

The Role of Cultural Construction in Hospital Management

Jiajie He

Ningxia Medical University, Yinchuan, Ningxia 750004, China

gemini84529@msn.com

Keywords: Cultural construction; Hospital management; Role

Abstract: The so-called hospital culture refers to the advanced cultural management mode in which the hospital creates, gradually forms, and recognizes the value-centered group consciousness and the society's overall perception of the hospital in the process of long-term self-development. It is in a certain social culture. On the basis of the development, a group culture characterized by the characteristics of the hospital itself and the degree of care of all employees on the hospital is formed. This paper hopes to further understand the connotation, objectives, tasks and methods of building a hospital's basic culture through the study of modular system design of hospital basic culture construction, to promote the harmonious development of hospitals, enhance and build the overall brand image of hospitals, and improve cultural taste. To enhance the sustainable development and provide better and more personalized services, the hospital will provide the comprehensive development.

1. Introduction

Hospital culture is a special culture contained in social culture. It is the product of the integration of medical activities and social culture. It is the spiritual and material wealth that the hospital gradually develops in the process of continuous research, teaching and management of hospitals. Hospital culture plays an important role in its internal management. It is an indispensable part of the hospital to be able to reasonably and effectively allocate and coordinate the work of various departments and train the hospital's management personnel[1-3]. In the new era of socialism, strengthening the construction of hospital culture and applying it in the daily management of hospitals will not only improve the overall management level of the hospital, but also have important significance for the promotion of its popularity. Hospital culture is gradually adapting to the needs of the market economy in the process of hospital development and construction. It is constantly recognized by employees and gradually upgraded. It is also the unity of the code of conduct and values that the hospital believes. The content of hospital culture construction can be roughly divided into the essential system, namely, hospital spiritual civilization and carrier system, namely system behavior and visualization [4-6]. With the reform and development of China's health industry, the modern management theory of hospital culture construction has been more and more accepted by hospital management workers, and it has been applied in the practice of hospital management, enriching the hospital. The management theory has promoted the reform and development of the health industry. The construction of hospital culture has gradually shown its own advantages and played an important role in the development of the hospital. Similarly, China's modern hospital culture is also produced and developed on the basis of corporate culture [7,8]. In the process of strengthening the construction of hospital culture, there are still some problems to be solved. I don't know much about the basic connotation and essential characteristics of hospital culture, and I have a superficial understanding of the significance and role of hospital culture construction. I equate hospital culture with ideological and political work. Hospital administrators equate hospital culture with ideological and political work and use it as ideological and political work. The method is to carry out the construction of hospital culture; simply imitate the cultural construction model of other industries. This paper hopes to further understand the connotation, objectives, tasks and methods of building a hospital's basic culture through the study of modular

system design of hospital basic culture construction, to promote the harmonious development of hospitals, enhance and build the overall brand image of hospitals, and improve cultural taste.

2. The Role of Cultural Construction in Hospital Management

(1) Contribute to the implementation of various hospital policies and improve the efficiency of hospital management. The formation of hospital culture requires years of accumulation, which is the working style, working atmosphere and common attitude of all employees. This common ideology is initially characterized as binding, making employees feel pressure and challenge. However, with the development of cultural construction, the ideological understanding is more unified, and its guiding role will promote the internal unity of employees' behavioral goals. Employees are willing to abide by relevant systems and are willing to consciously protect the interests of hospitals, thus ensuring the implementation of policies and improving Hospital management efficiency.

(2) It helps to strengthen the cohesiveness of the hospital and stimulate the enthusiasm of employees. Hospital culture is a unique value and spiritual concept of the hospital, which enables all employees to have a sense of identity with the hospital's development goals, a sense of mission and a sense of belonging to the collective. These subjective feelings can bring honor, responsibility and self-confidence to the employees, so that everyone can think at the same time in their work, and work hard together to unite and cooperate. Over time, the departments will be more harmonious, the hospital will be more harmonious, and form a united and upward working environment.

(3) Help to improve the competitiveness of hospitals and promote the sustainable development of hospitals. The hospital must survive in the fierce competition and maintain the vitality of sustainable development. The talent team is the core. The hospital creates a positive working atmosphere in the process of focusing on talent growth, a pleasant and warm living space and an equal development platform, which will give employees a sense of professional dignity and happiness. Especially for grassroots public hospitals, in the case of limited objective conditions, a good hospital culture plays a vital role in attracting talents and retaining talents, and is a concrete manifestation of hospital soft power.

