Present Situation and Improvement Strategy of Health Management Mode Against the Background of Big Data

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Abstract—The rapid development of information technology has led the society to enter the era of big data. Against this background, the management mode of health has undergone earth-shaking changes. Big data technology has the characteristics of fast processing speed, strong data storage ability, diverse data types and so on, and the management of health is precisely related to the personal information and health indicators of patients seeking medical treatment. The application of big data technology can not only select the valuable personality indexes from the common health indexes of patients and the people, but also play a positive role in improving the current management pattern. Based on the present situation of health management mode against the background of big data, this paper discusses the improvement strategies adopted according to the existing disadvantages and problems.

Keywords—big data; health; management mode; current situation; improvement strategy

I. INTRODUCTION

The management of health undertakings is closely related to the health of people, while the traditional management mode has a long time span for obtaining information. The "good therapy" medical means cannot play a practical role, if there is a lack of related diseases and health data, it will set up a solid barrier to health management. However, Against the background of big data, the management of health undertakings has gathered all-round valuable data and information, and formed a modern management pattern of health undertakings with information technology as the core technology and big data as the reference in the process of management, so as to promote the medical and health undertakings to move forward in the direction of our healthy and rapid development.

II. ANALYSIS ON THE PRESENT SITUATION OF HEALTH MANAGEMENT MODE AGAINST THE BACKGROUND OF BIG DATA

A. The Range of Data Acquisition Is Limited and the Accuracy of Data Is Not High

The application of big data in the management of health undertakings can accurately locate the service groups and accurately determine the health indexes of the people. However, the patient information collected by health and medical institutions in China is obviously polarizing; one is the lack of basic personal information of patients, including medical history, etiology, and treatment effect feedback; the other is to gather all information by trapping multiple patient personal information resources. It is even more difficult to select targeted cases. Some medical and health institutions blindly investigate the working concept of "point replacing surface, halo effect". The collected patient information is only aimed at a certain region or several regions in the course of management, which leads to the application value of data information is greatly reduced, the collected information is lack of authority, the accuracy is not high, which also makes the health management fall into a passive pattern.

B. It Is Lack of Responsibility and Collects Data Slowly

At present, the medical and health institutions in China have basically realized the information management and data management, and each organization has established and improved big data's management bank one after another, and the medical record information of patients has been input into the database, which can be used as an important basis for diagnosis and treatment in the future. However, because the comprehensive quality of health administrator is uneven, the business ability is high and low, and the management methods are old-fashioned, some medical departments have not collected patient information in time and effectively. If things continue this way, the phenomenon of data accumulation has been formed. It is difficult to find valuable information from the massive data and information, it not only delays the diagnosis and treatment time of patients, but also slows down the work efficiency, which brings a lot of negative effects to medical and health institutions.

C. The Data Positioning Is Inaccurate and the Management Efficiency Is Low

During the 40-year reform and opening-up, the medical and health undertakings in China have shown a vigorous development trend, the medical level has been improved year by year, and the management of health undertakings has also ushered in a new pattern. But it is worth noting that: there is still a big gap between the level of medical and health care in various townships and cities in China. This is mainly due to

the fact that Against the background of big data, health administrator ignore the collection of some basic data in villages and towns and focus their attention on the urban population because of the background of big data, which leads to the accuracy of data collection needs to be verified, and the authenticity of the data is questioned by the outside world. The health index of rural population in villages and towns is much lower than cities, but the data stored in the database are very few medical records, which leads to a serious contradiction between the management of health and big data's technology, and a serious decline in the efficiency of management.

D. The Professional Level Is Not High and the Management Mode Is Old-fashioned

Big data technology is a new technology, and is the product of social progress and scientific and technological progress. Against this background, the administrator of health cause lack the idea of keeping pace with the times, and the ability to control the new technology is seriously lacking, which leads to the low level of professional management, and even some administrators are ambiguous about the concept of big data. People often have the mentality of "trudge along" in practices, which leads to the slow progress of the work. In addition, because of big data technology involves computer technology, network technology, and cloud computing technology, the administrator cannot diversify and master the knowledge of relevant technical fields in an all-round way, which makes the management mode still habitually follow the traditional methods, which is incompatible with the modern management system.

