

Analysis of the Construction Path of Healthcare Industry Service Brand

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Abstract: With the rapid development of China's economy and society, the continuous improvement of people's living standards and health awareness, health has become a universal pursuit of people's life. Therefore, the healthcare industry has been highly valued by the state and began to flourish in China. In recent years, the state has issued a series of guiding documents, and gradually formed the top-level design of healthcare industry, which has brought significant strategic opportunities for the development of healthcare industry. However, we find that the construction of healthcare service brands in various regions is not mature. Therefore, this paper elaborates the development status and development trend of healthcare industry in China, and analyses the main development issues, and then proposes a path for building a healthcare service brand, from the perspective of healthcare demand, healthcare resources, industry cluster and integrated development.

1. Introduction

Healthcare industry refers to the relevant industrial system formed on the basis of a certain resource endowment around healthcare, mainly involving medical treatment, healthcare, tourism and other fields. With the rapid development of China's economy and society, the continuous improvement of people's living standards and health awareness, health has become a universal pursuit of people's life. However, at present, more and more people are threatened by sub-health and the problem of population aging is more serious. Therefore, the healthcare industry covering many types of business has been highly valued by the state and started to flourish in China.

The rise of healthcare industry conforms to the new development trend. In recent years, the state has issued a series of guiding documents, and gradually formed the top-level design of healthcare industry, which has brought significant strategic opportunities for the development of healthcare industry. The healthcare industry in all parts of the country is basically in its infancy, and there are great regional differences in its development, and the building of healthcare service brand is not mature. Therefore, under the current policy background, this paper puts forward the appropriate path of healthcare service brand construction, which provides reference for the development of healthcare industry in various regions.

2. Development Status and Trend of Healthcare Industry

With the aging of population, sub-health, ecological environment and other issues being paid more attention, the demand for social healthcare and the rapid expansion of market consumption, healthcare has become a hot research topic, and healthcare industry has gradually flourished in the world.

When it comes to healthcare, it is generally believed that the elderly and sub-health people are the target consumers. In fact, the elderly and sub-health people are only a part of the healthcare market. There are various levels and types of healthcare needs from all age levels, health to sub-health status, patients and groups requiring hospice care after birth, so all groups in society belong to the scope of healthcare.

2.1 Development Status

At present, more than 100 countries and regions in the world have carried out health tourism. According to the global health tourism economic survey, the output value of health tourism industry

in 2018 is \$639 billion, and it is estimated that the health tourism industry will break the \$900 billion mark in 2020.

Actually, early in 1990s, the rudimentary research on healthcare industry has begun. Foreign scholars' research on health issues focuses on the four levels of personal behaviour and lifestyle, society and community, urban local planning system, and overall social environmental conditions. SM Ferri believes that tourism can achieve health promotion and “active aging” to achieve the sustainability of social resources. John Parr is committed to improving community health, well known as The Colorado Healthy Communities Initiative (CHCI). He called on the community to establish a public community health file to collect residents' health information to improve the quality of life of the community's residents. Michael Marmot and Sharon Frie believe that meeting the health needs of residents is the core of urban governance and planning. The planning and design of the urban environment have a significant impact on health equity through the impact on the behaviour and safety of residents.

In recent years, the pace of China's aging society has gradually accelerated. It is estimated that by 2020, the total number of people over the age of 60 in my country will exceed 250 million, and will enter a deep aging society by 2027. The WHO predicts that China will become one of the most aging countries in the world around 2033. Moreover, phenomena such as sub-health, environmental pollution, and urban diseases have become more apparent in China's major cities. Not only the elderly, but also the young and middle-aged groups in some big cities of China are paying more and more attention to their physical and mental health, and the requirements for quality of life and mental health are gradually increasing. Therefore, China's aging social phenomenon and some sub-health social problems have spawned a huge market for healthcare industry. It is foreseeable that with the increasing prominence of these social phenomena, the development prospect of the healthcare industry is infinite.

2.2 Development Trend

(1) Medical and special resources promote the development of healthcare industry

The research report points out that the medical industry is gradually becoming the pillar of the healthcare industry. In Haikou, Sanya, Zhuhai, Kunming, Lishui, taking the market positioning of providing good healthcare, leisure and vacation services, they have introduced international advanced healthcare theories or methods, and combined with traditional Chinese medicine physiotherapy methods, to build an international medical health wellness city or health complex.

Meanwhile, urban characteristic resources also bring favourable conditions for the development of the healthcare industry. For example, Panzhihua City and Liupanshui City utilize the local superior natural environment as the core resource to develop ecological healthcare. Panzhihua City put forward the six-degree theory (temperature, altitude, humidity, cleanliness, greening degree, excellent yield) as a support for the development of the sun healthcare industry; Liupanshui City vigorously promotes the city card “Liangdu”, with cool weather and fresh air as its core resource.

