

# Research on the Strategy of Improving the Service Quality of Medical Care Combined with Business in Public Hospitals

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## Abstract

The 19th CPC National Congress clearly pointed out that the issue of people's livelihood is the inevitable road of China's future development and an important social development demand for the development of an all-round well-off life in the new era, and made a series of relevant measures. More elderly groups in China have attracted attention. At present, most of the elderly groups are one-child families. People focus on relying on and nurturing the elderly. With the continuous improvement of living material level, people's demand for elderly care is also constantly diversified. In addition to the traditional nursing home elderly care mode, there has been a combination of medical care and elderly care mode in recent years, that is, the combination of medical care and elderly care mode. Public hospitals have better medical conditions, and the establishment of the combination of medical care and nursing business can not only solve the problem of providing for the aged, but also meet the needs of the elderly. The service quality of the integrated medical care business is one of the evaluation criteria of the new pension model, so as to achieve medical standardization and pension standardization, so as to improve the service level of the integrated medical care business in public hospitals.

## Keywords

Public Hospital; Combination of Medical Care and Nng Care; Service Quality.

## 1. Basic information of the Combination of Medical Care and Nursing Business in Public Hospitals.

### 1.1. General Overview

With the rapid acceleration of population aging, the problem of providing for the aged has been paid great attention by the state. For the traditional pension model, pension to professional pension institutions and medical care to hospitals are relatively independent. The combination of medical care and elderly care is the integration of medical care and elderly care. The rise of this elderly care model is being explored all over the country. The combination of medical care and elderly care is a major attempt of the elderly group pension model. It is a measure to provide reform for the pension industry. In the future, the combination of medical care and elderly care model will be incorporated into the important national development strategy.

China attaches great importance to the elderly care. The 19th National Congress of the Communist Party of China pointed out that China has a large population base. We should actively deal with the problem of population aging, create an elderly care environment and model, and promote the development of the combination of medical care and elderly care. We should strengthen the reform of the combination of medical care and elderly care, strengthen medical insurance, and let the elderly have a basis for their old age and spend a happy old age. The combination of medical care and nursing has been incorporated into the national strategic development plan and the 14th five year development plan. The outline of "healthy China 2030"

plan issued by the State Council and the medium and long-term plan of the state to actively respond to population aging clearly point out that we should promote the combination of medical care and elderly care, clarify the strategic positioning of development, actively pilot and promote it in all localities, and plan to form and implement a new model of social medical care and elderly care by 2022. The combination of medical care and elderly care is an important measure to actively deal with the elderly care problem in China, and it is also a new development of the elderly care model, providing a new direction for the healthy elderly care there are 5814 medical care and elderly care institutions in China, and there are three main modes of elderly care application: the first is the embedded development model, which is divided into the embedded elderly care model of public hospitals and elderly care institutions to provide medical services; The second is the cooperative development model, in which the Pension Structure and medical structure are independent and cooperate equally; The third is the supporting radiation development model, which mainly refers to community pension and family pension.

### **1.2. The National Pilot Work on the Combination of Medical Care and Nursing Was Carried Out in An Orderly Manner**

In 2016, the state determined that 50 cities (districts) including Dongcheng District of Beijing became the first batch of national pilot places for the combination of medical care and maintenance. After that, 40 cities (districts) including Chaoyang District of Beijing and Nankai District of Tianjin were determined to become the second batch of national pilot places for the combination of medical care and maintenance. At present, there are more than 90 pilot projects for the combination of medical care and nursing care, covering more than 30 provinces and urban areas. Through the exploration and implementation of the pilot, all pilot units have achieved good results and promoted the further planning of the state to expand and strengthen the development of the combination of medical care and nursing. In 2021, the state determined that Shenyang Anning hospital will become a pilot unit for the combination of medical care and nursing, and popularized and implemented the "Liaoning Shenyang pilot project for the standardization of medical care and nursing business services", marking the formal establishment of the pilot work of the unified standardization of medical care and nursing, and relevant personnel will study, study and compile the standardized system of medical care and nursing.

