

SWOT Analysis Of Integrating Traditional Chinese Medicine Into Health Service Industry

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ABSTRACT

Traditional Chinese Medicine (Hereinafter referred to as "TCM") is China's unique health resources, cultural resources, industrial resources and scientific and technological resources. Its core concept of "preventing diseases" fits well with the emerging health service industry. Integrating TCM into the health service industry has gradually become a market trend, but there are also many problems in its development process. By analysing the internal strengths and weaknesses of the process of integrating TCM into the health service industry, as well as the external opportunities and threats it faces, and formulating a corresponding SWOT strategic combination on this basis, hoping to help TCM better integrate into the health service industry and the long-term development of this industry.

Keywords: *Traditional Chinese medicine, health service industry, SWOT*

1. INTRODUCTION

TCM is China's unique health resources, economic resources with huge potential, scientific and technological resources with original advantages, excellent cultural resources and important ecological resources. In general, TCM is a unique health service resource in China.

The emerging health service industry aims to maintain and promote the physical and mental health of the people. It mainly includes medical services, health management and promotion, health insurance and related services, involving supporting industries such as medicines, medical equipment, health supplies, and fitness products.

After the integration of TCM into the health service industry, the Traditional Chinese Medicine Health Service Industry was born. This industry is to use the concepts, methods and technologies of Chinese medicine to maintain and enhance the physical and mental health of the people. It mainly includes TCM medical treatment, TCM rehabilitation, TCM health care, TCM pension, TCM culture, TCM tourism and other industries [1]. Currently, related industries and products formed by the combination of Chinese medicine and health services are gradually emerging in the market, but a series of problems have also emerged. In order to realize the long-term development of the health service industry, it may be necessary to analyse the strengths, weaknesses, opportunities and threats of TCM in the process of integrating TCM into the health service industry, and provide strategic support for the next scientific development.

2. SWOT SPECIFIC ANALYSIS

2.1. Strengths

2.1.1 *The core concept of TCM is in line with the health service industry*

First of all, Chinese medicine contains the idea of "preventing disease". It actively prevents and treats diseases when they are in the budding stage or has not yet manifested. It is very compatible with health management and health services. Secondly, Chinese medicinal materials are natural and the same origin of medicine and food is helpful for the propaganda and market promotion of Chinese medicine in the health service industry. Then, TCM treats the human body as an organic whole, believing that each body function influences each other and each pathology is connected with each other. The treatment concept of syndrome differentiation and different treatment of the same disease accords with the principle of personalized treatment advocated by modern medicine.

2.1.2 *Lay a solid foundation and have a certain mass foundation*

TCM is rooted in thousands of years of TCM theory and practical experience in China. Its therapeutic concept and clinical thinking mode are rich in historical and cultural deposits, and it is an excellent traditional culture that every Chinese people are proud of. It has a low medical cost, a wide range of applications, and has a deep mass base. In

addition, some characteristic therapies in TCM, such as acupuncture and massage, have gradually gone abroad through economic globalization, and are increasingly attracting the attention and love of people around the world.

2.2. Weaknesses

2.2.1. The gradual shortage of Chinese herbal medicine resources

TCM resources are an important material basis for the development of TCM health service industry in China. In recent years, with the rapid increase in the demand for TCM resources, some places have appeared the phenomenon of over-exploitation and unreasonable development of medicinal materials, which will lead to the extinction of some TCM varieties in the long run. In addition, there are still some problems in the planting of Chinese medicinal materials, such as decentralized management, non-standard technical processing, and difficulty in ensuring the quality of Chinese medicinal materials [2], which greatly reduces the market reputation of Chinese medicinal materials resources.

2.2.2. Lack of relevant talents and difficulties in technological innovation

Talent is one of the essential conditions for an industry to achieve long-term and effective development, especially for emerging industries such as TCM health service industry, which require higher professional quality of personnel. Under the influence of factors such as talent training mode and unclear cognition of industry prospect, the proportion of Chinese medicine graduates engaged in TCM posts is not high, and the TCM talent team still cannot meet the development needs of TCM health services.