Thanks to the superior natural environment, the healthcare industry in the Southern district has great potential. Sanya City and Haikou City in Hainan Province are well-known winter health resort in China. These cities have a broad market for migrant care, healthcare and vacation. In the future, the demand for healthcare will further expand, and they will have great potential for the development of healthcare industry.

(2) Healthcare industry transforms the aging social crisis into driving force for economic growth

In order to fully grasp the resources and environment, technological innovation and capital dynamics of healthcare industry, the research team spent eight months to conduct extensive research on healthcare environment, policies and facilities and healthcare enterprises in more than 2000 regions in China. The analysis report points out that there is a more obvious positive relationship between the number of population and the number of enterprises in each province.

The data reveals that the rapid development of the healthcare industry is the result of an aging society, and the healthcare industry is transforming the aging social crisis into a driving force for economic growth. Healthcare industry needs not only the corresponding economic development

level, but also the corresponding healthcare resources. For example, Sichuan, Guizhou, Yunnan, Guangxi and other regions with superior healthcare environment and resources have a large number of healthcare enterprises.

3. Main Problems in the Development of Healthcare Industry

3.1 Insufficient Development of Healthcare Resources

Although China's healthcare industry has developed for many years and achieved some development results, there are still problems of insufficient resource development, mainly reflected in the following aspects: firstly, the development of healthcare products is not enough, and there is a large gap between healthcare products and industrial development needs, so that the advantages of healthcare resources have not been fully transformed into industrial development advantages; secondly, currently, healthcare institutions basically only provide life care services, and medical services and health guidance closely related to healthcare industry are less provided; thirdly, although many cities have established a development system for the healthcare industry, the integration of healthcare and other industries is not sufficient, especially the rich medical resources are not effectively integrated into the healthcare industry; fourthly, there is inadequate excavation of supporting elements for healthcare, mainly manifested by insufficient local specialty catering establishments, inadequate provision of entertainment facilities in various scenic spots, and relatively basic recreational and entertainment projects.

3.2 Weak Market Regulation

In order to ensure the development quality of the healthcare industry, some cities have formulated local standards for the healthcare industry. However, due to the multi-management of government departments in the healthcare industry, and because of the weak sense of responsibility of some healthcare operators and the relatively backward quality concept have made the whole healthcare market supervision effect unsatisfactory. On the one hand, in the management process, due to the unclear responsibilities of some departments and the overlapping of management, some market standardization work has not been implemented, resulting in unsatisfactory market supervision; on the other hand, due to the weak sense of responsibility and the relatively backward quality concept of some health management entities, the market supervision has become more difficult, resulting in unsatisfactory supervision effects.

3.3 Weak Transport Infrastructure

In many small and medium-sized cities, the construction of transportation infrastructure has not kept up with the development needs of the healthcare industry. In terms of external transportation, the extended transportation network is underdeveloped. Although the comprehensive transportation network composed of railways, highways and aviation has made great progress after years of construction, it is still not enough to support the development of the healthcare industry. At present, there are problems such as few flight routes, high fares, imperfect highway network, and long running time of cars and trains, which restrict the enthusiasm of social capital investment. In terms of city traffic, the road construction is not perfect, and the tourism channel is not smooth enough, which seriously affects the development of healthcare industry.

3.4 Lack of Professionals

Professional talents are the core elements of the development of healthcare industry, which is essential to improve the quality of healthcare services. At present, the lack of healthcare professionals is an important factor restricting the development of urban healthcare industry. According to the survey data, at present, the number and quality of the healthcare talents in China cannot meet the needs of the development of healthcare industry. On the one hand, there is insufficient number of professionals, such as nursing staff, health managers, healthcare therapists, fitness instructors, psychological consultants, nutritionists, registered nurses, practicing doctors, outdoor sports coaches and senior tour guides, etc. Most healthcare institutions only have nursing

staff for the aged, and a few healthcare institutions are equipped with nutritionists and registered nurses. There are almost no health managers, healthcare therapists, fitness instructors, psychological consultants, practicing doctors, outdoor sports coaches, senior tour guides and other professionals in the healthcare institutions or healthcare service places surveyed. On the other hand, the quality of employees in the overall healthcare industry is not high. The main reason is that at present, most of the employees in the healthcare industry in the healthcare institutions are migrant workers with low education level and older age, and even many of them have not participated in relevant training, which leads to the lower quality of the employees in the overall healthcare industry. In this respect, it also reflects the serious lack of healthcare professionals.

