

Investigation and Study on the Implementation of the Development Policy of TCM Health Service in Counties: A Case Study of a County-level City in the Middle of China

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Abstract: Objective: to understand the implementation of health service policy of traditional Chinese medicine in a city. Methods: 14 government employees and 39 enterprise employees were selected to investigate their understanding of the policy. Results: the municipal government issued a large number of policies to optimize the development environment of TCM health services and promote the development of the industry, but the government staff and enterprise employees did not understand the relevant policies, did not know the supporting policies issued by the local government, did not understand the industry development coordination organization, and were full of expectations for the development of the industry, but were not satisfied with the development status. Conclusion: strengthen policy publicity, improve industry organizations, implement supporting policies, actively cultivate industry leaders, actively connect with the market, and achieve rapid, healthy and sustainable development of the industry.

Introduction

With the change of medical model and health concept, the development of health service of traditional Chinese medicine has ushered in an unprecedented period of rapid rise. For this reason, the state and Jiangxi Province have issued a number of documents to promote the development of health service industry, which points out the direction for the development of local TCM health service. City a attaches great importance to the development of TCM health services, actively issues policies, optimizes the development environment of TCM health services, strengthens the construction of TCM medical service system, and promotes the development of new formats of TCM health services. However, the key to the value and effect of the policy lies in its implementation. Therefore, in October 2017, the research group selected a as the sample area to analyze the implementation of the development policy of traditional Chinese medicine health service of local government through on-site investigation, in order to provide reference for the implementation and optimization of the policy.

Investigation Purpose and Object

Investigation purpose and object. Through the combination of questionnaire survey and on-site interview, to understand the implementation of health service policies of traditional Chinese medicine in city a, and to understand the evaluation of industry practitioners and supervisors on the implementation of policies, so as to provide reference for optimizing policies.

Respondents. Employees of Chinese medicine health service enterprises. The respondents mainly include practitioners of traditional Chinese medicine medical services, health care services and other industries. The annual main business income is 5 million or 50 employees are divided into scales. Three and one employees are randomly selected from each unit above and below the scale.

A total of 29 units (5 above and 24 below) were selected and 39 people were selected as the respondents.

Personnel of Health Service Management Department of traditional Chinese medicine. Two people were randomly selected from the municipal government, and one person was randomly selected from 12 relevant government departments, such as agriculture, forestry, water conservancy, etc. a total of 14 questionnaires were distributed.

Investigation Contents and Methods

Investigation contents. Investigation of policy implementation. It mainly reflects the implementation of policies through the understanding of practitioners and supervisors on relevant policies, organizations and activities.

Industry development survey. It mainly reflects the support policies enjoyed by the enterprises through the answers of the employees of Chinese medicine health service enterprises to the financial, financial, talent and other issues faced by the operation.

Investigation and analysis methods. Using self-made interview outline and questionnaire, a certain number of enterprises and government personnel were randomly selected, and relevant data were collected through on-site interview and questionnaire filling; the collected data were entered into spss22.0 for analysis.

Results

Awareness of policies. Knowing the policy is the premise and basis for the effective implementation of the policy. Through random sampling, the project team selected 39 enterprise personnel and 14 government staff to issue questionnaires. The recovery rate and effective rate were 100%.

Awareness of government staff policies. In the government staff questionnaire, the awareness of government staff is about 50%. For the issue of whether local governments have issued relevant supporting policies and supporting documents, nearly three quarters of government staff think that they have issued policies, but no one can accurately write the name of supporting policies. There are two small contradictions: do not know the upper policy, but think there is a supporting policy; think there is a supporting policy, but do not know the name of the policy. It can be understood that the government staff have the suspicion of "Self-protection" and have a low understanding of the national, provincial and municipal policies and local supporting policies, especially the relevant but "not closely related" departments.

Knowledge of the policies of the employees of the enterprise. On the whole, the employees of enterprises, especially the employees of small-scale enterprises, know less about the relevant policies. Table 1 shows that 15.38% of them have the lowest awareness and only 25.64% of them have the highest awareness. Field observation found that most communities have some propaganda columns of health care knowledge of traditional Chinese medicine, but did not see the propaganda columns of health service related policies of traditional Chinese medicine. It can be seen that the government and the community attach great importance to the publicity of TCM, but the publicity of TCM development policy is relatively weak. Therefore, how to take effective publicity measures to improve the public awareness of relevant policies is still a big problem.