III. IMPROVEMENT STRATEGY OF HEALTH MANAGEMENT MODE AGAINST THE BACKGROUND OF BIG DATA

A. Strengthening Crisis Consciousness and Improving Management Ability

Against the background of big data, the health management in China is gradually constructing a scientific, systematic, information-based and efficient management system. Most medical and health institutions have changed their ideas one after another, synchronized with the pace of development of the times, and constantly promoted the big data management process of medical and health undertakings. Therefore, the administrator at all levels should actively imitates advanced management experience and management methods, and apply them to practical work to inject vitality into the benign development of healthy. In view of big data's technology, people at all levels must study and consolidate by using their spare time, constantly enrich their own knowledge and technology system, fully understand, master the principle, characteristics and practical application value of big data technology, and completely change the current management mode. The administrator should establish a high sense of responsibility and crisis, the traditional management model of remove the old and welcome the new to use new technology, new methods and new concept to gradually improve the management ability, and make positive contributions to the health cause of China.

B. Optimizing the Management Mode of Telemedicine and Opening up a Green Channel for Patients to Protect Their Rights

The arrival of big data's era has provided a profit platform for some lawbreakers. There are often a large number of false medical advertisements and so-called medical professionals on the Internet platform. With the help of network communication channels and illegal means, these lawbreakers obtain the personal information of patients, gain the trust of patients, gain the trust of patients through emotional communication, and then publicly sell a large number of fake and shoddy drugs or health care products on the Internet. So many patients have delayed their illness, leading to the deterioration of the disease. In facing this severe situation, the administrator should optimize the management mode of telemedicine, monitor, screen, filtrate the "medical care" and "drug care" on the network by using the relevant data transmitted by telemedicine, then report to the relevant departments in time to eliminate the medical cancer on the network. In order to ensure the vital interests of patients, the administrator should establish a green channel for patients to protect their rights by using big data technology. Through this channel, patients can effectively safeguard their legitimate rights and interests, and choose medical institutions to win more time for the diagnosis and treatment of the disease with the help of big data resources.

C. Precision of Management Decision, and Ensuring Data Security

Medical data involve the personal privacy of patients and confidential information of medical institutions. Therefore, the administrative staff must take encryption measures in collecting and summarizing big data, set password login permissions at the system operation terminal, and prohibit foreign person to go on the machine to operate. The administrative staff should communicate with big data's technicians on a regular basis, reach a consensus on the security of the internal database of the organization, and adopt active and effective strategies to ensure the security of medical data.

In addition, the big data of medical treatment and health belongs to the category of precision medicine. administrative staff at all levels should fully realize the importance of the big data of medical treatment and health, find out the commonness and differences between big data, take some representative special data as important reference data for scientific and technological research in medical institutions, extract these data one by one, and prepare for accurate management decisions.

D. Perfecting the Data Supervision Mechanism and Improving the Comprehensive Quality of People

The 21 century is an era of information and data. The convenient service brought by big data technology by all industries makes available and reliable in the work, which also reflects the characteristics of the authenticity of big data. For the health, the amount of data storage in the data information base is large, and the involved medical information is more complicated and the patient information is more complicated. Therefore, it is necessary to establish

the management mechanism of special management, special maintenance and supervision, so that the administrative staff can feedback the relevant information to the supervisor and leader in time when they carry out all kinds of work, so as to provide real and effective data support for the leaders to make correct decisions. Moreover, depending on the nature of health work and the particularity of management mode, the administrative staff at all levels must establish a high sense of master responsibility, have a working attitude of "urgent and think the patients", lead the overall work with selfless ideological consciousness, and constantly improve the post-practice ability, comprehensive management ability and individual comprehensive accomplishment through independent learning. Against the background of big data, a set of internal management pattern with complete data acquisition, real data extraction, timely data transmission and efficient data application are constructed.

IV. CONCLUSION

Against the background of big data, the management mode of health service has been further optimized, which not only provides true and accurate data reference for medical and health institutions, but also provides efficient and convenient service for the majority of patients. It is believed that China's medical and health undertakings will also realize the good vision of healthy and harmonious development with the continuous improvement and development of big data technology.

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