

"Trinity" - A New Economic Model for Chinese Medicine Health Management Services

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ABSTRACT

The development of Chinese medicine health management in China is still at an embryonic stage, with government-managed public hospitals providing health check-up services as the leading provider, and health consultation, medical guidance and health education seminars as supplementary support, and the market entering the industry in the last two years with the development of Chinese medicine health management services, mainly undertaking some high-end, customized health monitoring tasks. In TCM health management, the consumer should be in the primary position - the individual residents. At present, Chinese residents still do not have a more perfect understanding of TCM health management, so participation is relatively low. This paper has grasped the characteristics of current TCM health management services, proposed the construction of a new model of TCM health management that integrates the "trinity" of the government, the market and the individual, and studied the work that the three participating subjects should respectively undertake in the new model of management services. And how the three relate to each other.

Keywords: *Chinese medicine, Trinity, health management services, economic model*

1. INTRODUCTION

In recent years, with the socio-economic development and the further promotion of the new national medical reform policy, people's concern for life and health is constantly rising, and the emergence of health management has met the needs of residents. The core of health management is to effectively control the occurrence and development of diseases and significantly reduce the probability of diseases through systematic health management of residents. The State Council's Opinions on Promoting the Development of Health Services clearly states that by 2020, the level of health management and promotion services will be significantly improved, which clearly sets out the government's expectations for the development of health management. At the same time, Chinese medicine, as China's traditional medicine, has been closely related to people's health for many years, and its "gentle and lasting" characteristics are fully in line with the long-term task of health management, so the relevant TCM health management services are receiving more and more attention from people. The Plan for the Development of Chinese Medicine Health Services (2015-2020) proposes to carry out health management with TCM characteristics, combine the advantages of TCM with health management, focus on the management of chronic diseases, take the

concept of treating pre-existing diseases as the core, and explore a TCM health insurance model that integrates health culture, health management and health insurance. Therefore, this paper proposes the construction of a unique TCM health management model with the tripartite participation of the government, the market and individual residents. In this model, how to balance the relationship among the three participants plays an important role in the TCM health management service. On the one hand, the TCM health management service industry is rich in connotations and is a strategic emerging industry with great development potential, but it is still in the initial stage of development in China in general, and the relationship between the government and the market has yet to be selected and transformed by Tong Yu and Hongjie Gao [1]. On the other hand, Chinese medicine health management service products are both public and private products, so it is important to know how to break through the concept of public products, take advantage of the malfunctioning mechanism, and provide citizens with health planning guidance by Ling Gao and Hong Jie [2]. Therefore, in the construction of a Chinese medicine health management service model with the tripartite participation of the Government, the market and the individual citizen, the Government and the market should complement each other, dovetailing the industrialization process of health management with

the health needs of consumers and completing the "government-market-individual" "Trinity" joint, as shown below.

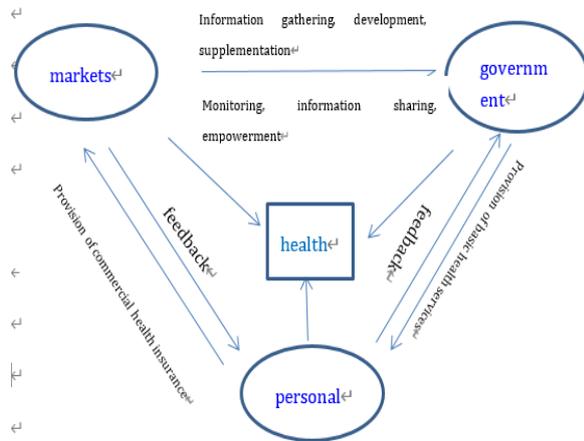


Figure1 The "government-market-individual" three-in-one Chinese medicine health management service model