In terms of technology inheritance, due to the influence of traditional Chinese medicine's ancestral training, TCM technology has a high degree of monopoly, and some characteristic treatment technologies are on the verge of being lost [3]. This is not conducive to the continuous inheritance of excellent TCM technologies, nor is it conducive to the extensive accumulation of social capital, making it difficult for relevant industries to become larger and stronger. In terms of technology transformation, due to the low degree of standardization and standardization of TCM technology, relevant technological achievements have not been innovatively transformed and standardized applied, which will lead to the failure of TCM to give full play to its advantages in relevant fields of modern society, resulting in a waste of resources. In terms of technological innovation, the TCM health service industry has a single product type and an imperfect industrial chain, which cannot meet the diversified health needs of consumers.

2.3. Opportunities

2.3.1. Strong policy support, great development potential

In recent years, many national documents have provided many policy guidelines for the development of TCM health service industry, such as The State Council's Several Opinions on Promoting the Development of TCM Health Service Industry, the TCM Health Service Development Plan 2015-2020, and the TCM Law. These documents provide a good macro policy environment for the smooth promotion of TCM health service industry in China, and confirm the huge development potential of this industry.

2.3.2. People's increasing health needs

With the development of China's economy and society, the improvement of people's living standards, the acceleration of population aging, the continuous change of disease spectrum and death spectrum, and the rapid rise of the incidence of chronic diseases, people's demand for health services in prevention and health care is increasing, and the development prospect of TCM health services is increasingly broad.

2.4. Threats

2.4.1. Disorderly market competition and imperfect industry standards

The relevant laws and regulations of TCM health service industry are not perfect, the power of supervision is weak, related enterprises have multiple problems such as backward technology, repeated products, decentralized operation and lack of innovation, and the market competition in the whole industry is in disorder. Although the government has provided clear policy support for the industry, the lack of detailed service or technical standards in the industry is not conducive to the further development of the industry[4].

2.4.2. The monopoly trend of western medicine on the market

Since the 21st century, with the rapid development of western medicine technology and its rapid input in China, western medicine has a strong market competitiveness in large public hospitals and once appeared a monopoly situation. Although traditional Chinese medicine is rooted in thousands of years of Chinese traditional culture and has a huge mass base, traditional Chinese medicine focuses on early prevention and rehabilitation and health care [5]. For

the treatment of most diseases, people tend to choose Western medicine.

3. SWOT STRATEGY FORMULATION

3.1. Growth Strategy SO: Take Advantage Of TCM's Internal Advantages And Grasp External Policy Opportunities

3.1.1. Increase the propaganda of the cultural concept of TCM

The advantages of TCM in "preventing diseases" have not been fully exploited, and the traditional concept of treating diseases rather than preventing them has not been completely reversed. TCM health service industry should actively respond to the national policy call. It can make use of TV, Internet and other electronic media to widely publicize the characteristic health concept of TCM, and actively promote TCM health service into hospitals, schools, communities and families, so that people can feel the charm of TCM health service in actual experience.

3.1.2 To improve the practical awareness of TCM health services

With the help of national policy advantages, actively promote the health knowledge of Chinese medicine and increase the awareness of the combination of Chinese medicine and health services. To guide the public to apply the characteristic technologies and methods of disease prevention and treatment in health practice, so as to achieve the goal of no disease, less disease, late disease and no serious disease, and enable TCM to play a greater role in the practice of health care and medical services. We will improve the health literacy of Chinese medicine consumers and help them develop their preference for TCM consumption.

3.2. Stability Strategy ST: Take Advantage Of The Internal Advantages Of TCM And Avoid The Monopoly Threat Of Western Medicine

TCM and western medicine are not incompatible. In many cases, they can complement each other and jointly safeguard human health. However, in the process of shifting from disease to health, the vigorous development of health service industry needs the advantage of TCM in preventive health care. In the context of healthy community construction, TCM can be used for health education and health promotion through teaching residents how to identify and use TCM herbs and regular training of Taijiquan fitness programs, so as to cultivate the fixed

population of TCM health consumption. In areas where Western medicine is not good at, give full play to the unique advantages of TCM to promote the steady development of the service industry of TCM. Special attention should be paid to the development of prevention and rehabilitation in the field of prevention and treatment of diseases, so as to create an exclusive position for TCM health services.

