

SWOT Analysis of Medical Security Construction for Winter Olympics in Zhangjiakou Competition Area

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Abstract

In the 2022 Beijing Winter Olympics, Zhangjiakou Division is one of the core divisions. Among many logistics support work of the Winter Olympics, medical and health care is very important. It is not only responsible for the health of all competitors and related staff in Zhangjiakou Division, but also represents the medical level and medical awareness of the whole country to a certain extent, which affects China's international reputation and image. In addition, the impact of COVID-19, Zhangjiakou Olympic Winter Olympic medical security construction has received widespread attention from all walks of life. This paper will deeply explore the construction of Winter Olympic Medical Security in Zhangjiakou competition area and SWOT analysis.

Keywords

Winter Olympics; Zhangjiakou competition area; Medical security construction; SWOT.

1. Introduction

With the coming of the "Beijing Cycle" of the Winter Olympics, Zhangjiakou, as the core competition area, is actively working to optimize and improve the medical and health security construction of the Winter Olympics, and continuously deepening the cooperation and docking with Beijing's core medical and health resources. On the basis of the original medical strength, comprehensively improve their emergency support and service capabilities to ensure that more efficient, accurate and timely medical treatment services can be provided for all participants during the Winter Olympics.

2. Brief Introduction of Zhangjiakou Competition Area

The Zhangjiakou Division of the Winter Olympics consists of 9 venues, namely 4 competition venues and 5 non-competition venues. The competition venues are mainly used for major competition activities, mainly skiing events. The non-competition venues mainly carry out event services and publicity work, such as awards, registration, and news dissemination.

The characteristics of the Zhangjiakou competition area of the Winter Olympics are mainly embodied in the following aspects:

2.1. Sponge Division

The reason why Zhangjiakou Division is called Sponge Division is that all competition venues in Zhangjiakou have designed and built surface water, rainwater and snowmelt water collection systems, aiming at world vision, international standards, Chinese characteristics and high-point positioning, collecting design schemes from all over the world, and finally achieving perfect design effect. "Ice Yuhuan" and "Snow Ruyi" have also become the characteristics and signs of Zhangjiakou Division.

In addition, Zhangjiakou Winter Olympics Division deeply adheres to and implements the concept of sustainable development, and processes and utilizes all kinds of renewable resources to the greatest extent with low energy consumption as the standard. For example,

concave green space technology is set up in the competition venue for rainwater storage and purification. And from the appearance of the venues in Zhangjiakou competition area, it has well realized the integration of the venues and the natural environment, fully considered the surrounding natural environment and ecological needs, and realized the maximum protection of the surrounding ecology.

2.2. Science and Technology Features

First of all, Zhangjiakou, as the core competition area of skiing events, has conducted in-depth research on snow quality detection, which also makes the advanced snow quality detection technology, the scientific and technological feature of Zhangjiakou competition area, attract extensive attention from the international and the world. Through the establishment of snow quality discrimination model, the snow quality of snow track such as snow hardness, snow density and surface temperature is determined and monitored, and the feasibility prediction analysis and prediction of snow use in different events are carried out, so as to improve the ice and snow track production and high-efficiency snow making mode under different climatic conditions.

Secondly, around the venue operation and event organization guarantee, the research and application of relevant technologies have also been vigorously promoted: first, intelligent lighting technology. Through the application of Internet of things technology, the national ski jumping center can provide multi scene intelligent lighting mode for events, which not only meets the high requirements for the light environment for the broadcasting of international sports events, but also avoids light pollution, The energy consumption is effectively reduced. The second is smart operation and management technology. Yunding Ski Park adopts a three-dimensional visualization integrated management platform, and uses security technologies such as 3D panoramic security consoles and mobile sentry stations to enhance the intelligent level of stadium security.

3. Construction Measures of Medical Security for Zhangjiakou Winter Olympics

3.1. Continue to Promote and Implement the Construction of Medical Security Projects

According to the requirements of related supporting facilities construction and planning, Zhangjiakou has successively started construction and built a number of medical security projects, such as Zhangjiakou 120 Emergency Center, central blood station, apron of the Second Hospital, trauma diagnosis and treatment center, etc. In the process of development and implementation, the corresponding transformation scheme was worked out in combination with the actual situation. The project unit has paid great attention and attention to the specific construction and improvement of the project, and various government departments have also given strong support and cooperation in this regard. The community has concentrated its efforts to coordinate and solve various problems, which has greatly improved the development of the project. The smoothness of the project effectively guarantees the quality of project development.