1.1. Government

1.1.1 Strengthening hospital health management

All localities must be fully aware of the significance of Chinese medicine health management services in deepening health system reform and promoting the healthy development of Chinese medicine. Public hospitals, as government-owned units, should assume the responsibility of providing basic Chinese medicine management services to the entire population, and, in accordance with the three-tier diagnosis and treatment system and the "1+1+1" family doctor contract system, community hospitals should be the main force in establishing specialized Chinese medicine health service management teams. Chinese hospitals are used as training bases for grass-roots Chinese medicine service teams, and the training of grass-roots medical and health personnel is strengthened to enable them to master Chinese medicine skills and standardize basic Chinese medicine health management services, and an assessment system for relevant practitioners is established on this basis, Hu Xueqin et al.[3] While TCM health management services are being carried out in community hospitals, the government should strengthen its supervision of the work carried out in community hospitals to ensure that work plans are implemented and that everyone enjoys basic TCM health management services. In the development of TCM health management services, community hospitals can give full play to their role in promoting knowledge of TCM culture. By providing services such as acupuncture, moxibustion and massage,

identification of Chinese medicine physiques, and health exercises such as Wuyuan opera, Ba Dan brocade and Taijiquan to community residents within their areas of coverage, they can make the concept of Chinese medicine health acceptable to the public and motivate residents to carry out self-health management featuring Chinese medicine.

1.1.2 Government regulation to share resources and markets

At present, when residents seek treatment at public hospitals, the results of their medical treatment can be recorded in electronic health records, which can be shared among Level I, Level II and Level III hospitals to complete medical referral activities. However, when residents seek medical treatment at private, market-driven hospitals other than public hospitals, a mechanism for sharing their health records has not yet been established. This poses great difficulties for private hospitals to participate in residents' health management services. China's government should realize the sharing of residents' health information resources with the market under proper regulation. The market can be mobilized to provide TCM health management services other than the basic ones, relieving the service pressure on public hospitals to some extent and providing diversified health management services for residents, Yan Z et al.[4] In this model, the market and government management are handled well, and the market is used as a complementary mechanism to the government, which plays a decisive role in the market allocation of resources and can play a better role in the government. At the same time, the market has a wide range and diversity, which can be exerted in the TCM health management services to provide more choices of service models.

1.1.3 Increasing input and policy support for Chinese medicine

As China's traditional medicine, Chinese medicine is more in line with the characteristics of health management with the idea of "preventing illness before it occurs, preventing changes in the case of illness, and preventing recurrence of illness". When increasing the investment in TCM, firstly, it can increase the capital investment as the basic support for the development of health service management. Secondly, since community hospitals lack the necessary talents at this stage, the government should increase manpower support to community hospitals and improve the construction of the talent team. In addition, the government can strengthen the investment day for international trade in Chinese medicine, strengthen the health concept of Chinese medicine, and expand the scope of national trade in

Chinese medicine, thus mobilizing the enthusiasm of enterprises and giving the market more possibilities to participate in the development of health tourism and other industries. Since the introduction of the TCM Law in 2015, TCM is gradually penetrating people's health concepts, but many barriers have emerged in the process of rapid development, such as most TCM is still not included in the health insurance system. Therefore, the government should introduce relevant policies to protect the development of TCM health management services.

1.1.4 Inclusion of TCM health risk factors in health indicators

TCM uses the holistic view of the unity of heaven and man, the dialectical view of the time and place, and the idea of treating the sick as the cornerstone for maintaining human health. There is some research work done in this direction [5–8]. the establishment of the TCM system identification doctrine has provided a new direction for TCM to enter the field of health management, and some scholars have developed a TCM classification judgment standard based on TCM theory. Under this model, it is also possible to add risk factors such as the six prostitutes and seven injuries of traditional Chinese medicine to the electronic health information files of residents for prevention purposes, and to formulate appropriate solutions based on the assessment of risk factors in traditional Chinese medicine.