### **1.3. All Localities Actively Promote the Development of Medical and Nursing Combination Business**

Relevant state departments have strongly supported the research on the standardization of medical care integration business. China Geriatrics Association has established a standardization working committee and a medical care Integration Working Committee. Organize relevant colleges and universities to carry out relevant professional, scientific research institutions, medical and nursing related topics, and focus on practical research, including nursing services for the elderly, rehabilitation services for the elderly, traditional Chinese medicine health care services for the elderly, spiritual and cultural needs services for the elderly and other research directions. At present, three standards for medical and nursing groups of the Chinese Geriatric Society have been promulgated. Liaoning Weihua medical care team participated in the development of three mission targets, put forward the concept and framework of "gecp" standard system for medical care integration, organized the development, preparation and publication of Liaoning local standard "basic service specification for medical care integration", and began to implement in Liaoning Province in October 2020.

## **2. Promotion Strategy of Medical and Nursing Combination Business in Public Hospitals.**

### **2.1. The Government Clarified Its Management Responsibilities and Strengthened Service Supervision**

First, formulate relevant policies and government supervision. In the process of the development of the combination of medical care and nursing care in public hospitals, the government should further clarify the responsibility orientation, optimize the performance of duties, establish a third-party supervision organization, and strengthen the supervision of service quality. Establish a punishment mechanism and cancel medical insurance services or state subsidies for hospitals with low service quality. For the improvement of the service quality of the medical care integration business in public hospitals, we should not only encourage and guide, but also strengthen the supervision and severe punishment system to ensure the steady development and credibility of the medical care integration business in public hospitals. The medical care integration business of public hospitals needs relevant national qualifications and certain medical ability. The national local government should establish relevant regulatory systems, improve laws and regulations, and issue incentive policies. Public hospitals have strong advantages in medical resources and designated medical insurance services. The medical care integration business of public hospitals is the demand of social pension development in the future.

Second, the government should guide publicity and improve people's awareness. With the rapid development of population aging, pension models are also diverse to meet the needs of different elderly groups. At present, the operation of the medical care combination business service in public hospitals is still in its infancy and has not been fully promoted. Some elderly people even don't know that the public hospitals provide the medical care combination business service. Local governments should increase publicity efforts to actively promote the mode of combining medical care and elderly care in public hospitals to the society, especially for the disabled and semi disabled elderly, who have difficulties in family elderly care, and encourage public hospitals to develop the mode of combining medical care and elderly care, so as to bring benefits to the elderly.

### **2.2. Accelerate the Standardization of Medical and Nursing Services in Public Hospitals**

First, standardize the construction needs assessment system. The combination of medical care and business services in public hospitals has not established a demand assessment system for elderly patients, failed to provide differentiated demand services, and has not been clearly divided in terms of medical treatment, nursing, health care and convalescence. At the time of admission, the elderly patients should be provided with physical examination, assessment, trial residence and other services to form a demand assessment system, formulate demand service levels and nursing standards, and meet the dual needs of medical treatment and elderly care of elderly patients. Public hospitals should improve the service content with low patient service satisfaction, formulate improvement measures and plans, improve the service quality of medical care combination business in public hospitals, and strengthen the standardization and enrichment of medical care combination business services in public hospitals.

Second, improve the supervision system of medical care combined business services. The mode of combining medical care with elderly care in public hospitals in China is still in the pilot stage, and the service quality of combining medical care with elderly care needs to be improved. In particular, for the charging standard of medical care combined with business services in public hospitals, it is necessary to formulate unified standards and norms, implement supervision, clarify the supervision responsibilities, and avoid opportunistic and arbitrary charging. From

the perspective of government functions, clarify the supervision contents of medical care combined business services in public hospitals, including service quality, attitude of service personnel, satisfaction of elderly patients, etc., and gradually improve the service quality level of medical care combined business in public hospitals. Establishing and improving the relevant standards of medical care integration business in public hospitals and implementing effective management and supervision are the inevitable needs for the high development of medical care integration service quality in public hospitals.

