

The Current Situation of the Health Care Management Talents Training in TCM colleges under the Medical-nursing Combined Model and its Countermeasures

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Abstract. With the development of China's social economy, the trend of the aging population continues to intensify. It is expected that China will become one of the countries with the highest level of Population Aging in the world rapidly by 2030. As a result, the problem of health care and endowment will become increasingly prominent. Combining the unique advantages of Traditional Chinese Medicine (TCM) in health care and treatment of chronic diseases among the elderly, to establish a model of medical-nursing combined care service system has become an effective way to cope with the issues raised by aging population. At present, to improve the model of medical-nursing not only requires medical and nursing talents, but also urgently needs Chinese medical institutions to provide qualified professional Health Service Management person. In the context of a brief analysis of the great background and policy of medical-nursing combined care, the current situation and countermeasures for the training of medical-nursing combined care management talents in TCM colleges should be explored.

Keywords: TCM colleges; Health Care Management; Medical-nursing combined care; Talents training and development.

1. Introduction

With the acceleration of the population aging, the related industries of senior citizen care have also been growing steadily. Under the mode of Medical-nursing combined care, the number of the related senior citizen care institutions has also increased rapidly. Right now, the management and operation system of the retirement organizations have not adapted to the market well enough. High input and low output are the common problem. And the main reason that impedes its development is the lacking of a complete knowledge of the management personnel in the retirement organizations. In the context of Medical-nursing combined care, how to better provide those integrated talents equipped both with the professional medical knowledge and profound management skills as well as the basic Chinese traditional medical health and prevention talents to the retirement service industries has become great a challenge to the TCM colleges. We call those integrated talent development model—"management+ medicine + nursing."

2. The Advantages of the TCM Colleges in Educating Health Service Management Talents in the Context of Medical-Nursing Combined Care

Facing the current situation of lacking of health service management talents in the context of medical-nursing combined care, the unique educational resources the TCM colleges have and their health preserving concept, health service management ideas as well as their clinical practices have all provided favorable conditions for cultivating health service management talents meeting the market needs. It will promote the further development of the medical-nursing combined care in management team.

2.1 The Health Service Management Talents in the Context of Medical-Nursing Combined Care have a Promising Future

The booming of the related industries in medical-nursing combined care directly promotes the increasing of the needs of health service management talents. The reason is that medical care and

nursing's organic integration means that the spring for the medical-nursing combined industry is coming. Therefore, it will bring more needed positions for health management. On the other hand, the huge market for the service of medical-nursing combined care and its wide range of services make the lacking of management talents more obvious. Nearly all the aging population is included in the service of the medical-nursing combined care. So it demands our talents education institutions to provide not only professional medical talents, but a large number of health service management integrated talents to operate the related organizations.

2.2 Policy Advantages

In recent years, the government have promulgated a series of polices promoting the development of health and senior citizen care service. It further increased the vitality of the health and senior-care industry and expedited the appearance of more medical-nursing combined organizations. The increasing of such organizations directly leads to the lacking of comprehensive talents in health and management. In *Suggestions from the State Department on promoting the development of health service industry*, it states clearly that the education of the related talents needs to be strengthened and the government would guide and support the establishment of related subject and major in colleges and universities. Therefore, cultivating the health service management talents in TCM colleges is both the need for the market and the need of the development of the institutions themselves. And it will also help the development of the health and elderly-care industry in China.

2.3 The Abundant Educational Resources on Chinese Traditional Medicine Preservation

Currently, there are about 50 colleges and universities offering the health service management major in China. But among them, only a dozen belong to TCM and have postgraduate education. And the majority of those who offer the postgraduate education tend to be good at health, economic management courses, but lacking the related resources and teaching experiences of Chinese traditional medicine. Even if many comprehensive universities offer medical education, they often emphasis on Western medicine teaching but ignore the Chinese traditional medicine knowledge and preservation.

In contrast, TCM colleges have relatively abundant Chinese Traditional medicine educational resources and have their unique advantages in educating the health service management talents.

3. The Open Question in Cultivating Health Care Management Talents in TCM Colleges under the Context of Medicine-Nursing Combined Care

In recent years, many TCM colleges have participated in the construction of this brand-new medicine-nursing combined care education mode and made certain achievement. However, there are also many existing problems. The most prominent one is the lacking of the cultivating of the comprehensive health and management talents who combine management with medicine and nursing. TCM colleges are still focusing more on the management courses but ignore the medicine-nursing knowledge training, thus seriously restrict the comprehensive development of the related talents and limit the depth of those talents at the service of our country's health strategy in the context of medicine-nursing combined care.

3.1 The Orientation of Talent Training is not Clear

Those talents graduated from TCM colleges are relatively lacking a solid knowledge of health and management knowledge as well as abundant social practice skills and almost none of them have the education background of Chinese traditional medicine and preservation knowledge. It becomes a significant contradiction to the market needs of the Chinese traditional medicine senior health care industry. Many TCM colleges focus more on the education of management subjects while ignoring the training of the knowledge of Chinese traditional medicine. As for the orientation of their talents training, the TCM colleges usually overlooked the practical needs of the health care organizations.

Their orientation of talents' training is still more about training talents of management, thus can't meet the current market needs of the health care industry.

