

Exploration on the Development Model of Health Service of Traditional Chinese Medicine

Taking Shijiazhuang of Hebei Province as an Example

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Abstract—Things are developing rapidly in modern society; various new industries emerge in endlessly. Traditional Chinese medicine (TCM) inherits the traditional culture of five thousand years, and also promotes the rapid development of innovation in the form and content of the big data era. Taking Shijiazhuang of Hebei province as an example, this paper briefly introduces the background and development situation of TCM health service, deeply analyzes the obstacles and problems in the development of TCM health service, such as the implementation of policies and regulations, lack of market supervision, the deficiency of traditional Chinese medicine health service, poor health service innovation, insufficient integration of TCM and health tourism, and the establishment of TCM health service supervision mechanism, promotion of basic Chinese medicine health service ability, strengthening of high quality of traditional Chinese medicine, multi-level talents construction, and promoting the innovation of Chinese medicine health service

Keywords—health service; traditional Chinese Medicine; development model

I. INTRODUCTION

The health service of traditional Chinese Medicine refers to all kinds of traditional Chinese medicine health management related projects in the national basic public health service package.

Basic public security service package refers to The residents' health records management service package, health education service package, 0-6 year old child health care package, women health care package, senior citizen health management package, vaccination service package, infectious disease reporting and management service package, Chronic disease prevention and control service package, heavy mental disease management service package, public health emergency report and processing service package, health supervision co management package etc.

The health service of traditional Chinese Medicine is a health activity which uses traditional Chinese medicine concept, method and technology to maintain and enhance people's physical and mental health. It mainly includes traditional Chinese medicine health care, health care, medical treatment and rehabilitation services, including

health care, traditional Chinese medicine culture, health tourism and other related services. The health service of traditional Chinese Medicine takes the disease as the core idea, guiding the people of different ages to understand traditional Chinese medicine. For the elderly, it's the Chinese medicine health guidance on the basis of TCM Constitution identification on elderly people of different constitution from the health care aspects such as physical and emotional adjustment, diet, living, sports, health promoting acupoint etc. For infants, the health care method of TCM can guarantee the healthy growth of children, such as guiding the parents recuperate the body of children through the Chinese diet and living, to parents living guide, teach the parents of common cheiropractic, abdominal massage, chiropractic and other TCM health care methods. So the study of the construction mode of TCM health service can not only promote traditional Chinese medicine culture in the country, it also can reduce the incidence of various diseases in a large extent, protect people's health.

II. CONSTRUCTION OF HEALTH SERVICE OF TRADITIONAL CHINESE MEDICINE IN SHIJIAZHUANG

A. Health Service Status of Chinese Medicine at the Grass-roots Level in Shijiazhuang

1) *Health service status of traditional Chinese medicine in community*: According to China TCM reported in March 29, 2013 edition, The government of Shijiazhuang believes that the characteristics of Chinese medicine community health center is the key of health service construction of traditional Chinese medicine at the grass-roots level. By the end of March 2016, In Shijiazhuang City, the pharmaceutical characteristics of Community Service Center has reached 50, among them, nearly 30 community health service center set up "Chinese medicine center" to enhance the characteristics of Chinese medicine service center of community medical service capacity, extended range of traditional Chinese medicine health services. This kind of operation mode of Chinese medicine health service meets the daily needs of Chinese Medicine health services and counseling for the community people.

2) *Status of health management of traditional Chinese medicine in community*: Regarding the health management of traditional Chinese medicine, in Shijiazhuang, TCM health management project is included in the national basic public health service project as a separate category. The expenditure of traditional Chinese medicine services accounts for 10% of the total expenditure of basic public health services. At the same time, with the implementation of the "thousand village thousand people" plan at the grassroots level, nearly 100 township health hospitals has established a standardized Department of traditional Chinese medicine. Nowadays, there are more than 1000 TCM clinics in health management demonstration villages play an important role in the training of primary health workers and improving the grass-roots management network.

In short, the TCM health management model in Shijiazhuang is continuously perfect under the guidance of slogans and principles of "setting up a family doctor team of traditional Chinese Medicine; popularizing a group of chronic diseases prevention and treatment projects of traditional Chinese Medicine; training a group of family health care workers in traditional Chinese Medicine; developing a stylistic activity of traditional Chinese Medicine".

