

# Research on Innovation of TCM Health Service Model\*

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**Abstract**—With the promulgation of the “Chinese Medicine Health Service Plan” as the primary task of the Chinese medicine work in the current period, in line with the innovative TCM health service concept and the “Internet plus” TCM support system, we have constructed three health service models. This article mainly uses the literature method, the observation method and the data analysis method to analyze the background development status of the Chinese medicine health service model research in China, combing the data and the study of professionals in the field of traditional Chinese medicine, and discussing the relationship between China's current situation and the proposed Chinese medicine. The problems and causes of development, summarizing the status of industrial development and future trends, committing itself to how TCM can better serve the whole society and how to follow its development in China's social development to obtain better resources for development. The experience summarized by the institute has a certain reference value for enterprises in other regions of the country.

**Keywords**—*Chinese medicine; health service model; innovation research*

## I. INTRODUCTION

For a long time, Chinese medicine has been a great treasure house of the Chinese nation, and development of the Chinese medicine Enterprise has important and special significance.

### A. *The Concept of Chinese Medicine Health Service Model*

The Chinese medicine health service industry has merged two categories of services that are provided by government departments to improve social needs and service industries that aim at profitability.

Currently, there are seven main directions for the TCM health service model: first, TCM health care services; second, TCM medical services; third, TCM specialty rehabilitation services; forth, TCM health pension services; fifth, TCM culture and health tourism industry; sixth, promote the development of supporting industries for the health industry, and the seventh is to promote the trade in Chinese medicine.

### B. *Development Status of Chinese Medicine Health Service Model*

1) *Market scale continues to expand:* With the national income level enhancement and the optimization and promotion of the consumption structure, the per capita expenditure on medical care has become higher and higher. In the past seven years, the market scale of China's TCM enlarged health industry continued to expand, keeping double-digit rapid growth, reaching 1.7 trillion yuan in 2017, an increase of 21.1% year-on-year. The total output value of the Chinese medicine industry reached 844.2 billion yuan, accounting for about one-third of the total industrial output value of the pharmaceutical industry. So, It is possible that the will last and the Chinese medicine industry ushered in a new period of development.

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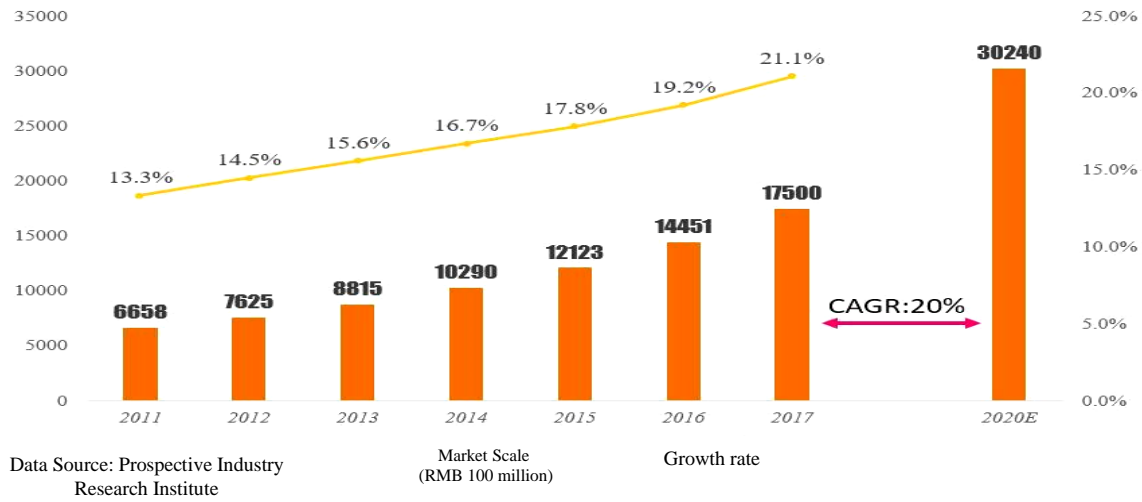


Fig. 1. Scale of Chinese medicine great health industry.

According to the National White Paper on Chinese medicine, by 2020, China's TCM industry will break through 3 trillion yuan, and the compound annual growth rate will remain at 20%. It has a large advantage in China's highly competitive economic market and presents a broad prospect.

