

# Prospects for the Mobile Medical Field in the Post-epidemic Era

Jing Zeng

Jiangxi University of Finance and Economics, Nanchang, Jiangxi, 330000, China

## Abstract

As people continue to understand and pay attention to Internet technology and medical services, mobile medicine has gradually become one of the areas of active research and exploration in society. In recent years, the development of mobile medical care has achieved remarkable results, and has shown great positive effects on economic and social development. During the epidemic, it has attracted much attention and expansion, and ushered in the "spring" of development. However, the future development of mobile medical care is still in the future. Will it be so bright? Based on this, the article analyzes the fundamentals of the development of mobile medicine and the catalytic aspects of the epidemic, combined with existing challenges and countermeasures, and focuses on the overall improvement trend of mobile medicine.

## Keywords

Mobile medical; New crown epidemic; Medical treatment behavior; Health awareness.

## 1. Introduction

If you encounter a health problem, open the medical APP to consult with a professional doctor in real time; you don't want to line up for registration offline, and enjoy one-stop service online; learn tips on health and weight loss, and realize scientific health management; electronic social security card equipped with mobile payment means, scan code to pay Fast and efficient... Nowadays, more and more people are enjoying the convenient services brought by mobile medical. While mobile medical is playing an increasingly prominent role in the market, it is also facing the dilemma of advancing, and the sudden epidemic, the advantages of mobile medical are even more demonstrated, which may help mobile medical to pass the "bottleneck period" and gain Better development. The article will start with an overview of the current situation of mobile medicine, combined with the advantages of normalized development and new opportunities for development under the epidemic, and explain that the field of mobile medicine, which is becoming more and more formalized in the post-epidemic era, will have a lot to do.

## 2. Basic Overview

Mobile medical treatment refers to a networked and digital medical service that is supported by the Internet and electronic communications, which integrates hospitals, communities, and other resources into a tight whole, and realizes the efficient transmission of medical data information through a wireless network platform, and finally builds a networked and data-based medical service. Platform [Xie Zhina, Zheng Wenjun, Ye Junming. On the network security problems and solutions of mobile medical care[J]. Network Security Technology and Application, 2021(09):95-97.]. It can effectively alleviate the problems of insufficient resources and uneven distribution, maximize the use of initial medical resources, optimize the patient experience, expand the breadth and depth of health and medical services, and allow a wider range of people to enjoy the benefits of modern science and technology development[ Zhang Songsong,Li Xinmiao,Shen Junnan,Zhang Bo,Dong Xin,Zhang Hao.Exploration on the status quo

and development trend of mobile medical applications under the background of "Internet +" [J]. China New Telecommunications, 2021, 23(12): 102-103 ].

As an important supplement to China's medical and health care, mobile medical care covers many fields such as basic nursing, public health research, emergency care, chronic disease management, and self-service medical services, and has a trend of continuous extension and expansion. In recent years, driven by mobile Internet technology terminals, big data technology, etc., mobile medical care has shown vigorous vitality. According to data released by iiMedia Consulting, the scale of China's mobile medical users has reached 661 million in 2020, and the mobile medical market has reached 54.47 billion yuan. It is expected that in 2021, its market size will reach 63.55 billion yuan. According to analysis by industry insiders, people's demand for medical e-commerce, mobile medical, etc. has further expanded, and the application of "Internet +" in the medical industry has gradually expanded, and China's mobile medical industry has ushered in new development points.

### **3. Advantages of Normalized Development of the Industry**

#### **3.1. The Policy Environment Has Gradually Become Clearer**

The political and legal environment is an important macro factor related to the development of the industry, and the political environment has an important influence on the development direction of the industry. Mobile medical care belongs to the field of medical information. In recent years, in order to meet the increasingly rich medical and health needs of the people, policies and regulations have actively responded to practical problems, deeply promoted the supply-side structural reform of medical care, and committed to alleviating the development of medical and health services. Imbalance problem.

Since 2009, China has issued many favorable policies to promote the development of medical and health services. In April 2018, the General Office of the State Council implemented the "Opinions on Promoting the Development of "Internet + Medical Health"", which reflects the high level of concern for the development of "Internet + Medical Health" at the policy level; in September of the same year, the "Regulations for the Management of Telemedicine Services (Trial)" and other documents have been released successively, further detailing the rules of "Internet + Medical".

