

Analysis on the Demand of TCM Health Management Talents

Beibei He^{1, a}, Xinyuan Li^{1, b}, Jiaming Qiu^{2, c*}

¹Jiangxi University of Traditional Chinese Medicine, Nanchang, Jiangxi, China

²Yichun University, Yichun, Jiangxi, China

^a563842291@qq.com, ^b365864756@qq.com, ^c1178747620@qq.com

*corresponding author

Keywords: Chinese Medicine "Preventing Diseases"; Health Management; Talent Demand; TCM Health Management

Abstract: TCM health management is a health management service with Chinese medicine characteristics in the whole life cycle and the whole process, which is guided by the holistic concept and dialectical treatment method, and centered on the maintenance of human physical and mental health. Traditional Chinese medicine health management is a new industry in China, which has great development prospects, and the development cannot be separated from the support of talents. At present, there are still many problems in the process of healthy development and personnel training of TCM in China. This paper analyzes the present situation of TCM health management personnel training and puts forward some suggestions.

The development of TCM health management is inseparable from the development of social economy and culture. In recent years, the revival of traditional culture has enriched the spiritual world of the people, and the concept of keeping in good health with traditional Chinese medicine has become more and more popular. To develop the health management of TCM, compound talents who know both TCM knowledge and health management are needed.

1 Overview of TCM Health Management

1.1 Health Management

Health management was first popularized and applied in the insurance industry by American insurance companies in 1930s. Until 1978, when the first health management research center was established at the University of Michigan, health management officially rose in the United States. Health management takes the modern concept of health as the guiding ideology, and applies the theories, techniques and methods of medicine, management and other related disciplines to comprehensively and continuously detect, evaluate and intervene the health status of individuals or groups and the risk factors affecting health, so as to realize the new medical service process aiming at promoting everyone's health.

Health management is divided into two aspects: health and management. In 1989, the World Health Organization (WHO) further improved the concept of health, pointing out that health should be "a good state in physiology, psychology, social adaptation and morality". When management is applied in the field of health service, it can be understood as a process of improving people's health status to achieve maximum health benefits. Therefore, health management is the process of planning, organizing, directing, coordinating and controlling health resources on the basis of controlling health risks, that is, the process of comprehensively monitoring, analyzing and evaluating individual and group health, providing health consultation and guidance and intervening health risk factors.

1.2 TCM Health Management

TCM Health management is to combine the core idea of "preventing diseases" with the theory and method of modern health management, and to provide health consultation guidance, health

education and various interventions on health risk factors of traditional Chinese medicine by collecting, inputting, analyzing and evaluating comprehensive information of traditional Chinese medicine for all kinds of people, so as to achieve the purpose of maintaining individual and group health.

TCM health management service is an activity to maintain and improve people's physical and mental health by using Chinese medicine concepts, methods and technologies. Mainly including Chinese medicine health care, health care, medical treatment, rehabilitation services ^[1-3]. Services include diet therapy, Chinese medicine, massage, Chinese medicine scraping, cupping, traditional sports, etc. Service places include hospitals at all levels, community health service centers, various health service institutions and even families. The service target covers people in all stages of the whole life cycle.

2 The Development and Present Situation of TCM Health Management

2.1 The Development of TCM Health Management

In Huangdi Neijing, an ancient Chinese medicine book with a history of more than 2,000 years, there is a statement that "The sage does not cure the disease that has occurred and treats the disease that has not occurred", which proves that since ancient times, the thought of "preventing disease" in Chinese medicine has been combined with medical practice. Health management in western medical system, guided by the modern concept of health, is exactly the same as the thought of "preventing diseases" in traditional Chinese medicine. Nowadays, the state combines the idea of "preventing diseases" with modern health management methods, and plays a leading role in promoting the development of health management.

2.2 The Status Quo of TCM Health Management

From 2012 to 2016, the market size of health management services in China increased from 74.6 billion yuan to 152 billion yuan. According to the latest data, China's health management service market will continue to grow in the next 10 years, with an increase of 13%~51% ^[4]. According to the survey in 2013, the total sales of health care industry has reached 650 billion yuan, with about 12,000 health food and supplies manufacturers, over 100,000 sales enterprises, over 1.4 million service enterprises and over 50 million employees, which are still growing rapidly every year ^[5]. Although the scale of health management service market is expanding, the number of employees is increasing. However, the research results of relevant scholars show that the current number of personnel engaged in TCM health management cannot meet the huge needs of society, especially the lack of high-level professionals.