1.2 Markets

1.2.1 Health management companies (collection and development of information)

While the government allows enterprises to share information on residents' electronic health records, by processing and analyzing big data to better understand the health needs of residents in each market segment, the entire Yu et al. [9] TCM health direction of each market segment is effectively developed to improve the efficient operation of the entire market. Enterprises can provide personalized, customized health management clothing, such as customized personal nutrition meals, personal exercise programs and exclusive acupuncture and massage therapy; take advantage of the Internet and mobile network to achieve the Internet Chinese medicine health management of new models, such as Chinese medicine health management app, sports and fitness app, electronic detection of heart rate; vigorously develop the Chinese medicine health tourism industry, such as Chinese medicine health center, Chinese medicine culture Hotel, Chinese Medicine Museum.

1.2.2 Introduction of commercial insurance mechanisms

Most Chinese medicine products are not included in the scope of medical insurance, and their costs are difficult to control; there are too few standardized Chinese medicine services and standards, and too few options for insurance companies to choose from. The Plan for the Development of Chinese Medicine Health Services proposes to encourage insurance companies to develop TCM-related products, but judging from the current state of development, the insurance industry has little involvement in this area and the commercial health insurance market is undersupplied. The insurance industry should therefore develop further in such areas as Chinese medicine and health insurance and insurance for the treatment and prevention of illnesses, provide social management services featuring Chinese medicine, such as disease prevention and chronic disease management, combined with commercial health insurance through Chinese medicine health risk assessment and risk intervention, guide health check-up institutions to carry out health management work in a standardized manner, promote the improvement and development of Chinese medicine medical and health services, and give full play to the role of commercial health insurance. Make the market system complete.

1.2.3 Formation of market regulatory mechanisms

The development of health service management. Secondly, since community hospitals lack the necessary talents at this stage, the government should increase manpower support to community hospitals and improve the construction of the talent team. In addition, the government can strengthen the investment day for international trade in Chinese medicine, strengthen the health concept of Chinese medicine, and expand the scope of national trade in Chinese medicine, thus mobilizing the enthusiasm of enterprises and giving the market more possibilities to participate in the development of health tourism and other industries. Since the introduction of the TCM Law in 2015, TCM of Hu et al. [10] is gradually penetrating people's health concepts, but many barriers have emerged in the process of rapid development, such as most TCM is still not included in the health insurance system. Therefore, the government should introduce relevant policies to protect the development of TCM health management services. In 2016, the State Administration of Traditional Chinese Medicine issued the 13th Five-Year Plan for the Development of Traditional Chinese Medicine, which proposed that the public will enjoy TCM specialty services in a variety of fields in the next five years, and by 2020, it is even more important to achieve basic TCM services for everyone.

2. INDIVIDUALS

Residents should raise their awareness of self-health management and make full use of the Chinese medicine health service platforms provided by the Government and the market to carry out health management with Chinese medicine characteristics, such as "prevention of illness before it occurs, prevention of changes in illness and prevention of recurrence of illness". Residents can actively participate in community-organized activities on health management, such as TCM physical identification and physical examination, TCM health promotion and TCM health exercises, etc. At the same time, they can prudently choose commercial medical insurance according to their own conditions, financial conditions and needs. Residents are both the beneficiaries and the most important participants of health management services, and it is only by actively exerting their initiative that a trinity of "government-market-individual" TCM health management service model can be established to provide residents with health care services. Escort.

3. CONCLUSION

In the new model of Chinese medicine health management services - the "Trinity", the government, the market and the individual, as the three main participants, need to assume different roles in it. Chinese medicine health management services; the market should take the perspective of residents as consumers, meet the needs of residents to the fullest extent, provide diversified and comprehensive Chinese medicine health management services, integrate Chinese medicine features into new health industries, such as health tourism, etc., and carry out personalized and upgraded health management for residents; residents, as the biggest beneficiaries of health management, should understand that Chinese medicine health management services are the most important part of their lives. At the same time, on the basis of understanding, one should actively participate in TCM health management, learn more about TCM, understand more about health promotion functions, and choose a health management model suitable for oneself based on one's own needs. In short, the new "trinity" model has solved the previous problem of one participant carrying out management on his own, with excessive investment and little recovery, and the tripartite linkage of government, market and individual can break through the bottleneck in the development of TCM health management services and accomplish health management tasks to a greater extent.

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