

Bottleneck of the Development of Health Management Professionalization and Countermeasures Study

Jun Tao, Yong Liu

School of Gannan Medical University, Jiangxi Ganzhou 341000, China

20094200@qq.com

Keywords: health management; professionalization; countermeasures

Abstract. The rapid development of market economy has brought great influence to the medical and health industry, as a result, the competition between medical institutions is getting fiercer. As we all know, the health management of medical institutions will directly affect the development process, even the survival conditions. The development of health management professionalization is related to the prospects of medical institutions in the future, as it is an important part of the medical institutions management. Therefore, it is suggested to strengthen the professionalized construction of health management team, which is also the requirement to adapt to the health care industry reform, and the needs to meet social development. In this paper, it points out problems existed in the development by analyzing the current situation of health management posts, and then puts forward some suggestions to improve the professionalized development, thus promoting the smooth development of the professionalization of health management team.

The smooth operation of medical institutions requires a high-level management team, and the healthy and sustained development of health service is inseparable from high-level management. So, the importance of health management in the medical industry is self-evident; besides, the quality, efficiency and capacity of management team have the direct bearing on the survival of hospitals, and even the reform and development of medical and health services. The key issue is focused on how to train staffs who love their posts and are passionate about the health management career. The problem of health management professionalization has been always existed, for example, some staffs don't have titles even working at the posts, and some talents can't even find posts. Generally, health management staffs without titles are usually poorly treated, and have difficulty gaining recognition from the health system leadership. This is bound to affect the choice of practitioners, who may not regard this profession as a lifelong career. In the long run, the professionalized development of health management will be affected. Therefore, this problem must be attached with great attention and to be improved in the reform.

I. Connotation of Health Management Professionalization

Health management professionalization is a trend in the development of health care industry around the world. However, many people in the domestic health care industry don't think this post is important. Some people even think that part-time staff is qualified for this position, and team with professional training is not required. I have to say that such views are extremely ridiculous. Health management professionalization refers to the staffs who have passed the health management education and training, including the academic education and non-academic education, and possessed with professional health management skills, responsible for the health management in health system, and consider the health management as a lifelong career.¹ To be specific, the qualifications, academic background, job title and other issues of practitioners have to be guaranteed systematically and legally from health management practice, besides, their rights to be enjoyed, duties to be performed and responsibilities to be undertaken all should be clearly defined. From the hospital point of view, the management professionalization refers to all of its staffs who passed the qualification check of national specialized sector, obtained appropriate qualifications,

¹ Ren Bailing, Sun Zimin. Quality Requirements and Training of Hospital Management Personnel in the 21st Century [J]. Chinese Rural Health Service Management, 2010 (2)

and passed the hospital's professional skills training; who considered the hospital management salary as the main source of income, and participated in hospital-related decisions and implementations.²

II. Necessity to Develop Health Management Professionalization

1. Part-time type of expert management model can't give full scope to the talents

It's no secret that experts often work part-time at the management position of medical institutions, but the resulting problem is that some experts have to study the medical specialties, and focus on the administrative management, which will inevitably lead to the phenomenon of attend to one thing but lose another. On one hand, administrators under such management mode don't have the energy to learn the theoretical knowledge of health management, who are not familiar with the basic knowledge and skills about health management, and can only implement the management according to their previous experience, which is unfavorable for the long-term development of hospitals; on the other hand, the majority of hospital backbones and technical elites have assumed the management responsibilities, but the hospital's medical technology upgrade will inevitably be affected if they put their mind on the management instead of the medical knowledge. Therefore, such part-time type of expert management model can't give full play to the talents.

2. Health management professionalization is the foundation to achieve the scientific management of hospitals

The impact of the market economy to the medical industry is obvious, so the hospital's management model should also be market-oriented. For the hospital, to save the dying is the priority work, but administrators also need to consider how to compete for market share, reduce costs and strengthen management, in order to achieve further development of hospitals. This issue is placed in front of every hospital administrator, which is considered as a challenge for them. Generally speaking, health management plays a very important role in the daily management of the hospital, and also a direct reflection of the level of hospital management. Health management leaders are required to strictly fulfill the planning, leadership and organizational functions, and to solve problems in time. The professionalization of health management team be further promoted, and the management of the hospital be enhanced only the above qualities are possessed.

3. Health Management Professionalization is the Requirement of Public Hospitals Reform

Reform of the medical and health industry is mainly concentrated in public hospitals, and the reform usually focuses on the operation mechanism and management system. Hospital director, as a leader and practitioner, bears a great responsibility for the success of hospital reform. Experts and administrative cadres who grew up under traditional administrative system are mostly the maintainers of the old operating mechanism and management system, and their management perspectives are mostly focused on departments and clinics. However, professional administrators are required to have scientific management philosophy and solid knowledge reserves, as well as open thinking and innovative vision. Allowing professional administrators to bear the hospital and health management, is the development direction in health care industry. This is clearly reflected in Australian hospitals, which is the difference between our country and abroad in health management.