Table 1 Comparison of regional characteristics of hospitals in China

Characteristics	South China	Southwest Region	North-west region
Geographical condition	Excellent location and developed transportation	It is remote, the land is poor, and there are many poor people. The development of traffic roads is not very good.	The conditions are harsh, the land is sparsely populated, and the market is small. Important transportation status
economic terms	The economic foundation is good, it is the frontier of China's economic construction, and the window of opening up to the outside world has a good foundation for industrial and commercial foreign trade.	It has great economic potential, but the current economic development is slow, it is a backward economy, and there are still economic problems.	The economy is generally backward; there are problems such as low population quality, serious brain drain, and unreasonable economic structure; there are increasingly absolute poverty reductions in ethnic communities, and the problem of relative poverty is increasingly prominent.
Bairan resources	Rich in land, water, biology, tourism and mineral resources	Rivers, forests, pasture resources Very rich; many types of mineral resources, large reserves	Rich in mineral resources, large reserves of coal, oil and rare earth

For hospitals in southern China, its geographical position is superior, transportation is convenient, and it has a good economic foundation, which is more conducive to the development of hospitals and the cultural construction of its hospitals. Hospitals in the southwestern and northwestern regions, due to geographical and economic constraints, do not have a good economic foundation as a backing, but in this case, they attach more importance to the hospital's cultural construction and

overcome various difficulties in order to bring the hospital to life. It will become a "Chinese famous hospital" to better serve the people.

There are still many unreasonable and imperfect places in the construction of hospital culture. It shows that the cultural construction of hospitals should have its own unique characteristics. The significance of conducting this research lies in analyzing and distinguishing the unique nature of hospital cultural construction. Different from other hospitals, the culture of hospitals with deep imprints is built. We randomly selected 100 hospitals engaged in hospital management, hospital image, clinical medical care, nursing, and logistics in three hospitals to conduct satisfaction surveys on the basic cultural construction of their respective hospitals, respectively, on hospital spiritual culture, hospital image, hospital ethics, and services. Whether culture, institutional culture, management culture, science and technology culture, resource culture and safety culture meet the requirements of construction level, and evaluate the degree of satisfaction, which is divided into very satisfied, satisfied, satisfied, general, poor, and poor options. The results of the survey are as follows:

Table 2 Hospital Culture Construction Data Analysis Table

Name	Very satisfied	satisfied	satisfied	generally poor	poor	very poor	Don't know
One to two years	5	24	53	114	21	8	14
Three to five years	9	41	86	62	12	5	5
Five to ten years	14	24	102	71	7	2	0
More than ten years	5	31	41	39	3	0	2