3.2 Incomplete Major Course Setting

Some TCM colleges are not only insensitive to the policy on their talents training, they are also lacking good judgment on the markets needs. At the same time, the settings for its curriculum and teaching plan are also not complete. They are lacking those traditional Chinese medicine courses tightly linked to medical and senior health care services such as Chinese Mesicated Diet, acupuncture and massage, senior care, preventive health care etc, thus can't fully meet the knowledge and skill reserve requirement for the talents under the context of medical-nursing combined mode, generating talents who only have health and management knowledge system, but lacking solid knowledge and skills on Chinese traditional medicine and can't match to the position needs under the mode of medical-nursing mode at all.

3.3 There are Few Cooperation Opportunities between TCM Colleges and the Related Companies. the Talent Training Lacks Social Practice

Practical teaching is an indispensable and very important part in health and management professional education. However, in current talents training system in TCM colleges, the section of social practice is facing many difficulties.

On one hand, the number of internship positions is not enough. The graduates usually work in the administrative department and can only undertake the simplest administrative work and can't truly grasp the essence of their major. On the other hand, the curriculum system puts too much emphasis on the theory of management and results in the lacking of the class hour of practice on the management knowledge skills. The class hour of clinical practice is simply overlooked, not to mention the practical teaching on the Chinese traditional medicine and health care.

4. The Countermeasures of Training Medical Talents for TCM Colleges under the Medical-Nursing Context

The education reformation and development for TCM colleges are the fundamental guarantee for the talents team building in Chinese traditional medicine industry. Our society is in urgent need of the comprehensive health and management talents. This is not only the need of the development of our medical and health undertaking, but also the inevitable requirement for the moment since the TCM colleges are now engaged in promoting the development of the health service management cause. In revitalization of Chinese traditional medicine cause, we must demonstrate the basic status and leading position of TCM colleges, change our traditional mindset and complete the transformation from "I produce what the market need" to "act aggressively and promote the revitalization of Chinese traditional medicine industry according to the market needs". We must plan Chinese traditional medicine education cause from an advancing and scientific perspective. [1]

4.1 Build Talents Training System and Further Consolidate Training Objectives

Since the medical-nursing mode is at the service of developing the health and senior care industry, it demands the TCM colleges to produce the talents that can fulfill the needs of the medical and senior care organizations and to define the training direction and objective. And the professional course system needs to be restructured according to the principle of "focusing on the elders, basing on the serving ability of medical-nursing combined care, giving attention to the training of the management ability of the medical-nursing combined organizations". [2] Courses like Management science, modern fundamental medicine, traditional Chinese medicine health care etc need to be balanced to build a training education system which combines practical teaching and theoretical teaching. At the same time, the advantages of TCM colleges in Chinese traditional medicine & health care and the prevention and treatment of chronic disease need to be brought into full play in order to complete the

training system and provide comprehensive talents for the development of medical-nursing combined care industry.

4.2 Complete the Curriculum Settings Such as Old Care Etc and Strengthen the Education on Social Practice

The TCM colleges should set up professional courses according to the development of the society and the talent needs of the market. For example, Chinese Mesicated Diet, acupuncture and massage, old aged care and prevention courses can be added to the current courses to exert the TCM colleges' advantages.

At the same time, arrange for students to do research on health service management and clinical care, comprehensive and practical training, rotational internship etc to establish an operating mode that the industry experts can be involved in the whole process. To strive to achieve the linking up between the curriculum setting and the company needs, the skill training and position needs, the training objective and the employing standards, focus on training an old care service and management talent team which is "adequate in quantity, reasonable in structure, with good quality, equipped with compound knowledge system and scientific background". [3]

4.3 Further Optimize the Growing Environment for the Talents

The growing environment for the talents mainly included two elements--faculty and teaching facility.

For the building of faculty, the TCM colleges need to strengthen the training of the academic leader in health and management cause, emphasizing the talents' reserve of young teachers equipped with the health and management knowledge and the Chinese traditional medicine, but who are also able to integrate the teaching and scientific research in a creative way. At the same time, TCM colleges should emphasize on the cooperation between colleges and companies, bravely appoint the management staffs from the medical-nursing combined organizations to teach, guiding the students to know about the state policies, industry dynamics as well as the trends in the elder care and preservation area. This will help the training orientation to be adjusted in time. It can also broaden the vision of the students, make them think more creatively and improve their comprehensive qualities. [4]

As for the teaching conditions, it involves the compiling of the professional teaching materials as well as the construction of the practice base etc. The health and management professional teaching series also need to follow closely under the context of the medical-nursing combined care. The focus of the teaching materials should not only center on the health management, health economics etc, but also should center on the social issue of geriatrics, rehabilitation care etc. It can also combine with the characteristics of the TCM colleges and the social needs to be adjusted. In the section of practical teaching, construction for the practice base is the foundation. TCM colleges should broaden their cooperation with rehabilitation hospitals, nursing homes, community medical care and medical corporations so they can work together on the construction of the practice base.

5. Conclusion

The training of the medical-nursing combined health service management talents meets the demand of the development of the health and elder-care industry. It can accelerate the improvement of the health condition for the elder group and increase the level of operating for TCM colleges. At the moment, the TCM colleges must adapt to the needs of the development of society, grasp the opportunity of state policy as well as the development of history, make clear the training objectives and systematically set out the talents training plan and projects centering on the construction of the talents training system, completing the professional courses setting as well as optimizing the growing environment for the talents. The health and management talents training of the TCM colleges will be able to provide high quality human resources for our elder service industries, provide the intellectual

guarantee for Health Strategy in China only if they can exert their own characteristics and combine with the actual condition.

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