2) *Great regional differences:* Conclusively, as a newly boosting industry, the health service industry has a large regional difference in the course of development. It's mainly attributed to the unbalanced economic development in various regions of China, the local management of medical institutions and the single license of doctors. According to the different levels of economic development in each region and the size of the regional medical examination market, the health service market can be divided into:

Type I: Beijing, Shanghai, Guangzhou, Shenzhen and other first-tier cities.

Type II is a second-tier city. Compared with the first-tier cities, the urban population of the second-level regions is between 5 million and 10 million. It is necessary to strengthen the understanding of professional health services in the market, and the per capita physical examination rate is low; the single profit rate is relatively high.

Type III are cities other than the first and second-tier cities. At present, the market is still immature, there are few professional medical inspection institutions, residents' awareness of physical examination is not strong, and the per capita physical examination rate is low. With the development of China's economy and the acceleration of urbanization, the number of these three types of radiation population will continue to grow, and the medical service market will have certain development potential, but further development is needed.

The Scale of China's Health Service Market in 2009-2014

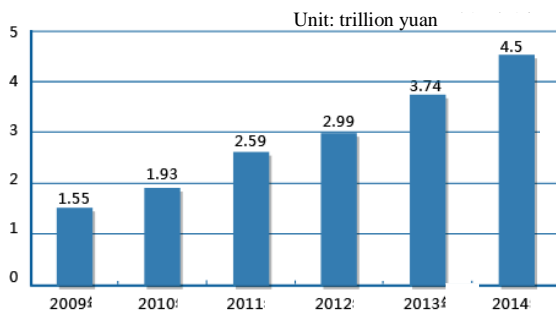
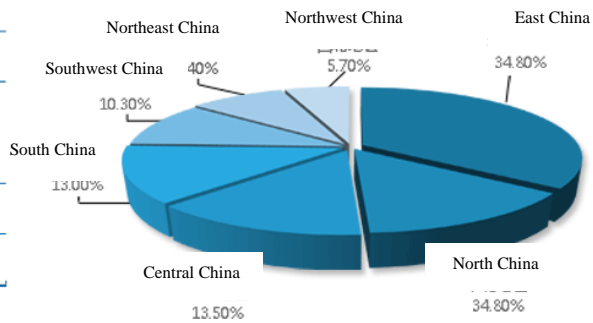


Fig. 2. Regional concentration of health service industry consumption.

Regional Consumption Concentration of Health Service Industry



3) *The bright overseas market prospects:* Today's major health care industry in China has great prospects. According to market data, the average health consumption in the United States in 2011 was 100 dollars, while China's per capita consumption in the same period was only \$ 7. In 2016, China's large-scale health care industry will reach 5.6

trillion yuan. It is estimated that by 2020, the output value of the big health industry will account for more than 10% of GDP.

In addition, the development of Chinese medicine in overseas markets has shifted from spontaneous trade to government-led, multi-stakeholder participation in national

strategies. To carry out systematic, comprehensive and sustainable advancement in the fields of Chinese medicine, health care, education, scientific research, culture, and industrial development, the ultimate goal is to bring Chinese medicine to the global market and to work an important role with modern medicines in protecting public health.

### *C. Progress in Innovation of Chinese Medicine Health Service Model*

China's service industry should emphasize the diversity of service types. The main reason comes from its large population and differences of class, there's a variety of service types to meet different levels of personnel.

*1) Discussion on the mode of combining medical care:* "Integration of medical care and health care" is a service model integrating medical care, nursing, rehabilitation and basic old-age care facilities, life care and barrier-free activities. Including health consultation, physical examination, disease diagnosis and treatment, daily nursing services, hospice care, etc., combining medical services with the needs of elderly care, and better able to meet current social needs.

*2) TCM health care service model:* The TCM health care service model uses the concept of "Preventive Treatment of Disease" to arrive a neutral service effect. In recent years, the demand for health care and health care has increased, and Health China 2030 has proposed to accelerate the growth of health care services. This has enabled TCM health services to develop to some extent in preventive health care.

Affected by favourable factors such as consumer demand upgrades and policy support, medical tourism may become a blue ocean in the high-end tourism market in the future. As the only tropical resort in China, Hainan Province is a world-class tourism and holiday resort and an "International Health Tourism Health Island", which has developed a unique medical tourism industry. Comprehensive development of forests, hot springs, coastal areas combined with Chinese medicine and health care, rehabilitation, health care products for the elderly, medical rehabilitation, elderly medical rehabilitation products, Li and Miao nationalities medicine medical tourism products, medical tourism, Li and Miao medical tourism, marine medical tourism products, products Profitable medical tourism. Scientific planning has created a medical tourism brand - Hainan Longevity International Medical Tourism Regional and International Medical Tourism Service Demonstration Zone.