From the perspective of stage characteristics, the gradual clarity of the policy environment is mainly reflected in the following points: 1. The country is equipped with corresponding planning goals for the development of the medical information industry. 2. Under the guidance and policy promotion of the government, promote the development of mobile healthcare through the development of related industries, such as the innovation of the software industry and the rapid expansion of the big data industry. 3. Carry out reforms in the medical and health field closely related to the mobile medical industry.

#### **3.2. The Huge Market Is Planting Soil for Mobile Medical**

In recent years, China's economic development has entered a new normal, which has become an economic foundation and an important prerequisite for ensuring the development of the medical industry. The fundamentals of population base and demand upgrade have not changed, and the super dividends it brings will continue for a long time in the future. As an important part of medical informatization, mobile medical care is actively promoted by the country and hospitals. The market scale continues to expand.

##### **3.2.1. Increase in Healthcare Consumption**

In recent years, the situation of new jobs in cities and towns is good, and disposable income is in good condition. In 2015, the national per capita disposable income of residents was 23,821 yuan, and in 2020 it was 32,189 yuan, and consumption expenditures such as health care

accounted for an increase in per capita expenditures. , It will be 1843 yuan in 2020, accounting for 8.7% of consumer spending. This creates a material foundation for the development of the mobile medical industry.

### 3.2.2. Meet the Rigid Needs of Society

The imbalance in the level of regional economic development in China has resulted in the unreasonable geographical distribution of medical resources. Hospitals with good basic service facilities are mainly concentrated in economically developed areas. Remote towns and rural areas have become areas with scarce medical resources, which intensifies the medical service sector. The contradiction between supply and demand. The user's demand for medical treatment is not only the improvement of the quality level, but also the convenience and speed. Mobile medical treatment is an effective way to alleviate and even solve this problem. This reflects a certain rigid demand nature. An important cornerstone for the future development of medical care.

### 3.2.3. Large Audience

The audience of mobile medical services is huge, including not only patients suffering from health diseases, but also relatives of related patients. In addition, the enhancement of national health awareness has promoted the growth of healthy consumption, and health preservation is no longer the "patent" of the elderly. ... The masses of people with increased awareness in health, prevention, beauty, and health preservation constitute a force that cannot be ignored. It can be seen that the market coverage of mobile medical is extremely broad, and it is showing an ever-expanding development trend.

It is particularly emphasized that the continuous increase of the elderly population and the deepening of the population aging in China have brought huge market potential in the field of mobile medicine. According to the seventh national census data, the population of China aged 60 and above is 264.02 million, accounting for 18.70% of the total population. Among them, the population of 65 and above is 190.64 million, accounting for 13.50%. Compared with 2010, the proportion of the population aged 60 and above increased by 5.44%, and the proportion of the population aged 65 and above increased by 4.63%.

Facing the demographic trends in recent years, medical care, escort, and care services for the elderly have become an important focus of attention of the entire society. High-quality medical services and family care are the basic needs of the elderly. However, the changes in the household population in the census data show that the size of households in China has been shrinking, and the average population per household has decreased from 3.10 in 2010 to 2.62 people, not to mention, with the continuous liberalization of the two-child and three-child policy, it is even more difficult for middle-aged couples to satisfy both the upbringing of their children and parental care.

At this time, children and society gradually shift their attention to other achievable channels-mobile medical. By leveraging the close integration of modern Internet and medical care, families and communities have planned to provide more support to the elderly, improve the information literacy of the elderly, and keep this huge group in step with the times, familiar with the operation of network services and application software, for Make preparations for online social networking, smart health and elderly care, and at the same time, configure wearable medical equipment to connect with children in real time to convey care and love.

## 3.3. Theoretical Innovation and Technical Support

Since the birth of mobile medicine, the society has paid more attention to it, and the research on theory has continued, especially in the past ten years. The overall situation has shown a "blowout" situation. Up to now, the keyword "mobile medical" has been searched on Zhinet. The total number of the database is as high as 6,337, including 4886 academic journals and 762

dissertations. The most relevant topics are "mobile medical", "APP", and "global". , "Internet Medical", etc.