Table 1. Awareness of major policies on health services of traditional Chinese medicine

Survey content	Awareness (%)	
	Government personnel	Practitioner
Knowledge of the outline of the 2030-year Plan for healthy China	Fifty	Twenty-three point zero eight
Survey content	Awareness (%)	

	Government personnel	Practitioner
Awareness of the outline of the 2030-year Plan for healthy Jiangxi	Forty-two point eight six	Fifteen point three eight
Awareness of the development plan of Chinese medicine health services (2016-2020)	Forty-two point eight six	Twenty-five point six four
Awareness of development plan of TCM health services in Jiangxi Province (2016-2020)	Forty-two point eight six	Fifteen point three eight
Introduction of supporting documents for local health China and health Jiangxi	Seventy-one point four three	-
Know the name of supporting documents	Twenty-one point four three	-
Introduction of supporting documents for development planning of local TCM health services	Seventy-one point four three	-
Know the name of supporting documents	Fourteen point two nine	-

Awareness of organizational system construction. The organizational system is an important carrier for the implementation of regulatory policies. At present, a leading and coordinating group has been set up to promote the development of traditional Chinese medicine. The survey found that 42.86% of the government staff knew the existence of the provincial coordination group, and 35.71% of the staff believed that a corresponding coordination organization had been established locally. Except for the tax department, all the departments involved in the investigation are members of the overall planning organization. It can be seen that there are still some "obstructions" in the work units of overall planning and coordination at the provincial level.

Awareness of regulatory activities. Industry evaluation is a typical embodiment of relevant regulatory activities. City a has carried out some regulatory activities, but the general staff of the government still have a low level of understanding. According to the survey, only 14.29% of the staff thought that they had carried out the assessment of the health service industry of traditional Chinese medicine, and 21.43% and 64.29% of the government staff thought that the local government had not carried out such activities, and it was unclear whether they had carried out such activities. It can be seen that although city a has issued a number of relevant policies, it has not yet formed a complete health service system of traditional Chinese medicine; at the same time, the publicity of policy and system has not reached an ideal state, so it is still an important problem to make the policy and system known.

Satisfaction of industry development. Knowledge of the industry. According to the survey, 28.57% of the government staff and 25.64% of the employees have self-assessment on the development of TCM health service industry in this city. It can be seen that due to the large number of new formats in the industry, both the government and practitioners do not know much about the actual business situation of the industry; the degree of support for the industry. 100.00% of the government staff and 89.74% of the enterprise staff expressed support for the development of TCM health service industry in this city; 5.12% of the enterprise staff expressed no support, 5.12% of the enterprise staff expressed "indifferent"; they were satisfied with the industry. 35.71% of the government staff and 79.79% of the enterprise staff are satisfied with the development of the health service industry of traditional Chinese medicine in this city. However, 57.14% of the government and 15.38% of the enterprises were not satisfied with the development of the industry. On the

whole, the government departments are not satisfied with the development of the industry, while the enterprise personnel are satisfied with the development of the industry, which to a certain extent reflects that the enterprise personnel still have a certain idea of "small prosperity is safe".

Discussion

Increase publicity. The research shows that the propaganda of the policy is not in place, which to a certain extent affects the awareness, recognition and acceptance of the people on the health service of traditional Chinese medicine, and restricts the rapid development of the industry. We must make full use of various media such as radio and television, newspapers and magazines, the Internet, exhibitions and sales, as well as government, industry, society and other forces, carry out multi-form and multi-channel publicity and education, widely and deeply publicize the concept and policy of TCM health service, so that more people can understand and accept TCM health service, reduce the blind spots of TCM service [2], and actively respond to relevant policies [3] .

Improve industry organization. Traditional Chinese medicine health service involves a wide range of areas, and the problems of industry management segmentation, multiple management and unclear subjects, unclear responsibilities are more obvious, which leads to many problems in the construction of system and mechanism, such as imperfect regulatory system, industry standards to be standardized and so on. Therefore, it is suggested to establish and improve the management organization of TCM health service [4], establish the "TCM health service management committee", coordinate the supervision of TCM health service in the jurisdiction, strengthen the cooperation between the existing supervision departments, form a working mechanism of linkage at all levels and multi department cooperation, increase the number and personnel of supervision, or appropriately carry out the responsibilities and personnel between departments Adjust; strengthen the professional training of supervisors, optimize the mechanism of assessment, reward and punishment, and improve the level and initiative of supervision.

Implement support policies. According to the survey, the local government issued a number of documents to promote the development of TCM health services, but the overall pertinence and operability still need to be improved. Taking the financial support policy as an example, although the government has issued some financial and financial support measures, there is a general lack of implementation rules, which makes some measures difficult to implement and fails to play a real guiding role. Therefore, we should formulate supporting measures and methods suitable for local characteristics as soon as possible to provide a good environment for industrial development from market access to funds, talents, taxes, intellectual property rights, credit and other aspects [5].

Training industry leaders. The survey shows that the development level of the industry in this city is not high, and the employees are easy to be satisfied. One important reason is the lack of industry role models. Therefore, we should rely on its existing brand, technology, capital and other advantages, guide it to innovate product development, establish modern management system, improve marketing system, expand new fields and new business forms, strengthen and expand the scale of enterprises, comprehensively enhance the core competitiveness and brand effect of enterprises, and strive to build it into a domestic enterprise Leading enterprises.

Actively connect with the market. According to the survey, enterprises are not sensitive to the market and have weak development momentum. Therefore, we should strengthen publicity, encourage enterprises to actively carry out market research, subdivide market and customers, accurately grasp market changes and customer needs, clarify enterprise strategy and product positioning; develop more products and services with market affinity, improve market fit and enhance sustainable development ability.

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