However, in general, China's traditional Chinese medicine field has just started, has not yet become a more mature service industry, has not formed a sound system and unified standards, and relevant legislation, industry regulations, and government supervision are also in a state of deficiency.

*3) Mode of TCM health care service for the aged:* The TCM health care service for the aged is to use high-quality medical resources and nursing resources of Chinese medicine clinics to provide zero-distance medical care, professional rehabilitation care, comprehensive retirement care, and high-quality medical care for the elderly.

Under the situation of the elderly population in China had reached 17.3%, the essence of the old-age pension problem is the conflict between pension needs and social support systems. It is a major trend in the development of medical services in China to develop medical and health fields in a better and faster manner, add medical and health departments, and improve related systems to meet the needs of the elderly for their own health checks and life care.

*4) Rehabilitation service mode with Chinese characteristics:* Traditional Chinese medicine has its own characteristics of rehabilitation services, such as massage, cupping, acupuncture, etc., using special treatment methods of traditional Chinese medicine to provide rehabilitation services for patients. The equipment required for characteristic rehabilitation services of Chinese medicine is not expensive, learning costs are low, plus convenient operation, with the better flexibility. So it can promote the characteristics of traditional Chinese medicine rehabilitation services to the community, fully applied to the community hospital rehabilitation treatment system.

Adhering to the concept of "Prevention Is Better Than Cure", Qingdao Haici Medical Group has highlighted the characteristics of traditional Chinese medicine to build the largest rehabilitation center in island City and has rebuilt and expanded hospitals to treat undiagnosed diseases. 28 city-level TCM special disease outpatient clinics and 20 TCM special disease outpatient clinics were established to carry out 41 kinds of TCM non-pharmacological therapies including ancient acupuncture, moxibustion therapy, navel therapy, and wax therapy, etc., and conducted health care counseling, identification of TCM physique, etc. Characteristic items include research and development of health intervention products such as Four Seasons Health Tea, Sachet Series, Chinese Medicine Pillow, and Ancient Face Mask.

### *D. "Internet plus" Medicine Health Industry Model*

At present, all provinces in China have established a population case information management system and issued more than 100 million resident health cards. China's health management is striving to achieve cross-institutional, cross-regional, and cross-business interconnection of residents' health information. Below we will explore the establishment of a regional medical resource sharing platform under the background of "Internet +" and the creation of a Chinese medical service system.

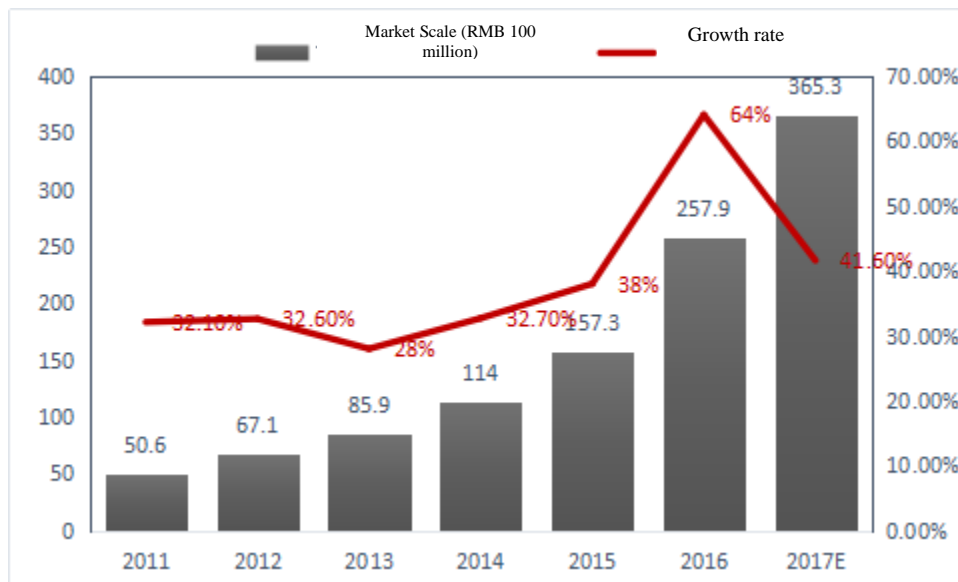


Fig. 3. Scale of China's Internet Medical Market 2015-2017.