3 The Main Problems in the Training of TCM Health Management Talents

After more than ten years' development of health management, health management talents are still in short supply. From the survey forecast by Zhu XZ ^[6], it can be seen that among the respondents, the number of people who think that health management talents are in short supply and in great demand accounts for 83% of the total respondents, while the number of people who do not need health management talents in the next ten years accounts for only 2%. The survey of the demand for health talents in recent three years shows that 31% of institutions need 1 to 3 people, 23% of institutions need more than 10 people, and 23% of institutions that do not need them. As traditional Chinese medicine, TCM health management formed by combining with health management is even more lacking in compound talents who have both TCM medical knowledge and management knowledge. The shortage of TCM health management talents is caused by various reasons, such as the traditional concept of seeking medical treatment deeply rooted in the hearts of the people, the idea of "preventive treatment" has not been popularized, the training of TCM health management related talents is not strong enough, and TCM health management related mechanisms are not perfect.

3.1 The Traditional Concept of Medical Treatment is Deeply Rooted in the Hearts of the People, and the Idea of "Preventive Treatment" Has Not Yet Been Popularized

With the rapid development of social economy, people's living standards are constantly improving. People pay more and more attention to their own health problems, but they still lack awareness of disease prevention. The traditional concept of medical treatment believes that individuals will only seek medical treatment when they have a physical problem, that is, when they find that they have a certain disease. When there is no disease, it is difficult to think of using health education and health management to prevent diseases. However, what Chinese medicine refers to is "The sage does not cure the disease that has occurred and treats the disease that has not occurred", which advocates that individuals should focus on preventing diseases rather than treating diseases. Since the idea of "preventing disease" has not yet been popularized, most people still do not understand health management, so it is more difficult to accept paying for health management services.

3.2 TCM Health Management Related Personnel Training is Not Strong Enough

Another important aspect of the reason for the shortage of TCM health management talents is that the state has not trained enough talents related to TCM health management. First of all, at present, few universities in China have set up the major of health management. From a national perspective, the construction of health management major and curriculum is still developing gradually, and even fewer can combine with Chinese medicine. At the same time, the students' practical ability is not strong enough, and they are not deeply aware of the professional practical operation and post characteristics while studying theoretical knowledge. Another point is that, because health management is one of the emerging industries in recent ten years, and the government has not invested enough in this aspect, there are still not enough jobs involved in the major of health management, so the employment problem of TCM health management is also very prominent, and the lack of jobs is an important reason for the shortage of talents related to TCM health management.

3.3 TCM Health Management Mechanism is Not Perfect

3.3.1 Access Mechanism

TCM health management is to prevent diseases before they occur, treat them early, and vary from person to person, which requires practitioners to have professional TCM health management expertise. However, there are many people in the society who do not have access certificates to work as TCM health management physicians, such as private Chinese medicine massage for the blind and private beauty institutions. The lack of a strict and effective access mechanism will inevitably affect the utilization and training of talents. At the same time, the development of health management needs a variety of talents, such as medical professionals, management professionals, medical and management talents, etc., which need specific access mechanisms to support.

3.3.2 Incentive Mechanism

Health management specialists appeared in China in 2005, but TCM health management has yet to be developed, and health management at this stage is mainly based on health examinations. There is no clear position or reasonable salary for TCM health management professionals. At present, China's health management service market still lacks a clear and standardized management system, so both supervision and management and treatment issues need to be resolved urgently.

3.3.3 Operating Mechanism

At present, there is no uniform charging standard in the field of TCM health management, and the simplification of college education, school education and post demand are not closely linked. TCM medical treatment, TCM medicine, TCM health products, TCM health management, TCM health education and TCM health culture have not yet formed an integrated system. Health

management talents are highly professional and have a certain training period. However, the lack of effective operation mechanism leads to a large gap in the market of professional health management talents, and the shortage of talents is serious^[7].

4 Training Countermeasures of TCM Health Management Talents

The idea of combining the concept of "preventing diseases" with modern health management is still developing, and there are still some problems in the health management of TCM, such as inadequate publicity and insufficient personnel training. In view of these problems, this paper puts forward corresponding policies and suggestions.

4.1 Increase the Propaganda of TCM Health Management

In order to change the traditional medical treatment concept that the masses of people are accustomed to when they are sick, the government should increase the publicity of health management so that the masses can deeply realize the help of the idea of "preventive treatment" for their health. As a discipline of traditional Chinese medicine, traditional Chinese medicine should be supported and promoted by the Chinese people. TCM health management is a compound industry that combines TCM and health management. The state should increase publicity to promote the development of this industry.