4. Construction Path of Healthcare Industry Service Brand

4.1 Focus on Healthcare Service Demand

Whether it can meet the current demand for healthcare is an important aspect to evaluate whether a region has the potential for healthcare industry development, so it is very important to accurately analyze the healthcare demand. Enterprises can carry out market demand analysis according to the classification of healthy people, for example, according to the different health conditions of the population, divide the healthcare needs into medical healthcare needs, healthcare needs and sports leisure healthcare needs. Generally speaking, healthcare tourists mainly have natural environment demand, social communication demand, healthcare atmosphere demand and healthcare facilities demand. Potential healthcare consumers pay more attention to the natural environment when choosing healthcare land, followed by supporting environment, healthcare land brand and cultural environment. It can be seen that the demand for healthcare is diverse and uncertain. However, through in-depth analysis, we can find that there are some common needs of healthcare consumers, such as the demand for the natural environment, healthcare atmosphere and supporting environment of healthcare land. This suggests that before the formal development of healthcare industry, the regions planning to develop healthcare industry can analyze whether the region can meet the needs of healthcare consumers in these aspects, and preliminarily judge whether the region has the development potential of healthcare industry. If the preliminary analysis results show that these needs can be met, the region can further carry out a more targeted healthcare demand analysis, and correspondingly build a healthcare service brand.

4.2 Pay Attention to Advantages of Healthcare Resources

Regional health resources advantage is a prerequisite for the development of healthcare industry, and accurate analysis of the advantages of healthcare resources can provide important support for the development of healthcare industry. For the analysis of the advantages of healthcare resources, some scholars think that temperature, cleanliness, humidity, yield, height and greening are six important dimensions to judge whether an area is suitable for the development of ecological healthcare industry. However, the theory focuses on the evaluation of natural resources and ignores human resources, so we can integrate human resources into the brand building of healthcare industry. Healthcare industry should not only rely on natural resources for development, but also rely on industrial resources for development. This suggests that when analyzing whether the region has the resource advantages suitable for the development of healthcare industry, we should first analyze the resource distribution of the region in an all-round way, and then excavate the core resources suitable for the development of healthcare industry. Some evaluation theories or models can be used for reference when mining core advantages, such as the “six degree theory” mentioned earlier, the new “six degree theory” or the VRIO model for mining advantageous resources.

4.3 Build the Healthcare Industry Cluster

The formation of industrial clusters will bring many beneficial effects to regional industries, such as scale effect, regional brand effect, external effect, cost saving effect, learning and innovation effect, etc. This suggests that the areas planning to develop healthcare industry or developing

healthcare industry should pay attention to building healthcare industry cluster in the process of healthcare industry development. Through the creation of industrial clusters, regional health brands will be formed, so as to obtain greater industrial development benefits.

For the cluster building of healthcare industry, we can learn from the development ideas of Zhangjiang High Tech Park. In the early stage of development, it mainly relies on the leading role of the government to form the cluster of industrial development elements, and then explores the management system combining the government and the market. Through the means of “industrial chain investment”, it strongly introduces the enterprises related to industrial development, and at the same time, it improves the formation of industrial clusters, so as to gradually form industrial clusters. Because industrial cluster is not only the result of enterprise aggregation, but also the result of the interaction between enterprises, the region should pay attention to avoid the phenomenon that competition is greater than cooperation when building industrial cluster. In order to effectively avoid this phenomenon, the region can take measures such as the establishment of cooperation network or cooperation mechanism among enterprises, the establishment of intermediary organizations, the establishment of coordination agencies and so on.

4.4 Promote the Integrated Development of Healthcare Industry

Through mutual penetration and integration with other industries, it can not only excavate and create new healthcare products and develop new healthcare market, meet the diversified needs of healthcare consumers, but also enable healthcare industry and related industries to obtain new development opportunities and higher industrial development benefits. This suggests that in the process of the development of healthcare industry, the regions planning to develop healthcare industry or developing healthcare industry should pay attention to promoting the integration of healthcare industry and other industries. To promote the integrated development of healthcare industry, we should first tap the market demand, and then find out the integration point to carry out innovation. Firstly, sort out related industries that can be integrated with the healthcare industry, including tourism, medical care, sports, culture, finance, agriculture, science and technology, industry, real estate, etc.; secondly, through analysis, it is found that medical, tourism, sports, agricultural, industrial and other industrial resources are more abundant, and it is more likely to appear in conjunction with the healthcare industry, so these five aspects are mainly selected for deep integration with the healthcare industry; thirdly, focus on innovation in the process of specific integration, because no innovation appears to indicate that industrial integration has not been achieved. In addition, in order to make industrial integration proceed more smoothly, the region can adopt measures such as creating a support environment for industrial integration, establishing an organization and coordination mechanism that promotes industrial integration, an intermediary mechanism that provides services for industrial integration, and establishing an enterprise main mechanism for industrial integration.

5. Conclusion

This paper elaborates the development status and development trend of healthcare industry in China, and analyses the main development issues. Then in order to promote the long-term development of the regional healthcare industry, we have proposed a path for building a healthcare service brand, from the perspective of healthcare demand, healthcare resources, industry cluster and integrated development. This path is mainly applicable to areas that plan to develop the healthcare industry or are developing the healthcare industry, aiming to provide some ideas for these areas.

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