<sup>a</sup>. Source: CIC Advisory Network.

Based on the continuous expansion of medical rigid demand, the emergence of more high-quality segmented services and the increase in users' awareness of health management, Internet health care is rapidly developing at an unprecedented rate. Although internet medical care has only risen in recent years, it has taken the "Internet medical care" to the forefront with the huge scale and demand of the medical industry. In the first half of 2016, the total investment and financing in the domestic Internet medical field reached \$3.9 billion. At the same time, capital further accelerates the layout of the Internet medical industry and promotes the rapid development of the industry. According to this development trend, it is expected that the market size of Internet medical care will reach 74.83 billion yuan with a growth rate of 38.52% in 2020, making a new record for the Internet medical industry.

1) *New mode of grassroots Chinese medicine service:* Under the background of "Internet +", the technical thinking of the Internet is combined with the health needs of community residents. Chain clinics and shared clinics accelerate development and gradually improve and expand the health service network. Although the pilot work in the primary hospitals is in full swing, it is the thinking of these hospitals that most of the trials are conducted in economically developed regions, based on abundant local financial resources and vigorous government support.

2) *New model of health education:* With the development of Internet technology and the penetration of people's lives: Community health education under "Internet +" finds a new platform is to use the convenience of Internet technology, and to enter the mobile health service and service sub-modules required by all residents to explore Internet-based instant learning.

For instance, "Chinese medicine God Huang Knowledge Infrastructure", has now built a "palmtop knowledge base

and mobile Chinese medicine clinic" characteristic of traditional Chinese medicine "intelligent" innovation service industry closed-loop - God Huang Medicine Hall.

It developed new functions such as self-diagnosis and wisdom prescription of traditional Chinese medicine and established a mechanism for the presentation of think tanks in an easy-to-understand way to facilitate complex issues, and obtain healthy interactions with healthy results and general knowledge of relevant knowledge to provide health services, raise awareness, and fully embody the expert team's traditions in China. The unique service advantages of medicines are the unique advantages of "swapping" smart Chinese medicine service. Simply select the symptoms and symptoms, and quickly obtain practical information on the causes of the disease, treatment methods, conditioning advice, etc., and launch the online learning and doctor-patient relationship of traditional Chinese medicine. The new O2O model has taken a new step in the innovative development of Chinese medicine culture.

3) *Telemedicine service model:* The telemedicine information service platform based on the "Internet+" environment can well solve the problem of people's daily health and the hospital's telemedicine platform's existing difficulties in accessing patient data, information lags, and other issues of information and data exchange. All medical data in the hospital will be very accurate. Good application to telemedicine activities provides powerful data support for expert consultation, teaching, monitoring, and diagnosis.

In May of this year, the National Telemedicine Center was established at the First Affiliated Hospital of Zhengzhou University. By means of the telemedicine platform, it has established a micro-health network hospital under the "Internet Plus" through cooperation with large hospitals and health service organizations to create innovative medical care throughout the entire process. This will promote the

overall rapid development of China's telemedicine business, help build a hierarchical diagnosis and treatment system, health care big data strategy and medical and health system reform, and better serve the strategy of healthy China, the "One Belt and One Road" strategy and the work of foreign aid.

#### *E. Chinese Medicine Health Management Service Model*

Chinese medicine health management is the use of traditional Chinese medicine "concept of wholism", combined with modern health management theory and methods through the application of traditional Chinese medicine health counseling to healthy people and patient groups to comprehensively manage disease risk factors, combined with various means to achieve the purpose of preventing disease and health care, focusing on the disease. The management intervention before and during the development process is a method of actively grasping and protecting health, and is consistent with the "prevention of illness" of Chinese medicine health care.

Taking Hubei Province as an example, the specialist disease prevention and treatment service of TCM specialists will provide health management services. Last year, 60,000 people in the physical examination center of the Hubei Provincial Hospital of Traditional Chinese Medicine had an 80% sub-health status. Since the beginning of this year, the sub-health conditioning clinic has seen more than 100 people and more than half of them are women. The conditioning clinic uses TCM identification instrument, tongue pulse diagnostic instrument, meridian diagnosis instrument and lung function tester to identify the physical fitness and assess the functional status of the organs. After comprehensive evaluation by 22 Chinese medical experts, the health prescription, health instruction, and traditional Chinese medicine rehabilitation are issued. Guidance, etc., can also provide interventions for traditional Chinese medicine such as acupuncture, cupping, massage, and scraping for people in need.