In response to the problem that the masses of the people are not accustomed to spending on health education and health management, the state can carry out TCM health education publicity activities in schools, communities, etc., and slowly change the people's traditional thinking. Make the concept of "preventive treatment" deeply rooted in the hearts of the people, so that the broad masses of people can truly accept TCM health management ideologically.

4.2 Improve TCM Health Management Personnel Training Measures to Increase Employment Opportunities

In the construction of majors and courses in colleges and universities, the school should open TCM health management and increase TCM courses and health management courses, and at the same time ensure the rationalization of the curriculum, the flexibility of the curriculum structure and the diversification of curriculum forms, and give full play to the school's advantages and characteristics^[8], to enable students to comprehensively and systematically learn the basic knowledge and skills of Chinese medicine health management. The school provides teachers with a scientific research platform and an education platform, encourages teachers to continue to learn, provide more opportunities for students to learn and practice, create a better learning atmosphere, and provide more authoritative information. At the same time, the national government should increase capital investment in the TCM health management industry, establish more industries suitable for TCM health management, and increase employment opportunities for TCM health management professionals.

4.3 To Build a Complete TCM Health Management Service Model

4.3.1 Establish a Reasonable Access Mechanism

Regarding the problem that many people who have not been certified by the state and do not have valid certificates are working as TCM health management physicians in society, the government should formulate a strict and effective access mechanism to allow true TCM health management personnel to work with certificates.

At the same time, the state should also pay attention to the training of TCM health management talents, such as TCM professionals, health management talents, TCM and health management compound talents, data processing talents, etc., and formulate effective training programs to promote the training and utilization of various professionals.

4.3.2 Establish a Reasonable Incentive Mechanism

Now, China already has the profession of health manager, but TCM health management has yet

to be developed. The state can set up relevant positions for TCM health management talents, at the same time, reasonable salary standards should be set to improve the enthusiasm of TCM health management talents.

In addition, since the current health management service market in China still lacks a clear and standardized management system, the state must formulate reasonable and feasible supervision standards and management standards according to different positions, so as to improve the legalization and standardization of the health management service market.

4.3.3 Establish a Reasonable Operating Mechanism

In order to better develop the health management of TCM, the state should set up relevant posts and formulate clear and reasonable charging standards. In the aspect of higher education, we should combine specialty with practice, provide students with various learning channels, and closely link school education with post requirements.

At the same time, China should establish a system combining TCM medical treatment, TCM medicine, TCM health products, TCM health management, TCM health education and TCM health culture, improve the efficiency of TCM health management personnel training, and establish an effective operation mechanism to make up for the gap in TCM health management personnel market.

5 Summary

TCM health management, as a new industry, combines the characteristics of Chinese medicine and health management, and highlights the idea of "treating diseases before they occur" of Chinese medicine and the idea of treating diseases before they occur in health management. Chinese medicine, as a traditional culture in China, combined with health management, is more conducive to the development and promotion of traditional culture in China. China is carrying out the "Healthy China 2030 Strategy". The combination of TCM health management and health management is of great help to train talents with both TCM and health management majors. China should take a series of measures to train talents for the Chinese medicine health management industry, so as to promote and ensure the development of the industry and keep pace with the times.

References

- [1] Nash DB. Population health management in Medicare: the time is now[J].Popul Health Manag,2011,14(Suppl1) : S1.
- [2] Hulka BS, Kupper LL, Cassel JC. Physician management in primarycare[J].Am J Public Health.1976,66(12) : 1173 -1179.
- [3] The General Office of China's State Council. Notice of Traditional Chinese Medicine healthcare service five-year action plan (2015-2020). ([2015]32) [EB/OL].(2015-04-24)[2020-10-04].http://www.gov.cn/zhengce/content/2015-05/07/content_9704.htm.
- [4] Guo Q. China health service development report (2015) [M]. Beijing: People's Medical Publishing House, 2016.
- [5] Si FC, Song XJ, Gao Y. The present situation and thinking of health care development of Chinese Traditional Medicine[J].TCM Res, 2013, 26(7): 1-3. DOI: 10.3969/j.issn.1001-6910.2013.07.01.
- [6] Zhu XZ, Mi L, Zhao LB, et al. Analysis of the current situation of health management professional training program in higher vocational colleges [J]. chinese health service management, 2013,296(2):141-142.
- [7] Di TT, Qin BW, Lu RF. Analysis of the situation and prospect of health management major construction in some vocational colleges in China [J] Nursing Research, 2014,28 (2): 764-765.

[8] Qi DL, Fang QH. Reform and Innovation of Training Sports Rehabilitation Professionals in China from the Perspective of Great Health Industry [J]. Journal of Wuhan Institute of Physical Education, 2016,50(12):71-78.