3.2. Increase Cooperation with Beijing to Improve the Overall Level of Diagnosis and Treatment

In order to ensure the overall intelligence of medical security construction, Zhangjiakou actively docked and cooperated with Beijing's high-quality medical resources in strict accordance with the medical security needs of the Winter Olympics. At present, several large hospitals in Zhangjiakou city. For example, the First Hospital of City, the Second Hospital of City,

the Fourth Hospital of City and the Stomatological Hospital have all signed cooperation treaties with various high-quality hospitals in Beijing, and have also jointly established several large-scale comprehensive hospitals with Beijing. Several key medical specialties that may be involved in the Winter Olympics, including orthopedics, neurosurgery, neurology, ophthalmology, etc., are all key departments. With these cooperation and joint construction of guarantees, medical security service capabilities have been greatly improved. In addition, taking full account of the all-round demand for medical assistance for the Winter Olympics, Zhangjiakou City has been actively committed to improving its own aviation medical rescue capabilities in recent years. It has established in-depth partnerships with airlines and launched training on aviation medical rescue work. It can be seen that the overall medical security level of Zhangjiakou City has achieved a qualitative leap.

3.3. Constantly Strengthen the Construction of Medical Support Personnel Team in Winter Olympics

Zhangjiakou will vigorously promote the construction of the Winter Olympic medical security talent team, pay close attention to the formulation of the Olympic Medical Security shortage talent directory and training plan, and establish the medical security team, public health team and emergency team in Zhangjiakou competition area. Select outstanding medical personnel from the system of medical and health institutions in the city, and organize them to participate in the medical security drills and training activities of the competition.

3.3.1. Actively participate in exchanges and learn from each other

The relevant departments of Zhangjiakou Municipal Government have made every effort to improve their medical rescue ability. For this reason, they have sent relevant personnel to Beijing and other cities for study and exchange, and conducted in-depth research and discussion on medical rescue related to the Winter Olympics. For example, first-aid medical security measures, first-aid center setting, team organization structure, medical personnel arrangement, etc., all belong to the topics of study and exchange, research and discussion.

3.3.2. Make full use of all kinds of competition opportunities to experience the medical security team

Before, there was a big gap between the overall level of medical security in Zhangjiakou and other similar cities. In order to quickly make up for this gap, Zhangjiakou attaches great importance to the construction of medical security team. It actively established a medical treatment team, required the medical treatment team and medical security team to participate in the medical assistance work of various large-scale events, accumulated experience, and tested the professional level and sense of responsibility of the members of the medical team. In this process, re select and adjust members to enable more and better medical personnel to participate in medical first aid. In addition, relevant departments formulate and adjust the on-site treatment process and emergency plan of the event at any time according to the practical experience and feedback of the medical treatment team, carry out intensive training on the key treatment items, and continuously introduce and apply more practical and advanced first aid equipment, so as to provide stronger guarantee for the medical services of the Winter Olympics.

4. SWOT Analysis of Medical Security Construction for Zhangjiakou Winter Olympics

4.1. Brief Description of SWOT Analysis

The so-called SWOT refers to in-depth exploration of several types of core elements closely related to the research object based on the analysis of internal and external competition conditions and the environment. They are strengths, weaknesses, opportunities, and threats.

Classify and arrange the research contents by matrix, match and combine them from the perspective of systematic analysis, and then draw a conclusion, which lays the foundation for making more correct decisions.