In short, health management integrates industrial technology resources so that it can provide an overall health solution to the market. At the same time, through health management, it can effectively prevent diseases and maintain health, reduce medical costs, and is consistent with the purpose of the government and insurance companies. For the health care of Chinese medicine, they have obtained preferential funds and policies; in this process, people's health literacy has been improved, their initiative in health care promotion has been promoted, and their consumption patterns have been improved.

## **II. THE CURRENT PREDICAMENT AND CHALLENGES OF TCM HEALTH SERVICE MODEL**

First of all, China's restrictions on the medical industry are not so high. Many medical industries are independent from ordinary economic industries in terms of their social status. Therefore, China's economic cycle won't affect most medical industries, in addition to China's policy about the medical industry adopts an attitude of encouragement.

Therefore, the medical industry has gradually innovated and developed many new types of institutions. As a traditional medical service institution, What Chinese medicine needs to do is to follow the pace of the times to innovate technologies and talents, and improve the level of treatment.

Second, the talent team of Chinese medicine is not perfect and the service level is low. For example, private pension institutions have some common problems. According to calculations, current China needs 10 million senior professionals, but at present there are only 220,000 employees, and only 3 million elderly people have received training and have not received medical training, especially those who have received training in Chinese medicine.

Third is the relative lack of marketing channels and business management experience. The marketization degree is low and the industrial chain has not yet formed. With increasing number of elderly people in the country, the Elderly people's demands for the provision of services such as endowment and medical and health services have also increased year by year. However, the immature development of China's aging service industry, the situation of supply shortages has been formed.

Fourth, it lacks a perfect health service regulations, standards, and regulatory systems. At present, the access threshold for the TCM health market is too low. Many so-called Chinese medicine scholars do not have comprehensive knowledge, and the facilities for diagnosis and treatment are not perfect. The security awareness is weak, and some rely solely on "studs" to attract consumers. The supervision of this industry is a multi-government.

Fifth, the management of community preventive and health care services for TCM in the community has become a standardization trend, but the level of it needs to be further improved, and the width and depth of service still remains much to advance. The community support for TCM research and development policies is insufficiently; and there is no special fund for TCM research; its management policies are incompatible with the laws of nature and the development laws of TCM, and nowadays it is already westernizing. TCM western medicine is relatively common, and applicable technologies Insufficient promotion; the participation rate of Chinese medicine treatment should be improved;

Sixth, the scientific and technological progress and innovation achievements of traditional Chinese medicine are few, and the inheritance and innovation drive is weak. Despite the increasing influence and radiation range of traditional Chinese medicine overseas, such differences in cultural backgrounds and theoretical systems, policy technical barriers, laws and regulations and sales models still perplex domestic development.

### III. SUGGESTIONS ON THE DEVELOPMENT MODEL OF CHINESE MEDICINE HEALTH SERVICE

#### A. *Strengthening Key Areas and Realizing the Trinity*

We should make great Chinese medicine, great health, and big data to better serve the public and improve the quality of life.

We should promote the establishment of support systems for Chinese medicine health services, develop and standardize relevant technical standards and platforms in the field of big data services for Chinese medicine, based on continuous innovation, promote the transformation of achievements, and strengthen the deep collaboration between industry, universities, and research institutes to provide standardized and convenient development for the industry and the public. Chinese medicine health service is effective and safe. The full use of data mining technology to refine new theory, new knowledge, and new diagnostic and treatment programs with reference value will play a direct role in promoting the innovation and development of traditional Chinese medicine.

This conversion of profit motivation to innovation motivation is a key leap forward in the innovation chain. We must encourage enterprises to innovate in business models, give new formats and new business models space for development, and then implement normative governance at a certain stage.

#### B. *Guiding Social Capital and Breaking Through Institutional Bottlenecks*

It can use venture capital to promote the innovation and development of China's TCM health service industry. A good financial market system and taxation system have a positive impact on innovation. At the moment, it is necessary to make full use of the deterrent actions of venture capital on scientific and technological innovation, and encourage tax incentives for all types of social capital. The success of innovative companies is the perfect combination of advanced technology innovation and business models.

#### C. *Close Cooperation, Strengthening the Construction of Alliance Mechanism*

We should promote the sinking of high-quality Chinese medicine medical resources, explore the mode of division of labor, such as medical associations, urban-rural counterparts, and county-level service integration, and develop a resource-sharing platform to enable high-quality Chinese medicine services to be enjoyed by the general public.