In addition to the overview and analysis of the overall aspects of mobile medical care, the research also has more detailed feasibility analysis and practical summary in special sections, such as "Research on the Design of Aging Mobile Medical App Based on User Analysis", "Gout Patient Self-Management" Researches such as "Research Progress in Mobile Medical Applications" show the theoretical and technological environment for the booming development of mobile medical.

At the same time, the Internet of Things, big data medical construction, and the advent of the 5G era have created more development possibilities for mobile medical. At the latest World Virtual Reality Conference 2021, the joint development of medical and VR is very eye-catching. Among them, Tellhow Creative Technology Group is actively exploring the integration of VR technology in the medical and health field, and it is jointly developed with Jiangxi Xinqi Yixin Medical Technology Co., Ltd. The VR+ holographic health management experience center enriches health information dissemination channels, and provides technological assistance for the construction of a harmonious medical and health diagnosis and treatment ecology.

## 4. Catalysis of the Epidemic

### 4.1. The New Crown Epidemic Promotes A Period of Favorable Policies for Mobile Healthcare

Taking the COVID-19 epidemic at the end of 2019 as an opportunity, the important position of mobile medicine in the emergency management of public health emergencies, online medical and health services, and the prevention and control of major infectious diseases has been significantly highlighted. During the epidemic, in order to solve some of the problems in the use of mobile medicine by the people and strengthen the top-level design of the mobile field, policy support has become very obvious, and the Internet medical industry has become more inclusive, and supporting policies have become more open and supportive to the industry. The key issues and key cores of the entire industry have had an important impact on promoting the standardization and standardization of the mobile medical industry.

On February 3, 2020, the "Notice on Strengthening the Informationization to Support the Prevention and Control of the Pneumonia Epidemic of New Coronavirus Infection" was promulgated, requiring the use of the special advantages of Internet hospitals and online diagnosis and treatment, and encouraging support for online development of some common diseases and chronic diseases. Services such as follow-up visits and drug purchase and distribution.

At the same time, a major breakthrough has been made in the combination of mobile medical and medical insurance. The National Medical Insurance Administration and the National Health Commission jointly issued the "Guiding Opinions on Promoting the Development of "Internet +" Medical Insurance Services During the Period of the Prevention and Control of the New Coronary Pneumonia Epidemic" in March, pointing out that the medical insurance agencies should be well connected with designated medical institutions to achieve the specified scope Online medical insurance settlement service within. In July, the "Implementation Opinions on Further Optimizing the Business Environment and Better Serving Market Entities" also proposed to formulate and publish a unified national Internet medical examination and approval standard, and include Internet medical services that meet the planning conditions into medical insurance reimbursement.

In the 14th Five-Year Plan, the development of medical informatization will become a major construction point. Article 49 of the Basic Medical and Health Promotion Law states that "the state shall promote the informatization of health for all, and use information technology to

promote high-quality medical and health resources. Popularization and sharing of ". It can be seen that the beauty of the development of mobile medicine is not short-term, and the dividends are also extremely sufficient in the future.

#### **4.2. The Epidemic Has Changed People's Medical Behavior**

The new crown pneumonia epidemic is a major public health emergency. Its infection range is extremely wide, its spread is extremely fast, and its prevention and control is extremely difficult. It is a great challenge to the normal life of the people and the national governance system, in order to meet the needs of prevention and control. , Various localities have opened a first-level response mechanism for major public health emergencies. The extremely special new crown pneumonia epidemic and numerous government measures have had a great impact on the people's normal medical treatment.

During the epidemic control period, not only hospitals, as key areas for cross-infection, closed a large number of non-accident and emergency department clinics, but also implemented closed management and other measures in some areas with severe prevention and control situations, which led to a rapid decrease in offline medical activities and mobile The convenience and non-contact safety of medical treatment have been displayed like a magnifying glass. People's demand for online medical services is showing an explosive growth trend, and the breadth and depth of use and knowledge continue to expand. Studies have shown that during the epidemic, the proportion of people who chose online medical consultation rose from 18.93% to 45.66% [Zhang Yunqiu,Zhang Huifang. Research on people's medical behavior under the new coronavirus pneumonia epidemic[J].Medicine and Society,2021,34( 07):7-11.].