B. The Project of "Preventive Treatment of Disease" of Chinese Medicine in Shijiazhuang

"Huangdi Neijing" said: the treatment of the disease is to prevent disease; the term derived from this is the term "cure the disease." "Cure" has the meaning of governance and management. That is to say, before and after abnormal functioning of some parts of the body, we should use relevant health interventions to eliminate the hidden danger of disease or control the existing condition and prevent further deterioration. The specific point of view can be divided into three aspects: the disease should be prevented first, the disease should be prevented from worsening, and the rehabilitation physiotherapy should be emphasized after the disease.

In recent years, it has made some progress in the project of "preventive treatment of disease" of Chinese medicine in Shijiazhuang. Under the guidance of the government policies and regulations, 2 the bases of "preventive treatment of disease" in the county level hospital of TCM, 49 the guidance rooms of "preventive treatment of disease" in community health service centers have entered the preliminary stage of operation. Their current service groups are mainly elderly patients with asthma, hypertension or diabetes. They mainly provide acupoint application, curing winter diseases in summer, and prevention and treatment of traditional Chinese medicine.

C. The Present Situation of the Construction of Chinese Medical Personnel at the Grass-roots Level in Shijiazhuang

At present, the following methods are adopted in the construction of basic Chinese medicine personnel in the grass-roots level in Shijiazhuang: on the one hand to provide a large number of preferential policies for the talents of Chinese medicine, mobilize their enthusiasm and work for further study; on the other hand, to organize youth in rural Chinese medicine division group, to the city hospital to study. The handing-down teaching method is a traditional way to cultivate talents and a good way to inherit and develop traditional Chinese medicine. Through the way of the handing-down teaching method, a group of grass-roots practical Chinese medicine personnel should be trained. However, in the County-Level Hospitals of Traditional Chinese Medicine and the TCM community health service centers of Shijiazhuang city, there are still a large number of professionals with low professional theory and service skills, The high level talents of traditional Chinese Medicine is scarce in hospitals of traditional Chinese Medicine, which, in a great degree, hinders the development speed of the construction of Chinese medicine health service.

III. OBSTACLES AND PROBLEMS IN THE CONSTRUCTION OF HEALTH SERVICE OF TRADITIONAL CHINESE MEDICINE

A. Policies and Regulations are Difficult to be Implemented and Market Regulation is Insufficient

Looking at the current situation of the construction of traditional Chinese medicine health service in Shijiazhuang, it is easy to see the problem. Even though the state has launched policy laws and regulations, the implementation of policies and decrees is not in place. At the same time, all kinds of illegal social phenomena are often derived from the obstacles in the implementation of the laws and regulations.

In order to promote the health service model of traditional Chinese medicine in Shijiazhuang city carried out smoothly, the relevant departments of the municipal government according to a series of documents introduced by the State Administration of traditional Chinese medicine ,such as "Basic standards for health care service institutions of traditional Chinese medicine (Trial draft)", "Guidance on promoting the development of health care service in traditional Chinese Medicine", "Provisional Regulations for providing health care consultation and conditioning services by Chinese doctors in health care institutions", "The plan for the implementation of the development strategy of traditional Chinese medicine in Hebei province (2016 - 2030)" etc. These documents make the industry norms, institutions, personnel, technology and quality standards of Chinese medicine health services entered the substantive stage, but the corresponding market regulation of the ownership is not clear, which directly resulted in a huge loophole of market supervision mechanism in Shijiazhuang city and nationwide. Coupled with the lack of Self-discipline consciousness of the employees in charge of employment, although the health

service institutions of Chinese medicine at the grass-roots level are everywhere, the quality of service is different.

B. The Short Board of Health Service Mode of Traditional Chinese Medicine in Shijiazhuang Is Obvious

1) *The comprehensive reform of the hospital of traditional Chinese medicine in Shijiazhuang has a long way to go:* Up to now, the total number of TCM hospitals in Shijiazhuang has been over 10. With the city hospital of traditional Chinese medicine as the leading body, the Shijiazhuang TCM Medical Union consisting of county hospitals, private hospitals and community health service centers has been gradually formed. However, the problem of internal reform of Hospital of traditional Chinese medicine is still ingrained, "supporting medicine with drugs" and "Western medicine for traditional Chinese Medicine" policy are still the biggest stumbling blocks on the road of reform, which makes the Chinese Medical Association in terms of the characteristics of traditional Chinese medicine services to play their own advantages, received great resistance and limit.