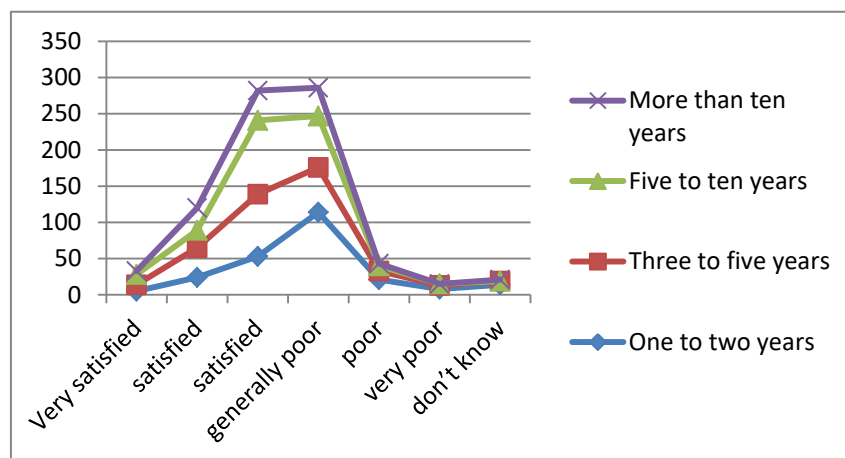


Figure 1. Hospital culture construction data analysis verification map

It can be seen from this figure that the choices of comrades with working years of "one to two years" for hospital culture construction are mainly concentrated on "satisfactory" and "general" options, and "poor" and "very poor" and "The "I don't know" option is mostly concentrated on comrades with a working life of "one to two years". Because of the short working hours and less understanding of the hospital, it is acceptable to have this phenomenon. However, we can also see that the comrades who have worked for "three to five years", "five to ten years" and "more than ten years" have focused on the choice of hospital culture and are more focused on "more satisfactory" and "general" choices. And there are also choices of "poor", "very poor", and "don't know". It can be seen that the basic cultural construction of the Affiliated Hospital of the Military Medical University is basically recognized by the faculty and staff, and it is not universalized or even Did not cover every employee in the hospital.

3. The Design of Modular System of Cultural Construction

The cultural module refers to the culture created by people for safe production and safe life. It is the sum of safety code of conduct and safety values. It reflects the attitude of each group, every unit, and everyone, and the attitude towards safety. Way of behavior. Safety culture involves all aspects of social life. It is a means to realize human values, respect human life, protect human health, and is a culture that protects, cares for, and respects people. Safety culture reflects the maintenance of people. Dignity and satisfaction is of people's basic requirements for freedom.

Table 3 Content positioning of each module of the hospital

Module	content
Hospital spirit	Is a combination of tradition, ethics, ideals, values, attitudes, and behavioral tendencies
Hospital image	It is the overall impression and evaluation of hospitals in patients and society. It is a recognition of hospitals by patients and the public. It is a unique cultural characteristic of hospitals and one of the key factors that determine the survival and development of hospitals in competition.
Hospital morality	The conceptual culture form in hospital culture is a deep-level culture. It has an moral orientation to the physical culture (organization, facilities, etc.) and practical culture (service culture, etc.) of the hospital.
Hospital system	Personnel system, economic system, management system, employee system, leadership system, punishment system and incentive incentive system
Hospital management	Organization of personnel management, technical management, logistics support management, equipment management, business management, information management, medical management, health management and department management
Hospital service	It is from the hospital culture to highly regulate the service behavior of medical personnel, forming a white process that is whitish and shaped in appearance. It is a value-added carrier of medical technology, a new element of hospital competition, a new connotation of hospitals adapting to modern development, a manifestation of the sublimation of hospital employees' professionalism, a platform for agglomeration of hospitals, and a brand effect. It is a never-ending process of continuous improvement.
Hospital technology	Medical technology knowledge and level; nursing knowledge and level; diagnostic techniques and equipment;
Hospital resources	Human resources; network resources; technical resources, etc.
Hospital safety	Political security, item safety and medical safety, etc.

In the implementation process of each module, according to the association between the modules, the modules are not only independent of each other, but also connected with each other, so as to make it an independent and unified whole, avoiding each module. The absolute independence between them leads to the modular design of the hospital's cultural construction. It simply becomes a simple construction of a certain module. It cannot be comprehensively considered according to the overall situation of hospital culture construction. The construction results of each module cannot be maximized. The hospital's cultural construction services cannot play its biggest modular design role. Each module is part of the basic cultural construction system of the affiliated hospital of the Military Medical University. The ultimate goal is to provide basic cultural construction services for the affiliated hospital of the Military Medical University. The evaluation of the results of each module design and facilities is also based on its basic culture of hospitals. At the same time, the cultural construction of the hospital is a long-term project. To form and maintain a positive and good hospital culture must not be done overnight, but through the continuous efforts of several

generations of medical workers. Therefore, the hospital culture should also be constantly unremitting. For the basic cultural construction of the Affiliated Hospital of Military Medical University, we should also persist in the perseverance, not just the rise of a moment, to achieve a complete modular system of cultural construction after a long period of persistence and implementation, and to play its powerful role. effect. Although the modules of the basic cultural construction of the hospital are independent of each other, they are also related to each other. The relationship between the various modules is shown in Figure 2:

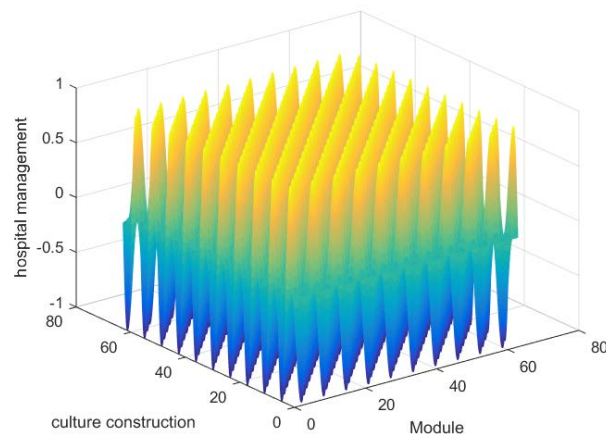


Figure 2 Contact of each module

With the development of science and technology and the advancement of society, the cultural values of medical staff have been increasingly affected by the trend of multiculturalism. The construction of high-quality, high-quality hospital culture has become an urgent issue in the current ideological and political work of hospitals.

(1) Hospital culture construction is a long-term task

The cultural construction of the hospital is a long-term project. To maintain an up-and-coming and positive hospital culture, it will never happen overnight, but it will require the unremitting efforts of several generations of medical workers. Therefore, the cultural construction of the hospital must always be unremitting.

(2) Hospital culture construction is an important guarantee for the sustainable development of hospitals

It is necessary to fully understand the hospital culture as the result of the innovation and summary of the original hospital management theory, and it is also the inevitable result of the logic development of modern hospital management. The construction of hospital culture is an era requirement for strengthening hospital management. The new hospital culture theory is people-oriented, requiring leaders to lead by example and use their personality to shape a good image. The doctors emphasize that patients should be respected and patient-centered.

(3) Hospital culture construction has strong personality characteristics

The main consideration of hospital culture is to have a distinct personality, and this is also the charm of hospital culture. The cultural construction of the hospital must not only consider the commonality of cultural construction, but also highlight its key points and build its own characteristics according to its own conditions.

4. Conclusion

In summary, the hospital's basic cultural construction is modularized, and the hospital's basic cultural construction modular system is constructed. The existing tested, verified and mature modules are used in large quantities, which reduces construction risks and costs, and ultimately improves. The reliability and construction quality is of the hospital's basic cultural construction. Modularization achieves the distribution and isolation of final construction results, making it easy to

discover problems and improve methods during the construction process. The abstraction and separation of functions realized by the module makes it easy for employees engaged in the construction of basic culture of the hospital to master the overall situation. At the same time, the builders of each module can shield the details that are not related to their own fields, so as to pay attention to the higher level of construction logic. The independence of the module function and the consistency of the results make each module content research more professional and in-depth, and constantly improve the overall effect and reliability of the final hospital basic culture construction by upgrading the functions of its own modules, and will not Affects other modules.

Acknowledgements

This work is supported by the project of National Social Science Fund in 2018(No.: 18XMZ036).

References

- [1] Türker O C, Türe C, Böcük H. Phyto-management of boron mine effluent using native macrophytes in mono-culture and poly-culture constructed wetlands[J]. *Ecological Engineering*, 2016, 94:65-74.
- [2] Hinton P R. The Cultural Construction of the Girl “Teen”: A Cross-cultural Analysis of Feminine Adolescence Portrayed in Popular Culture[J]. *Journal of Intercultural Communication Research*, 2016, 45(3):1-15.
- [3] Wang Z. Culture in Modern Hospital Management Construction and Application[J]. *China Health Standard Management*, 2015, 26(20):1-3.
- [4] Ming X U. Implications of Japanese Culture for Cultural Construction of Chinese Agricultural Enterprises [J]. *Asian Agricultural Research*, 2015(6):90-93.
- [5] Wang Y. Cultural Representation Theory in Constructing Representations of the United States in Chinese and US Media[J]. *Tourism Culture & Communication*, 2016, 16(1):1-14.
- [6] Pratt, Nick|Kelly, Peter. The Cultural Construction of Subject Discipline Knowledge: Comparing "Abstraction" in Two International Contexts.[J]. *Research in Comparative & International Education*, 2016, 11(4):434-448.
- [7] Tsetsentsolmon B. Music in cultural construction: nationalisation, popularisation and commercialisation of Mongolian music.[J]. *Inner Asia*, 2015, 17(1):118-140.
- [8] Leonardi P M. Innovation Blindness: Culture, Frames and Cross-Boundary Problem Construction in the Development of New Technology Concepts[J]. *Organization Science*, 2016, 22(2):347-369.