Changes in the way of seeking medical treatment can also be clearly reflected in the download of mobile medical APP and changes in online consultation. The number of online consultations on a number of online medical platforms is increasing sharply. During the Spring Festival of 2020, the daily life of independent apps in the field of online consultation reached 6.712 million people, with the biggest increase of nearly 1.6 million people, an increase of 31.28%.

#### **4.3. The Epidemic Has Forced Increased Health Awareness**

Under the impact of the epidemic threatening life and health, people's attention to health has increased, health awareness has increased, and "self-enhancement consumption has increased significantly". During the epidemic, mobile medical care has received wider attention and development. It is expected that health after the epidemic has passed Consumer demand will be further released, and the health industry including mobile medical services will usher in new opportunities for development.

The reasons for the increased health awareness of the epidemic are mainly reflected in the following points: 1. More free time for epidemic prevention at home provides more possibilities for use in the health field. 2. For the sake of epidemic prevention, people pay more attention to improving personal immunity. 3. The treatment of traditional Chinese medicine has shown its unique advantages in the prevention and control of this epidemic. The public has set off a climax of awareness in the field of traditional Chinese medicine and health care, which has a huge impact on the development of these markets. 4. During the epidemic, emerging sales models showed strong vitality. With online shopping and online services as the main representatives, short health videos and medical micro-live broadcasts promoted a wave of online health education, which led more people to enter the regimen. Health industry such as health care.

### **5. Challenges and Measures**

The impact of the epidemic on the development of mobile medicine is significant. The user group continues to expand, the stickiness continues to increase, and there are more and more people who are more willing to try and use it for a long time. The capital market is more

optimistic about mobile medicine, and the national policy has more on mobile medicine. Support, these have laid a good foundation for the future development of the industry. But at the same time, corresponding to the overall upward development trend, there are long-standing limitations in the mobile medical field or some problems that need to be solved urgently.

The main challenges are as follows: 1. The popularity still needs to be deepened, and the problem of improving trust is always there. There are still people who do not know about mobile medical care, and there are many doubts about online medical treatment. 2. The safety of medical treatment, the inability to guarantee the quality of medical services and medical behaviors, are also the most important reasons for the barriers to user trust. 3. The top-level design of mobile medical services is not yet complete, and the incentives and price payment for physical hospitals and doctors that run Internet hospitals are not clear enough, and further research is needed.

On these issues, there are roughly the following suggestions: 1. Develop and apply the most cutting-edge technology, build a healthy Internet of Things as soon as possible, achieve a high degree of data interconnection, and improve overall service performance. 2. Introduce a third-party insurance company to design a reasonable insurance plan based on the particularity of the medical field to achieve the expansion of multi-party interests and trust. 3. Set up a tripartite supervision association of residents, society, and government, and formulate special supervision measures and implementation rules. 4. Promote the good connection between mobile medical enterprises and physical hospitals, actively cooperate with mobile medical services, and timely reform physical hospitals to achieve a win-win situation.

## 6. Conclusion

In general, the birth of mobile medical is a revolution in line with social development trends and practical needs, and the basic environment for development is good. Although China's mobile medical informatization is still in the preliminary stage of development, with the promotion of policies and technologies, coupled with the special catalytic effect of the epidemic, there is a huge development prospect in the field of mobile medical. Medical companies, hospitals, governments and other entities are deeply committed to solving the existing problems in this field. It is foreseeable that mobile medical will develop with a more efficient and reliable image, and have a more positive impact on people's daily life and China's public safety.

## Acknowledgments

Project Information: 2021 Jiangxi University of Finance and Economics Undergraduate Innovation and Entrepreneurship Training Program "Medical Heart" APP (Project No. 202110421077).

## References

- [1] Xie Zhina, Zheng Wenjun, Ye Junming. On the network security problems and solutions of mobile medical care[J]. Network Security Technology and Application, 2021(09): 95-97.
- [2] Zhang Songsong, Li Xinmiao, Shen Junnan, Zhang Bo, Dong Xin, Zhang Hao. The current situation and development trend of mobile medical applications under the background of "Internet +"[J]. China New Telecommunications, 2021, 23(12): 102-103.
- [3] Zhang Yunqiu, Zhang Huifang. Research on people's medical treatment behavior under the new coronavirus pneumonia epidemic[J]. Medicine and Society, 2021, 34(07): 7-11.