### **2.3. Improve the Quality of Medical Facility Management Services**

First, improve hospital management and strengthen medical facilities and services. Public hospitals set up a ward building integrating medical care and business, which is managed separately and separated from the daily medical services of the hospital, so as to provide better services. Conditional public hospitals can establish a branch combining medical care and maintenance in the suburbs, and be equipped with relevant medical resources and personnel, which not only alleviates the disadvantages of public hospital management, but also solves the needs of patients for quiet medical care. In order to carry out the business service of combining medical care and nursing care in public hospitals, we should fully realize the demand of medical care and nursing care on the basis of ensuring medical care, implement the rapid transformation mechanism of medical treatment and medical care, organically integrate, use hospital medical resources for treatment when elderly patients are ill, and use hospital resources for rehabilitation and convalescence when elderly groups recover, so as to provide effective, timely and safe combined medical care services for elderly patients. Clarify the service content of the combination of medical care and maintenance in public hospitals, provide humanized services, establish specialized medical wards and specialized nursing wards, establish digital geriatric wards, intelligent medical care centers, etc., and elderly patients can enjoy the convenient services of medical insurance. Help the elderly groups solve the problem of providing for the aged, and help the only child solve the problem of providing for the aged at home.

Second, build an information platform for medical and nursing combined business services. Establish a smart elderly care medical system, provide demand assessment services according to the differences of patients' needs, and realize the hospital combined service mode of resource sharing and information sharing. Using the information platform, establish the personal database of elderly patients, including physical examination report, electronic medical record, health consultation, etc. Establish information-based supervision, emergency services, disease tracking reports and big data precision services. Establish an information platform for the combination of medical care and maintenance to realize national data sharing and unified management, which is not only convenient for cross regional and Cross Hospital elderly care and medical treatment, but also convenient for public hospitals to provide personalized demand services and diagnosis and treatment schemes for patients with the combination of medical care and maintenance.

### **2.4. Promote the Construction of Medical and Nursing Service Talent Team**

First, expand the service team of medical and nursing combination and improve the service level. Public hospitals need a large number of professional medical and nursing personnel to carry out medical and nursing combined business services. Accelerating the construction of talent team of medical and nursing combined business services is the inevitable demand to realize the sustainable development of medical and nursing combined business services in public hospitals. At present, colleges and vocational colleges lack talent training for the combination of medical care and maintenance. Most of the medical and nursing professionals trained by major colleges and universities are engaged in medical work, and few are engaged in the combination of medical care and maintenance. Major colleges and universities and

vocational colleges should add relevant majors and courses, such as geriatrics, geriatric nursing, geriatric nutrition, geriatric rehabilitation and other related majors, expand the enrollment scale, and set up training and practice bases for the combination of medical care and nursing, so as to allocate work in a targeted manner. Form a talent training system for the combination of medical care and maintenance to meet the needs of business service personnel for the combination of medical care and maintenance, so as to meet the development needs of the combination of medical care and maintenance in public hospitals.

Second, we should vigorously support medical personnel to engage in medical and nursing services. Medical personnel are encouraged to work in the medical care area, establish relevant personnel title promotion evaluation system and performance evaluation standards, conduct regular training and further study, and improve their professional ability and service level. The retirement reemployment system will be implemented, and the medical and nursing service personnel with outstanding ability will continue to work, so as to bring the new with the old. Local governments should introduce talent incentive policies to provide opportunities for talents graduated from colleges and vocational colleges.

### 3. Summary

In short, public hospitals should give full play to their medical professional advantages and organically combine the elderly care. The two complement each other, the system development objectives and direction, and form a standardized evaluation system for stable and sustainable development.

### Acknowledgments

This achievement is the phased research result of "Anshan Municipal solid waste Classification problem and Countermeasure Research", which is the key research project of philosophy and social science in Anshan City in 2021. The project number is as20212047.

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