III. Bottleneck for the Development of Health Management Professionalization

The professionalized construction of health management team in our country started from the 1880s, when a large number of medical colleges and universities set up the major of health management, thus the first batch of professional health management personnel of new China was cultivated. However, through the relevant investigation and study, it can be found that the vast majority of professionals that studied the health management knowledge did not engage in health management in the medical health industry. These talents who possessed with health management background are either engaged in other posts, or are not valued in the other management positions

² Geng Xichen. Study on the Professionalization of Hospital Administrators [J]. Chinese Health Economics, 2012 (8)

of hospital. Meanwhile, administrators trained by adult education and professional training rarely work in the professional positions, but put more energy on the clinical business.

The reason for the bottleneck of health management professionalization mainly lies in the insufficient title coefficient. During the process of training of health management talents, the training way and form keep innovating, which had achieved some results, but the key is for the trained professionals is to display their capacities, and make contribution on health management posts. Currently, the state hasn't set up the corresponding health management title system, resulting in many professionalized administrators can't be promoted even with excellent performance. As a result, the wage remains unchanged, and the gap between clinical positions is significant; on the other hand, the health system does not recognize professionalized administrators, whose status is far lower than clinical. In this way, the enthusiasm and initiatives of many health administrators are affected, and many people who chose to learn health management have to switch to another job. Few people consider the health management as a lifelong career, not to mention the professionalized development. As a matter of fact, such industry discrimination is biased from the future development point of view, and it is extremely unfavorable for the future development of health care industry. Therefore, the state is urged to set up a special title for the health management positions, and the specific settings can refer to the clinical positions, for example, the hierarchy standard settings from assistant health administrator to chief health administrator.

IV. Feasibility Analysis of the Establishment of Health Management Titles

Through the above analysis, it can be found that the key to the bottleneck of health management professionalization lies in the lack of corresponding title system. Thus, this bottleneck can only be broken once the title coefficient of health management positions is set, thus promoting the professionalized construction of health management team. Generally, titles are possessed with the features of professionalism, knowledge, regulation, standard and seriousness.³ At present, the title of health management positions already has the professionalism, knowledge and standard features, but lacks of regulation and seriousness. Therefore, the state needs to improve the relevant laws and regulations for support.

1. Professionalism

The establishment of professional title should have the following two points: First, professional training is necessary for strong technical work; Second, such highly professional discipline should be divided into several categories in curriculum settings in universities and research departments. In terms of health management positions, the knowledge in the management, medicine, health and other fields are daily involved and only talents after professional training are qualified for the job. At the same time, the management major in medical colleges and universities has formed the multi-level training system from the specialists to the doctors after two or three decades of development, and become a complete discipline that includes health supervision, health policy, hospital management and other sub-disciplines. It can be said that the entire health care industry are in lack of these talents with professional background.

2. Knowledge

The knowledge of professional title can be seen from the following four aspects: First, this is the result of knowledge deepening promoted by productivity, which belongs to the corresponding professional areas of education, management, research and technology four levels; Second, the knowledge of this industry has developed into a professional discipline after years of development, with a comprehensive basic knowledge and strong professional knowledge; Third, the professional knowledge of each discipline should have the exploration and development possibilities; Fourth, this is a complex and professional mental work. Obviously, the emergence of the health management is the result of the development of productive forces and social progress, and it is a new discipline that belongs to the management science. So far, the major of health management in China's comprehensive universities has been set up with other core courses that related to the health

and management on the basis of clinical medicine, such as management, health economics, etc; in addition, the series training targeted on health system management cadres has also strengthened the relevant personnel's professional knowledge and skills; this discipline has good prospects from both theoretical and practical exploration. Of course, health management not simply relies on experience to manage, but a complex labor.

3. Standard

The standard of professional title refers to the standards for the measurement of professionals, including the measurement on knowledge, competence and achievement. Knowledge refers to the theoretical basis and intellectual level that professionals must have; competence refers to the specialized skills and abilities to analyze and solve problems; achievement refers to the contribution made by exerting their knowledge and skills. By referring to the settings of health technology titles, the professional title series from assistant health administrator to the chief administrator can be established. Currently, the assessment criteria to administrators at each stage still needs careful consideration and study, but this does not mean that the professional title of health management setting does not meet the standard feature. The ability and level of the professionals at the same position are different and can be measured, it is just that a perfect measurement system has not yet formed.

4. Regulation and seriousness

The professionalism and knowledge features have been obtained from the development of health management professionalization point of view, and standard shall also be formed in the near future. However, the health management titles are not clearly defined by laws or regulations, resulting in the health management professionalization do not have the regulation and seriousness features, and does not get the attention they deserve. Therefore, the health management professionalization can only obtain the deserved status by establishing a sound health management titles through the law, thus inspiring the passion and creativity of personnel who work at the health management posts, and urging the smooth development of health management on the road of professionalization. Therefore, health management title system has to be confirmed by the law as soon as possible, because it is considered as the maximum guarantee for health management professionalization to break the bottleneck.

References

- [1] Ren Bailing, Sun Zimin. Quality Requirements and Training of Hospital Management Personnel in the 21st Century [J]. Chinese Rural Health Service Management, 2010 (2)
- [2] Geng Xichen. Study on the Professionalization of Hospital Administrators [J] .Chinese Health Economics, 2012 (8)
- [3] Cao Xiuxian, Zhao Liyu. Analysis of the Professionalized Development Trend of Hospital Administrators under the New Situation [J]. China Health Care Management, 2014 (2)