

Exploration on the Physical and Medical Integration and China's Health Management Industry

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Keywords: physical and medical integration, health management, industry, exploration

Abstract: With the continuous improvement of China's economic level and the constant change of population structure, many social problems are increasingly prominent. Modern people are prone to chronic diseases or sub-health problems under living environment with quick rhythm and high pressure. Physical and medical integration is a concept that our country attaches great importance to and vigorously promotes, which has risen to the national level. While China's health management industry is still in its infancy and needs to be vigorously developed. On the basis of exploring the meaning and fully understanding of the integration of sports and medicine, this paper analyses the current development of China's health management industry, and further discusses the issue of physical and medical integration and China's health management industry.

1. Introduction

In the United States, the concept of physical and medical integration has been put forward as early as the second half of the 20th century. At present, it has become an important issue of general concern in sports and medical research circles. In our country, the concept of physical and medical integration has gradually produced an inseparable link with the health industry management. In other words, the development of the later has provided a new space for the development of the former. Moreover, this concept has also created a new direction and ideas for the promotion of health management in China. With the continuous improvement of China's economic level, people's life rhythm is also faster and faster, and they are facing various life pressures. Therefore, chronic diseases and sub-health status have gradually become the vocabulary often mentioned in people's daily life, and are also the problems that many people are facing. With the constant adjustment of social structure and the continuous renewal of people's ideas, the problem of population aging and younger children has become increasingly prominent in China. This social factor has also directed people's attention to the concept of physical and medical integration, and has also prompted people to pay more attention to the cause of health management.

2. Connotation of Physical and Medical Integration

Physical and medical integration refers to the organic combination of sports and medicine. It integrates many sports prescriptions related to physical rehabilitation and health adjustment into medical means, and promotes and complements each other between sports and medicine.

Since the founding of the People's Republic of China, people's physical fitness has always been a major concern of the state. The "Healthy China 2030" Programming Outline issued in 2016 is the first program to raise the national health issue to a high level. The Plan Outline gives a comprehensive and in-depth consideration to the issue of the health of the whole people, and puts forward relevant strategies. It has launched discussions around public fitness facilities, medical means and the promotion of physical exercise for the whole people, which has played a great role in promoting the prevention of chronic diseases and physical rehabilitation. The promulgation of program reflects the national attention to the problem of physical fitness of the whole people. Under the background of the present era, it is the general trend to vigorously promote the progress of physical health of the whole people. This is the policy background that the concept of physical and medical integration was put forward and valued in our country.

In addition to policy implications, many of our existing social problems are serious enough to attract our attention. Contemporary Chinese society has experienced economic development and population structure adjustment. The problem of aging and younger children has become increasingly prominent. Young and middle-aged people, as the main component of the labor force, are suffering from chronic diseases and sub-health disturbances at a faster and faster pace of life. Improving the physical quality of the whole people is not only a slogan, but also a practical and urgent need. Through investigation and analysis, we have found that the causes of some chronic diseases and sub-health state are not pathological or organic damage, but long-term inadequate physical exercise and long-term inability to effectively improve physical fitness under the living environment with high pressure and fast rhythm.

Therefore, it is a hard demand to provide enough physical exercise places for the public and help the public raise their awareness of physical exercise. The concept of physical and medical integration has been formally put forward and practiced under the combined effect of these two factors. It can be said that the integration of sports and medicine is not only a concept of integration, but also an effective means and method to help people improve their health and physical fitness.

3. Current Situation of Health Management Industry in China

With the constant adjustment of population structure and the extension of life expectancy, many countries have gradually entered the stage of aging. With the increasing proportion of the elderly population, the medical expenses and other related costs that the government needs to bear have risen substantially. The concept of health management industry originated from the United States. The U.S. government put forward this concept in response to the increasingly prominent social problems, and vigorously promoted the development and upgrading of the industry to alleviate government pressure by paying attention to health issues and improving national health management awareness.

The development of health industry management in China is relatively late, and it is still in its infancy. Our government and relevant departments have offered abundant guidance for the health management industry, and provided corresponding supporting policies for residents' medical treatment. In addition to policy preferences and support, with the development of Internet industry and people's constant attention to health, many online consulting platforms and software programs have emerged as the times require. To a large extent, they provide great convenience for people's daily health management and become one of the operation modes of health industry management in China. At present, China's online health industry management services mainly focus on medical insurance, maternal and infant, major diseases, health risk management and control. However, there are also various shortcomings in the current development of health industry management in China. Firstly is the lack of human resources. The development of health industry management in China is relatively short. Therefore, the number of professionals in relevant fields is also not enough and the relevant professional training programs and channels are not perfect. Many practitioners have only relevant learning and working experience in professional background without professional and targeted experience. In addition, the division of subdivision direction within the industry is not detailed enough, so relevant professionals have greater room for improvement in the number and degree of professionalism. In addition, existing professionals have unreasonable and insufficient knowledge structure and industry understanding. The above reasons lead to the relatively rough and primary management of health industry in China. Secondly, there are obvious imbalances in the resource distribution of health industry management in China. At present, whether it is policy support or management services provided by related online platforms and software, the level and scope of health industry management in China are quite incomplete with obvious emphasis. The uneven distribution of resources and the emphasis of development are also one of the reasons for the slow development of health industry management in China. China is a country with a large population base. Any population problem should be paid full attention to by all walks of life. Besides, reasonable and effective measures should be taken actively. In view of the current situation of the development of health industry management in China, on the basis of combining reality, we