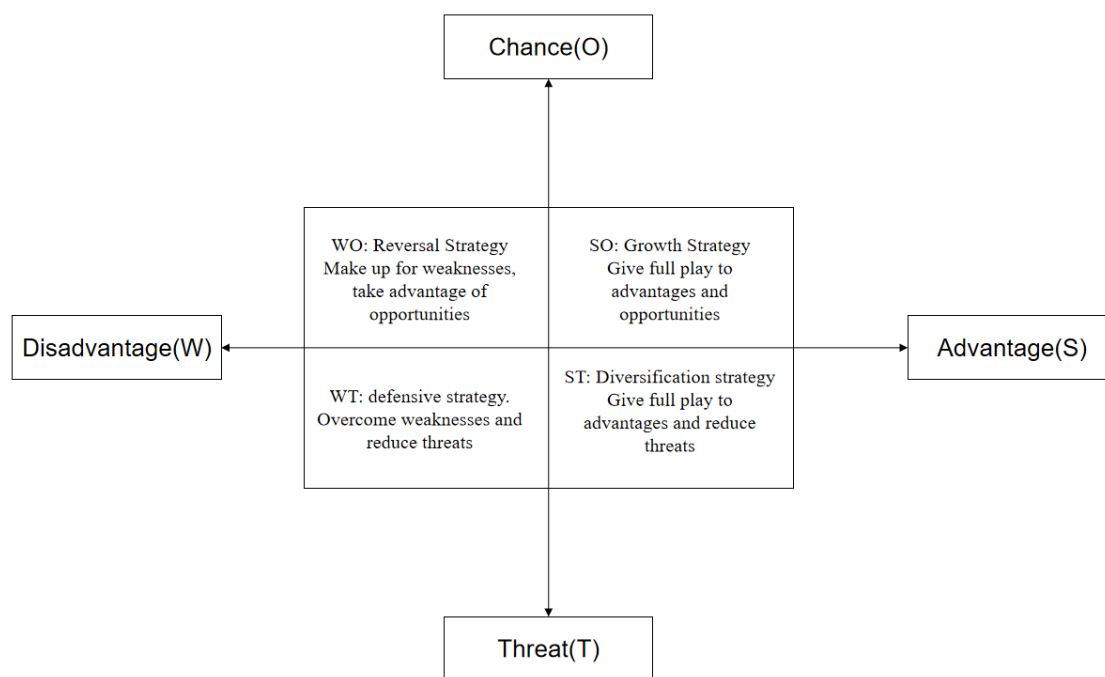


Figure 1. SWOT analysis model diagram

4.2. SWOT Analysis of the Winter Olympics Medical Security Construction in Zhangjiakou

4.2.1. Advantage Analysis

(1) Governments at all levels and relevant departments attach great importance to and strongly support

The 2022 Winter Olympics is a major sports event held by the state, and all preparations and guarantees are guaranteed by the state's compulsory force, and the medical guarantee is no exception, which is supported by the government. For the medical security work in Zhangjiakou competition area of 2022 Winter Olympic Games, BOCOG, Zhangjiakou Municipal government and Chongli district government have issued various policies and administrative regulations to strengthen management, increase financial support, mobilize social resources and effectively ensure the efficiency and quality of medical security work.

(2) Medical security work has steadily advanced

The construction of medical security in Zhangjiakou competition area is a project most concerned by Hebei provincial government and relevant departments in recent years. Hebei provincial government and relevant departments fully consider multiple factors, actively learn from previous Olympic Games and international competition security schemes, and work out a very complete medical security scheme in combination with international standards. Including the main operational standards of medical services, blood support, public health support, vector control and tobacco control, etc., it defines the overall support structure with clear posts and responsibilities, which focuses on the support of the core areas of the Winter Olympics, is supported by designated medical and health institutions, is supported by ambulances and helicopters, and is backed by state support. Establish a three-dimensional rescue system in open space, and form a unified, standardized and operable working guideline for all posts.

At present, Zhangjiakou Division has identified 19 designated medical and health institutions for the Winter Olympics and set up a medical support team of more than 800 people. Beiyi third hospital took over Chongli District People's Hospital and built a new national regional medical center to provide strong sports medical security for the Winter Olympics. In terms of volunteers, more than 14000 urban volunteers and nearly 5000 competition volunteers have been reserved.

(3) Building a service guarantee system for the competition with medical care as the core

The Beijing Winter Olympic Committee takes medical care as the core, adheres to the "three competition areas, one standard", and makes proper arrangements and treatments for the prevention and treatment of the COVID-19 epidemic. We will do our best to prevent and control the epidemic situation and drill the plan, adhere to the principle of Excellence, make preparations for medical care, transportation, accommodation, catering, volunteers, etc., make every effort to make all participating athletes and guests enjoy high-quality medical and health services, and at the same time create a thoughtful, meticulous and warm environment for them.

4.2.2. Threat Analysis

The external uncontrollable factor of the COVID-19 epidemic affects and threatens the quality of medical insurance in Zhangjiakou to a certain extent:

(1) The COVID-19 epidemic affects the speed and efficiency of medical security construction and preparation

The epidemic situation in COVID-19 not only affected the speed and efficiency of medical security construction in Zhangjiakou, but also had a very serious impact on the preparations for the whole Winter Olympics. Although Zhangjiakou is not affected by COVID-19, the construction of medical security in Zhangjiakou area is not an independent project completed by Zhangjiakou. It needs the cooperation and support of medical professionals from all parts of the country and various professional fields. The closure of the city caused by the epidemic will be followed by a series of chain reactions, such as traffic blocking and inability of personnel to gather. These factors affect the medical security construction and preparation of Zhangjiakou competition area to varying degrees.