2) *Instability of medical service chain of traditional Chinese medicine in Shijiazhuang:* Medicine and medical service supply chain is composed of different nodes, the resulting problems are: the lack of collaboration between the nodes, the resources cannot be shared, information mutual communication, lack of coordination etc. Although the relevant government departments implement a combination mode of medical treatment, but each node concerns the maximization of their own interests. The short board effect in traditional Chinese medicine supply chain is widespread and the regional difference is significant. The ability of basic level Chinese medicine service is weak, and the scale and level of development cannot meet people's health needs.

3) *Deficiency of auxiliary innovation of health service network of traditional Chinese medicine in Shijiazhuang:* The understanding and implementation of "Preventive treatment of diseases" project of the TCM health service centers in Shijiazhuang is still in the initial stage. The providing services to people are confined to the elderly groups in community and the juvenile and adult suffering from a disease, most of the contents are traditional moxibustion, massage, diet therapy, etc. The use of modern health service technology is less, and it is difficult to meet the consumer demand of different consumer groups. At present, Shijiazhuang is limited to the development of acupoint, prevention of Chinese herbal extract, herbal fumigation, and other traditional Chinese medicine sachet health care method, has not yet formed a "preventive treatment of diseases" characteristics of the various health technology. The advantages of traditional Chinese medicine to protect the health of the elderly and infirm are not enough.

4) *The stagnation of the construction of senior Chinese medicine talents in Shijiazhuang:* The shortage of TCM health service industry chain in Shijiazhuang is also

manifested as a serious shortage of traditional Chinese medicine talent resources, which is mainly reflected in: the average talent quality of Shijiazhuang traditional Chinese medicine hospital is not high, and Shijiazhuang's traditional Chinese medicine reserve talents training is not highly valued. The government has not given enough policy guidance and attention to medical colleges and universities, nor has major medical universities set up related courses and professional courses of traditional Chinese medicine health services. This directly leads to the serious shortage of related talent resources, and the ability of service has great knowledge limitation. The more serious problem is that all kinds of non-professional services but also to let the people have misunderstanding on the Chinese medicine health services, resulting in a lot of first love to know people also slowly choose outside the home on the sidelines, invisible among the increased construction of Chinese medicine health service and carry out the difficulty.

5) *Inadequate integration of traditional Chinese medicine health services and related industries:* The health service industry of traditional Chinese medicine should be integrated with other related and cooperative industries that have already developed mature, in order to seek mutual benefit and win-win. In this regard, the Shijiazhuang government departments and staff are also making different degrees of effort. For example, they positive contact with the Department of tourism, developing cooperation programs, and try to use the traditional Chinese medicine tourism resources, Integrating the knowledge resources of medical health care in the health service of traditional Chinese medicine and the depth of sightseeing tourism. But in the case of the result, the cooperation of health service and tourism in traditional Chinese Medicine has always stayed on the surface, confined to the lectures and publicity of the traditional culture of Chinese medicine, Chinese medicine health care and the basic operation method of display work. In Shijiazhuang City, Hebei province and the well-known tourist attractions, there are still the usual entertainment facilities and other profitable activities everywhere, few facilities related to the health service of traditional Chinese Medicine. The content of traditional Chinese medicine health tourism service is mostly the same. There is a general lack of distinctive Chinese medicine characteristics and a complete set of supporting facilities for health service of Chinese medicine. The quality of service is even different.

IV. IMPROVEMENT MEASURES OF HEALTH SERVICE CONSTRUCTION MODEL OF TCM

A. Establishing and Perfecting the Regulatory Mechanism of Health Service of TCM

The specific measures are: to strengthen the norm of the Chinese medicine health service, research and develop rapidly in the effective operation standard of Chinese medicine health service, the technology directory and

operation regulations of health services and health care, guiding the health service of Chinese medicine to provide a standardized health service for the consumer group; to strengthen the supervision mechanism of Chinese medicine health service, establishing and perfecting the supervision system of security market, to safeguard the health service safety of traditional Chinese Medicine; to strengthen the self-discipline consciousness of the employees, playing the important role of TCM health service guidance institutions in the industry consultation, standard formulation, industry self-discipline, talent training and third party evaluation, and so on.