3.3. Stabilization Strategy WO: Take Advantage Of External Opportunities To Make Up For Internal Weaknesses

3.3.1. Develop professional personnel with policy support

The vigorous development of the Chinese medicine health service industry requires a large number of professional, compound and innovative talents. Relevant departments should strengthen policy guidance, encourage TCM graduates to engage in TCM related work, and encourage these graduates to go to grassroots level through certain policies; To comply with the law of education, to promote employment as the guidance, improve the TCM health service personnel training system; Expand positions and pay attention to the optimization of positions to ensure the rational use of TCM health service talents; We will improve the incentive mechanism for TCM health service talents to ensure their enthusiasm in the industry.

3.3.2. Speed up the technological transformation and innovation of Chinese medicine

Strengthening independent innovation and transformation of scientific and technological achievements is the most effective means to enhance the core competitiveness of TCM health service industry [6]. The development of Chinese medicine should be market-oriented. In the context of the increasing health needs of the people today, strengthen the development and utilization of Chinese medicine resources and build a Chinese medicine health brand. We should strengthen the construction of TCM research bases and promote the diversification, creative transformation and innovative development of TCM traditional technologies. We will promote the use of TCM to provide people with all-round, full-cycle health services in health care, disease prevention and treatment, disease rehabilitation, tourism and old-age care [7].

3.4. Shrink Strategy WT: Make Up Internal Weaknesses And Avoid External Threats

3.4.1. Strengthen government supervision and the formulation of industry standards

At present, the integration of Chinese medicine and health service industry in my country is still in its infancy. The government is completely let go, and consumers may be scammed by criminals; it is completely dependent on the government, and limited by resources and strength, it is difficult to meet the diverse needs of the people. Therefore, it is necessary for the government to carry out appropriate intervention and reasonable guidance in response to the prevailing industry chaos in the market [8]. First, the government should guide and support the establishment of industry self-regulatory organizations in the field of traditional Chinese medicine and health services. Through industry self-regulatory organizations, it can promote communication between enterprises and help the formation of an orderly competitive market situation [9]; secondly, relevant industry standards should be in the country on the basis of existing laws and policies, improve them as soon as possible and actively implement them. Through government supervision, industry standards and multiple supervision of social self-regulatory organizations, the suppliers of Chinese medicine health service industry can operate legally and compete in an orderly manner in the market.

3.4.2. Guide the diversification of supply forces and encourage the active participation of the society

In recent years, with the in-depth advancement of China's medical reform, the government has changed the past model of single supply of medical services and encouraged diversified supply. Correspondingly, in addition to public hospitals, TCM health service providers should also include private hospitals, TCM clinics, individual clinics, etc., as well as various TCM beauty, senior care, and health service institutions [10]. The organic integration of public, private and other entities is conducive to giving full play to the power of society and the private sector to enhance the capacity of Chinese medicine health services; at the same time, the enhancement of the capacity of Chinese medicine health services is conducive to adapting to different subjects, different contents and different Level of health service needs. Therefore, while promoting the development of the Chinese medicine health service industry, we must pay special attention to the role of market mechanisms, adopt a combination of enterprise autonomy and government support, appropriately relax market access barriers, and encourage social capital to actively participate.

4. CONCLUSION

Traditional Chinese medicine has become a sunrise industry in China and even the world by virtue of its own conceptual advantages and policy support, but it still has some internal disadvantages and faces many external threats. With the help of SWOT analysis, it can better analyse the current situation of the industry and give some strategic guidance. In the process of integrating TCM into the health service industry, we should give full play to our advantages, make up for our disadvantages, timely grasp external opportunities and be good at avoiding external threats, and make the correct strategic choice according to the situation of the industry itself . So as to promote the gradual development of the Chinese medicine health service industry into an increasingly mature industry system, promote my country's economic transformation, promote the national health level, and benefit all mankind!

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