(2) The COVID-19 epidemic has increased the cost of medical security construction and management

Influenced by COVID-19, it is inevitable to increase the cost of medical insurance construction and management in the Winter Olympic Games. In the medical security construction work in Zhangjiakou District, we should not only consider the basic medical security needs fully, but also attach great importance to the medical insurance and treatment preparations related to COVID-19. This is also the priority among priorities in the construction and management of medical security. The increase of medical security construction and management costs in Zhangjiakou mainly involves the following points: First, the slow progress of infrastructure construction related to medical security construction, shutdown, resumption of work, price fluctuation and other factors all increase the cost of medical security construction projects; Second, during the epidemic period, including the Winter Olympics, the labor cost for medical security construction also increased a lot. Because of the influence of COVID-19, the frequency of disinfection, emergency response, medical material reserve and medical assistance should be increased in the planning of medical security construction, which also increases the cost of medical security construction and management to a certain extent.

4.2.3. Disadvantage Analysis

The overall medical conditions in Zhangjiakou are inadequate. As the core competition city of the Winter Olympics, the medical facilities in Zhangjiakou are far from the established standards of the Winter Olympics, which is also a major shortcoming that restricts Zhangjiakou's economic development. Specifically embodied in:

(1) Lack of high-quality comprehensive hospitals and backward medical level

In the process of investigation and research, it was found that Zhangjiakou, whether it is a municipal hospital or a primary health care structure, is at a lower level among similar cities in terms of medical equipment and medical equipment. Due to the limitation of their own strength, these hospitals rarely have the opportunity to purchase new products, and the medical level is generally backward.

(2) Lack of high-quality medical talents, relatively weak diagnosis and treatment ability.

Compared with other cities, Zhangjiakou's economic development level is relatively backward, and the material conditions and other benefits it can provide for medical talents are relatively poor. Therefore, many medical talents do not want to stay in Zhangjiakou's medical field, but choose to enter a larger city and go to a broader medical platform to realize their own value.

4.2.4. Opportunity Analysis

(1) Beijing-Tianjin-Hebei integration continued to advance.

At present, 48 medical institutions in Zhangjiakou city and 60 medical institutions in Beijing and Hebei Province have carried out 62 cooperation projects, and jointly established a 6+6 remote consultation and referral platform with Beijing, benefiting 137,100 person-times through the Beijing-Tianjin-Hebei medical cooperation, a decrease in five years 370,000 people came to Beijing for medical treatment, and the effect of graded diagnosis and treatment was obvious. Six hospitals, including the First Hospital and the Second Hospital, signed cooperation agreements with eight hospitals, including Beijing Tiantan Hospital and Jishuitan Hospital, respectively, to establish formal cooperative relations, set up cooperative hospitals and achieve good operation. High-quality medical resources spread from Beijing and Tianjin to the surrounding areas, providing a good external environment for the training and introduction of high-end medical talents.

(2) Zhangjiakou medical field and surrounding industries are facing a brand-new development opportunity

Within the framework of the preparations for the Winter Olympics, medical and health care is one of the core contents. Driven by the Winter Olympics, all walks of life and even the whole city of Zhangjiakou have ushered in a good development opportunity, especially the development of medical industry has achieved a qualitative leap.

After the Olympic Winter Security Trauma Center is officially put into use, a professional sports trauma security system will be built for Zhangjiakou. At the same time, radiation drives the development of regional medical care, which can continuously and effectively improve the overall medical level in the region and reduce the problem of cross-provincial and cross-regional medical treatment.

It can be seen that through the Winter Olympics, Zhangjiakou's medical facilities have been upgraded, and Zhangjiakou's medical conditions have been more fully supplemented and improved. The integration and optimization of medical care, an important resource, has greatly improved the happiness index of Zhangjiakou and its surrounding residents, and can enjoy better and more convenient medical and health services. At the same time, it has laid a solid foundation for Zhangjiakou to become a medical city in northwest Beijing.

5. Conclusions

To sum up, medical security is the top priority of the preparations for the Winter Olympics, and the medical security construction in Zhangjiakou Division has achieved remarkable results, which has won unanimous praise and high recognition from all walks of life. For Zhangjiakou, this is not only a severe test, but also a rare development opportunity. Zhangjiakou must seize

this opportunity and make every effort to implement and cooperate with the requirements of the Winter Olympics to ensure the smooth holding of the Winter Olympics.

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