B. Complement the Short Board to Improve the Service Ability of the Grass-roots Unit

The fundamental measure to improve the service ability of the grass roots is to rapidly improve the health service supply chain of TCM. The supply chain is mainly composed of municipal hospitals and county level TCM hospitals. Other types of hospitals are backbone departments of traditional Chinese medicine, and community health service centers of traditional Chinese medicine are subsidiary. The specific measures are:

- Speed up the city and county hospital system reform of traditional Chinese medicine, building a number of key national and provincial Chinese medicine specialist to improve the level of diagnosis and treatment of major difficult diseases. Gradually increase the profit output of Chinese medicine to enhance the main force of the health service chain of traditional Chinese Medicine.
- Rapidly enhance the coverage of supply chain and supply network in the entire city of Shijiazhuang, to improve the construction of standardized Department of traditional Chinese medicine and medium pharmacy in comprehensive hospital. We should increase the proportion of traditional Chinese medicine beds to the total bed, and make sure the service facilities of traditional Chinese medicine are complete and the personnel are reasonably equipped, to ensure that Chinese medicine hospital can provide Chinese herbal medicine, Chinese medicine, acupuncture, massage, Chinese medicine fumigation and more than 5 kinds of Chinese medicine service. We should establish 150 TCM township hospitals and community health service centers, and 2000 health service village clinics and community health service stations.
- Accelerate the implementation of the health project of "preventive treatment of disease" of traditional Chinese medicine. In the city and County Hospital of traditional Chinese medicine and other conditions of the comprehensive hospital, the "treatment of the disease" centers should be set up. In the grass-roots village health room and the community Chinese medicine health service center, the "treatment of the disease" guidance rooms should be set up too. They can provide the people with the health consultation

and evaluation services, intervention and adjustment services, follow-up management services.

C. Establish the Intelligence Cloud Service Center of TCM

Relying on the Shijiazhuang population health information platform, the intelligence Cloud Service Center of TCM is set up to cover all medical and health institutions in the city. To promote the construction of information system based on electronic medical records in Chinese medicine hospitals, all county hospitals of traditional Chinese medicine have become "smart cloud" hospitals, and actively carry out convenient services such as online appointment registration, waiting reminder, diagnosis and report, and drug distribution. We should strengthen the informatization construction of the medical and health institutions at the grass-roots level, and build 300 digital Chinese medicine houses to realize the functions of remote consultation, two-way referral and distance training. To expand the information system function of public health service of Chinese medicine, the information system management rate of over 65 years old, 0-36 month children, pregnant women and chronic disease patients is over 95%.

D. Strengthen the Construction of the Team of Chinese Medicine Personnel at the Grass-roots Level

The government should continue to introduce preferential policies, and strive to leave a batch of Chinese medicine personnel with a bachelor's degree or above as a reserve talent. We need to accelerate the implementation of Inheritance and innovation of traditional Chinese Medicine and build a batch of famous traditional Chinese medicine experts' inheritance workshops, do well in the traditional pharmacy, identification, processing technology and the experience of old pharmaceutical workers, as well as the protection and utilization of traditional Chinese medicine knowledge. Improve the evaluation mechanism of Chinese medicine talents and improve the guarantee and incentive mechanism for attracting and stabilizing Chinese medicine talents.

Set up the TCM health service courses in universities encourage and guide students to promote understanding and study of Chinese medicine health service, offer relevant professional training of relevant personnel. It provides a continuous force for the construction of health service of traditional Chinese medicine.

E. Explore the Advantages of Traditional Chinese Medicine in the Field of Old-age Care Service

Accelerate the implementation of Fusion Engineering of Chinese medicine health care and pension services to support the depth of Chinese medical institutions, self-managed pension institutions or nursing homes, rehabilitation institutions to carry out technical cooperation. Encourage new social capital to build a nursing home and a sanatorium with the characteristics of traditional Chinese Medicine, to play a huge advantage of traditional Chinese medicine on the elderly health services.

*F. Strengthen the Integration of Traditional Chinese
Medicine Culture and Healthy Tourism Industry*

Make full use of radio, television, Internet and other platforms, providing the people with the knowledge of traditional Chinese medicine and the knowledge of health care and health care. Provide the cultural foundation and the campaign for the integration of traditional Chinese medicine culture and healthy tourism industry. Build the Chinese health care tourism platform, using natural resources to carry out food therapy, medicated bath, herbal fumigation and other health care project in the health tourism bases of TCM.

We will accelerate the implementation of the brand demonstration project of the health tourism service of TCM. Develop culture experience tourism of TCM, health care experience tourism of TCM, medical tourism with traditional Chinese Medicine and other tourism products.

V. CONCLUSION

We have reason to believe that under the joint efforts of the Shijiazhuang municipal government and the relevant departments at all levels, under the strong push of the government policy, China's 5000 years of traditional Chinese medicine culture will shine again. The development of traditional Chinese medicine health service in the grass-roots level will also burst out vigorous vitality, the prospect of Chinese medicine health service model is bright.

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