated some experience in training talents in this field. This paper makes a comparative analysis of the current situation and training mode of health service and management personnel in Taiwan and mainland China, hoping to find out the experience worth learning, explore the direction of the specialty construction and development, and promote the development of China's health industry.

Current Situation of Health Management Talents Training

Current situation of Health Management Personnel Training in Taiwan

There are quite a number of departments related to health management in Taiwan's universities and colleges, such as the Department of Medical Management and the Department of Public Health. The Central University, Yangming University, Success University and Furen University of Taiwan have established health management majors. However, only the Department of Health Management of Yishou University, the Department of Health Industry Management of Asian University and the Department of Health Industry Management of Kainan University directly use the term "health management". According to their own purposes, orientation, realistic resources and development ideas, Taiwan university and Changgeng university focus on training leaders and experts in health management, while Yishou University and Kainan University focus on the training of applied talents in health management.

Current Situation of Health Management and Personnel Training in Mainland

In the early stage of the training of health service and management professionals in mainland, the orientation of health management was set up in public utilities management specialty, such as Zhejiang Agricultural and Forestry University, Hainan Medical College and Hangzhou Normal University. Since

2016, the Ministry of Education has set up the undergraduate specialty of "Health Service and Management". The first batch of schools to enroll students are Zhejiang University of Traditional Chinese Medicine, Guangzhou Medical University, Shandong Institute of Physical Education, Binzhou Medical College and Chengdu Medical College. Up to now, there are about 30 institutions in mainland offering health management related majors. Most of these universities have medical and traditional Chinese medicine backgrounds, and some have sports, science and technology backgrounds and comprehensive university backgrounds. Most colleges and universities locate talents at undergraduate level as high-quality, compound and applied professionals who have mastered health management skills.

Comparison of Talents Training Models

Talent training mode involves the objectives of talent training, the scale of talent, and the methods and means to achieve these objectives, which include curriculum setting and curriculum arrangement. This paper mainly compares the similarities and differences between the two sides of the Taiwan Strait in terms of personnel training levels, personnel training objectives, curriculum settings and certificate examinations from the practical operation level of personnel training mode.

Level of Personnel Training

From the perspective of personnel training level, health service and management specialty in mainland has been set up in vocational colleges, undergraduate colleges and continuing education departments. Talent specifications include three-year specialty, four-year undergraduate course, master's degree and doctor's degree. Among them, vocational colleges mainly combine the professional advantages of colleges and universities to train high-quality skilled professionals in a certain field; undergraduates degree mainly train high-quality and compound professionals with basic knowledge of management, medicine and health management skills; masters and doctors are high-quality compound management personnel, innovative talents and research talents in this field; Post education focuses on service competency training and health administrator training. Among them, academic education is mainly undergraduate training.

Taiwan has different levels of personnel training in the major of health management, such as associate bachelor's degree, bachelor's degree and research institute. The associate bachelor's degree is a skill system, mainly for hospital health management, senior health management, health and leisure management; the bachelor's degree is mainly for health promotion and education, health management, sports and health management, leisure industry and health promotion, international health marketing management, health maintenance and health marketing, hospital and health industry enterprises and institutions management. The research institute mainly focuses on health policy management, health education and promotion, health care, sports and health management, hospital and health industry enterprises and institutions management, health risk management. At present, more than 4,500 talents are trained each year, among which bachelors account for the most important share, nearly 90%.

As can be seen from the above, whether in the mainland or Taiwan, the training of health management personnel is mainly at the undergraduate level, which accounts for a large proportion. Therefore, we mainly compare and analyze the training mode of undergraduate level.

Training Objectives

Because the requirements for describing the training objectives in different regions are not necessarily identical, we only analyze the knowledge requirements, skills requirements involved in the training objectives^[1].

After comparison, it can be found that Taiwan has a higher internationalization degree in the orientation of health management personnel, requires foreign language communication ability and global vision, pays more attention to the combination of talent cultivation and the development of regional health industry, and especially emphasizes the medical humanistic care accomplishment and team cooperation foundation in talent cultivation. In the goal of talent training, the mainland has noticed the huge demand of domestic health industries such as pension, health insurance and so on, and paid more attention to the training of applied managerial talents.

Table 1 Comparison of talents training targets across the straits

Project	Knowledge requirement	Skill requirement	Enterprise oriented	General positioning
mainland	Management, Medicine, Health Management, Information Technology	Health monitoring, health risk assessment, health behavior intervention related technologies and methods, and marketing	Community pension, medical care, health check-up, health insurance, physical fitness, health tourism, health supplies and other institutions and enterprises	high quality, applied and compound personnel
Taiwan	Management, Medicine, Health Promotion, Health Industry Management	Health Information Collection, Health Assessment and Health Tracking	Civil servants, non-profit organizations, general enterprises, sports centres, hospitals, communities or health industries	Talents with foreign language communication, medical humanistic care, global vision and health management team cooperation foundation

Curriculum and Vocational Qualification Certificate

According to the training objectives, the professional courses are divided into professional basic courses, professional courses and professional development courses (also known as modular courses). Courses include medicine, management, preventive medicine, health education and promotion, health education, etc. Professional development includes management of medical institutions, medical endowment insurance, community chronic disease management, sports health, traditional Chinese medicine health care, etc. At the same time, each school has set up corresponding hospital management, health economy, health insurance, chronic disease management according to its own industry background and other factors. In terms of vocational skills qualifications, only the qualifications for health managers, which are closely related to health services and management in mainland China.

At present, the consensus of Taiwanese scholars on health management is that it should integrate medicine, management and information science, so these courses are essential in the core curriculum. Overall, the corresponding courses can be divided into four categories: first, humanities courses to cultivate students' international vision and humanistic literacy; second, medical courses, such as basic medicine, clinical medicine, preventive medicine, traditional Chinese medicine, nursing, rehabilitation medicine, food hygiene and nutrition, behavioral psychology and other courses; third, management courses, related to future engagement. The management of health industry has positive significance. Specific courses can include hospital management, community health services, epidemiology and health statistics, health regulations, health supervision, social security, medical insurance, health economy, medical marketing, etc. The fourth category is health management courses, which can include health information management, health measurement and evaluation methods, health risk assessment, etc. Measurement technology, health assessment technology, health management services and other aspects. On the basis of reserving the basic core courses, it puts forward the characteristic areas, such as Taiwan University's health policy evaluation, health behavior, quality management and patient safety management; Changgeng University's characteristic courses in long-term care and medical management; Yishou University's characteristic courses such as health promotion; and Kainan University's health maintenance and health care courses. In terms of vocational qualification examination, students can take the National College Entrance Examination of Health Administration, the National College Entrance Examination of Health Technology and the Examination of Health Managers.

From the perspective of curriculum design, both mainland and Taiwan recognize that the major of health service and management is an interdisciplinary one, which covers a wide range of basic courses such as management, medicine, and health management related professional courses. Taiwan's curriculum system is more comprehensive, involving medical humanities courses, focusing on training students' international vision and Humanities literacy.

Summary

By comparing the training modes of health management professionals across the Taiwan Strait, we believe that the training objectives of health service and management professionals should be guided by social needs. At the same time, the training objectives should be set according to their own level of running schools, teaching and research expertise and other actual conditions, highlighting the professional characteristics. Conditional cities should focus on the needs of global international health management and train professionals with global health management vision. In terms of curriculum design, health service and management, as a service industry, should pay attention to the combination of professional courses and humanities, and the combination of management theory and practical skills involved in health service in terms of curriculum content.

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