should actively consider and seek development strategies. Firstly, we are required to standardize the building qualification of the platform, integrate existing medical resources, make the health industry management of our country present a balanced development trend, and get steady growth and progress in all aspects. Secondly, we need to strengthen the training and shaping of professional talents, actively learn from foreign advanced experience, learn advanced professional knowledge, and provide more feasible programs and strategies for personnel training. At the same time, relevant departments are required to formulate standardized management system and routine workflow to indicate the development direction of the management of China's health industry.

4. Exploration on Physical and Medical Integration and China's Health Management Industry

Firstly, in order to effectively develop China's health management industry, it is necessary to combine the ideas and concepts of physical and medical integration. Through the discussion above, we have made it clear that the idea and concept have risen to the national level. Our policy has paid enough attention to the promotion and development of related undertakings and invested a lot of energy and material resources. Effectively promoting physical and medical integration and developing the health management industry in China coincide with many factors in the focus and direction of work. Therefore, the combination of the ideas and concepts of physical and medical integration is an inevitable choice to effectively promote the rapid development and promotion of China's health management industry which will help to provide more convenient and comprehensive exercise infrastructure for the public and at the same time, will play an active role in promoting physical rehabilitation and disease prevention through physical exercise. Therefore, in order to promote the steady development of China's health management industry, we must constantly attach importance to and effectively implement physical and medical integration, fully integrate the existing resources, actively adjust work routes and development ideas in combination with the guidance and opinions of China's policies, provide more perfect management for the public, optimize people's health management strategies, and enrich people's choices.

Secondly, it is an effective measure to improve people's physical fitness and promote the development of health management industry by drawing lessons from the idea of physical and medical integration. Modern people's life has the characteristics of fast rhythm and high pressure. Combined with the observation and analysis of the actual situation, we find that many young and middle-aged people spend a very large proportion of time in their life on work while little on effectively relaxing their mood, easing their body and physical exercise which will undoubtedly affect the physical health level of our people. Moreover, fast-paced life is also easy to cause modern people to have emotional problems such as anxiety or tension. Many modern health problems are not caused by pathological reasons or organic injuries. It is unnecessary or ineffective to treat these health problems by medical means. On the contrary, it is a good choice to take adequate physical exercise to improve physical fitness. It not only enhances physical fitness, but also effectively relieves emotional pressure. Therefore, it can be said that drawing lessons from the idea of physical and medical integration is an effective measure to effectively improve the physical quality of our people and promote the development of health management industry. It can enhance people's awareness of health management and realize the importance of health management industry, promote the development of health management industry in China from another level, enrich customer types, adjust audience structure, and promote the upgrading and optimization of health management industry.

Thirdly, we should vigorously promote the work process of physical and medical integration and promote the development of China's health management industry. The concept of physical and medical integration and the development of health management industry in China are mutually reinforcing. There are many similarities and overlaps in the work content and essential core between these two. Through the continuous infiltration of the two, we are able to accelerate the development of each other. With the current level of development and policy support in China, vigorously promoting the progress of physical and medical integration can effectively enhance the

upgrading of China's health management industry. The physical fitness of Chinese people, as well as the existing physical exercise infrastructure and medical assistance policies, are the topics of common concern of physical and medical integration and the health management industry in China. Both of them focus on the above issues and formulate development strategies. If we are capable of coordinating the concept of physical and medical integration with the promotion of China's health industry management in order to promote their mutual benefit, it will be conducive to the optimization and integration of related resources and providing more powerful development support for both.

5. Conclusion

To sum up, China is a country with a large population base. With the continuous development of society and the change of population structure, many social problems have become increasingly prominent. Attaching importance to national physical fitness and accelerating the work of building a healthy China have risen to the national level. Physical integration is a concept put forward under the dual background of policy support and focusing on social issues. In today's health management industry in China, the putting forward and implementing of the concept plays an important role. The concept and thinking of physical and medical integration is not only the inevitable choice to improve the physical quality of our country, but also an effective measure to alleviate the sub-health and chronic diseases of modern people. Exploring the relationship between the integration of sports and medicine and the development of China's health management industry is propitious to help us deepen our understanding of building a healthy China, make a more rational analysis of this issue and formulate more feasible work strategies.

Acknowledgements

The work was supported by the Sports Special Project in 2018 of the 13th Five-Year Plan Project of Higher Education Scientific Research with the project number 2018TYYB14 and the project name Construction of New Business Type Model of Medical Fusion under the Strategy of "Great Health" and the Stage Achievements of Empirical Research.

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