The Health Industry Alliance is based on the informationization needs of the development of Chinese medicine and the promotion of the Internet and Chinese medicine. The goal is to improve the technological innovation capability of the Chinese medicine industry, informatize the Chinese medicine, accelerate the transformation of scientific and technological achievements, and update the health of major pharmaceutical and Chinese medicine. The global competitiveness of the service industry

informatization provides support, providing talent exchanges and staff interactions.

#### D. *Talent System Construction*

First, in the plan to train innovative scientific and technological talents of traditional Chinese medicine, accelerate the promotion of high-level, high-quality innovative talents to promote the sustainable development of Chinese medicine.

The second is to increase the talent base of China's traditional Chinese medicine medical services in this respect, both in quantity and quality;

The third is to stimulate the innovation and vitality of the hospital management talents. Management is productivity.

#### E. *Strengthening Publicity and Communication*

For the Chinese medicine culture that has been developing for a long time in China, it has profound knowledge and strong development potential. Therefore, in order to promote its development, China needs to strengthen the promotion and dissemination of Chinese medicine culture in policy. The new media such as the Internet, print media, and radio and television can be used to publicize the knowledge of health care for ethnic medicines, promote the basic methods of health care for Chinese medicine to the residents of China, encourage the healthy thinking of Chinese medicine to permeate the daily life of residents, and guide The healthy life of residents improves residents' awareness of their health and their knowledge of Chinese medicine.

In the traditional Chinese diet, traditional mythology, and traditional music, Chinese medicine culture is implanted to allow Chinese culture to recognize and understand more in the world and promote the international spread of Chinese medicine culture.

#### F. *Improving Industry Supervision and Guiding Healthy Development of the Industry*

We should formulate and improve relevant laws and administrative regulations that promote the development of TCM health and health services as soon as possible so that we can strengthen the control and implementation of relevant laws and regulations while advancing the development of TCM. It will strictly monitor the internal promotion of the entire Chinese medicine industry, formulate scientific and reasonable price standards, establish industry access mechanisms and exit mechanisms for TCM health care institutions, build a political and social cooperation system, strengthen supervision and penalties, and develop a high-starting production industry. In addition, the establishment of a TCM health industry association may be considered to strengthen industry supervision and establish an industry self-discipline mechanism to effectively assist the construction of healthy China.

*G. Actively Promoting TCM to the World and Improving the Quality of TCM Health Services to Ensure Sustainable Development*

We should attract more consumers by improving their competitiveness; build overseas Chinese medicine service brand building; make full use of the "one belt one road" new direction of international cooperation; use internet e-commerce and other informatized international marketing platforms; develop medical tourism; highlight the unique advantages of TCM; differentiate and position with other countries; promote the entry of overseas populations into medical tourism. Chinese medicine culture is a treasure of Chinese traditional culture. It is necessary to develop traditional Chinese medicine culture to popularize traditional knowledge of traditional Chinese medicine so that traditional Chinese medicine culture can better lead the society and go abroad to assist a healthy China.

#### IV. CONCLUSION

In recent years, the state has attached great importance to and supported the development of Chinese medicine. Through the investigation and analysis of the status quo of the development of China's Chinese medicine service model, we have a comprehensive understanding of the main service models of Chinese medicine and analyzed the existing factors that restrict the development of traditional Chinese medicine and proposed corresponding countermeasures. With reference to the formulation and improvement of China's medical service model, the promotion of appropriate technologies for Chinese medicine has been widely used.

It will cover the whole life cycle, the quality of the industry, create a market environment, a rule of law environment and a policy environment conducive to innovation. At the same time, we must encourage the innovation of business models and the motivation to stimulate enterprise innovation. Developing innovative Chinese medicine health service industry not only needs to be more open, shared, decentralized Internet thinking, under the conditions of traditional industries, foster new kinetic energy to develop new economy, double the need to emancipate the mind and update the concept, win the initiative to develop. Construct an innovative pattern of joint efforts by the government and the market, and make up for market failures through the top-level design of "strong government".

The future developing trend of the industry can be seen. The aging industry drives the development of the old-age medical market. The combination of medical care and health is the direction of future development; the chronic disease drug ushers in rapid growth, the Chinese medicine treatment market for chronic diseases is broad; the comprehensive two children bring women and children medicine market opportunities. The overall consumption of large health industries has been upgraded; in the field of precision medicine, pharmaceutical companies that are taking the initiative have been developing rapidly.

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