Analysis of Hospital Foreign Affairs Management in the New Era

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Abstract

With the development of the trend of economic globalization, all walks of life will encounter "foreign-related" affairs and work, and the scope of foreign-related work has been unprecedentedly broad. Under the current situation, if state-owned hospitals want to occupy a strong competitive position in the world market, they must innovate the foreign affairs management work model, adapt to the development needs of hospitals in the new era and new environment, improve the level of foreign affairs management, and promote the development of state-owned hospitals provide support and guarantee. This article aims to analyze the importance and existence of hospital foreign affairs management in the new period issues, and put forward suggestions and ideas for strengthening foreign affairs management for discussion and exchange.

Keywords

Hospital; foreign affairs; management; new era.

1. Introduction

More than three years after the “One Belt and One Road” initiative was proposed, in May 2017, the first “One Belt and One Road” International Cooperation Summit Forum was successfully held in Beijing. At the same time, the APEC Leaders’ Informal Meeting and the G20 Leaders the successful holding of the Hangzhou Summit of the People’s Republic of China, the BRICS Leaders’ Summit in Xiamen and the Asia Info Summit, etc., heralds the further improvement of China’s international influence, appeal and shaping, and will make new major contributions to world peace and development.

2. The Importance of Hospital Foreign Affairs Management

The experience of 40 years of reform and opening up shows that opening your mind to the world is the only way to achieve development and prosperity. China will also continue to adhere to the basic national policy of reform and opening up and the opening strategy of mutual benefit and win-win results. Under the new economic situation, if the hospital wants to occupy a place in the domestic and foreign medical markets, it is necessary to accelerate the development of the hospital's "internationalization". Doing a good job in the management of hospital foreign affairs is conducive to the introduction of world-leading medical technology and equipment, expanding overseas development space, realizing effective technical exchanges, introducing advanced management concepts, improving hospital operating efficiency, and building a good hospital image. It plays a vital role in promoting the economic development of hospitals and achieving strategic goals.

3. The Current Problems in the Management of Hospital Foreign Affairs

(1) The legal construction is not perfect
For historical reasons, the current world diplomacy and foreign affairs management systems are all pioneered by Westerners. The rules and practices of diplomacy and the division of the registration of diplomats are all derived from Western practices. After the founding of New China, at the inaugural meeting of the Ministry of Foreign Affairs, Premier Zhou Enlai put forward the task of “sinization of diplomacy” before he really began to construct the theory of diplomacy and foreign affairs management with Chinese characteristics. Specific to the establishment of the system of hospital foreign affairs management, it is still not sound enough, there is no complete medical foreign affairs legal system, and there are almost no written laws on foreign affairs management. Many systems are relatively old and difficult to adapt to the current hospital foreign affairs management. The need for hospitals has hindered the development of hospital foreign affairs management.

(2) It is difficult to coordinate foreign affairs planning
With the gradual deepening of the process of globalization, foreign affairs work is no longer a traditional welcome, and it is not only the responsibility of the foreign affairs department. It covers more abundant content and more comprehensive knowledge. Many universities and hospitals have carried out external exchanges and cooperation through their own channels, but there is no supporting establishment of special foreign affairs departments and personnel, resulting in insufficient quality of the foreign affairs team, immature management system, and unable to form a joint force. Difficulty.

(3) Insufficient attention to the foreign affairs management of the hospital
Since foreign affairs work is supplementary and does not directly bring economic benefits, some hospital leaders will ignore the role of foreign affairs management in foreign economic and technological exchanges, and ignore the important role of shaping the image of the hospital and enhancing the value of the hospital. Most of the foreign affairs are daily affairs, which are error-prone and difficult to make a difference. This leads to greater pressure on foreign affairs management staff and limited career development, which has affected the development and improvement of foreign affairs management itself.

4. Suggestions and Reflections on the Management of Foreign Affairs in Hospitals in the New Period

(1) Enhance planning in the management of foreign affairs
The foreign affairs department should combine the hospital’s mid- and long-term development vision, focus on planning and management plans, and clarify the main direction and key goals of each stage of foreign work; at the same time, according to the dynamics of personnel visits, analyze the rules of visits, formulate plans for key posts to go abroad (borders), and do it in advance. Good travel plan. This can not only effectively improve the timeliness of project operations, but also improve the level of foreign affairs management.

(2) Focus on strengthening the subjective initiative of foreign affairs
The development of the hospital’s overseas business is led by a professional technical department, and the foreign affairs department provides support and assistance. Foreign affairs work should actively understand the overseas business process, meet the needs of the project, and actively establish communication and collaboration with professional departments, so that in daily work, you can improve your language skills and accumulate experience. On the other hand, when you encounter difficult problems, you can stand higher, deal with problems in a comprehensive and comprehensive manner, and achieve good cooperation with professional and technical knowledge.

(3) Maintain good interaction with overseas business personnel at all times
The hospital’s foreign affairs work always implements the “foreign affairs work never has the highest point, foreign affairs are no small matter” work principle, and always provides support, guidance and supervision for the smooth operation of overseas projects. The accumulation and summary of experience in the operation of overseas projects, for the improvement of hospital foreign affairs management services Competence is also crucial. The hospital’s foreign affairs management work has always abided by the unified leadership that obeyed the central foreign affairs policy. It has mastered the relevant foreign affairs policies of the Ministry of Foreign Affairs, embassies and consulates abroad, and government departments for the first time, and maintained good and effective communication channels with it. Provide foreign affairs support as soon as possible. Foreign affairs rules and regulations should not only be enforced and implemented in the foreign affairs team, but should also constantly strengthen the awareness of the "going out" personnel, raise awareness, and exchange foreign affairs management authority and ideas, so as to maintain the image of the hospital and provide hospital internationalization strategy implementation. Support and guarantee local departments to solve problems efficiently and timely.

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(5) Pay attention to the whole process of information management and filing in daily work
The foreign affairs issue is an important information asset of the hospital. It contains the multilingual original records and foreign-related information formed in the foreign affairs work. It is an important reference for the hospital to carry out international exchanges one after another. The foreign affairs management department should establish and improve the basic files of each business module in the daily work of the hospital’s foreign affairs system, overseas management, foreign affairs activities, information translation, invitation to foreigners to China, etc. Items can be traced back and everything is standardized. Through continuous improvement and the establishment of a standardized information database, we can accumulate valuable experience, reduce repetitive work, and reduce error rates.

5. Conclusion
Strengthening the construction of foreign affairs teams and improving the quality of foreign personnel competition among enterprises is, in the final analysis, human competition. The foreign affairs management department not only represents its own image, but also represents the image of Chinese hospitals, and even the overall image of China. Therefore, we should continue to strengthen the quality of foreign personnel, improve their self-cultivation, improve strategic and forward-looking, be good at coordinating different situations, be good at handling
complex situations, effectively respond to and deal with new problems and challenges in work, and create unity, inspiration, mutual assistance and harmony.

References


