



Discussion on the Construction and Development of Internet Hospital with "Internet+ Medical Health Management" in the New Era

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Abstract: Under the strategic background of "Healthy China 2030", hospitals use Internet+ to change their development thinking and establish an Internet hospital platform to provide people with more efficient and high-quality full-cycle medical and health management services, which is not only the focus of hospital construction at present, but also the long-term development direction in the future. Internet hospital mainly refers to providing patients with remote consultation, appointment registration, treatment of common diseases and other related services through the Internet. It has the qualification of medical institutions and can realize online and offline collaborative operation, effectively changing the traditional hospital service model. With the application of advanced technology, it can provide patients with life-cycle services, and even enjoy in-hospital medical treatment at home, which improves the level of medical services. This paper analyzes the construction points and related development of internet hospital with "Internet+ Medical Health Management" in the new era, hoping to provide some help to related work.

Keywords: Internet+, medical health management, Internet hospital

1. Introduction

In the new era, the emergence of the Internet has had a significant impact on all walks of life, and the medical and health industry is no exception. Under the background of Internet+, the medical and health industry is gradually developing and progressing towards a more convenient and open trend. In 2017, the Political Bureau of the Central Committee Learning Conference pointed out that it is necessary to promote Internet+ medical care and other related services, and use data technology to provide more convenience for the people and improve the quality of public services. Based on this, Internet+ medical health has gradually achieved development and progress, effectively alleviating the problem of difficulty in seeing a doctor.

2. Key Points in the Construction of Internet Hospital with "Internet+ Medical Health Management" in the New Era

2.1 Technical infrastructure construction

Under the background of "Internet+ Medical Health Management", the foundation of Internet hospital construction lies in the safe and stable technical foundation. In the process of Internet hospital construction, we should equip the corresponding infrastructure and network information technology firstly, then establish a perfect network connection hardware equipment and software system, and improve the interactive system organization to ensure the overall safe and stable operation of the Internet hospital.

2.2 The optimization of medical process

The main advantage of Internet hospitals is to provide greater convenience for patients and doctors. Through the network medical system, it can effectively realize the remote interaction between patients and doctors, patients and equipment, and share all kinds of medical file information, thus making the diagnosis and treatment of patients more accurate and efficient, and improving the service level of hospitals. In order to give full play to the role of Internet hospitals, it is also necessary to optimize medical processes, integrate traditional medical treatment, self-help medical treatment, telemedicine and other modules into all aspects of medical services, and combine the use of medical big data, electronic medical records and other related technologies to continuously improve the service quality of Internet hospitals.

2.3 Business design of the whole chain

In the process of Internet hospital construction, top-level design is very important. In this regard, we should ensure

the standardization of system management, strictly restrain the practice behavior, and ensure the orderly operation and development of Internet hospitals. In the whole chain business design process, we should clarify the functional orientation of Internet hospitals, standardize the scope of online diagnosis and treatment, improve laws and regulations, and promote the realization of online and offline similarity. In the management system, we should establish a unified access and management standard for smart devices, develop hierarchical service items and differentiated charging standards, improve the incentive evaluation system and strengthen supervision and management. In terms of business development, especially for public hospitals, we can also strengthen cooperation with third-party operators, explore new business models, accumulate experience, and promote the development of platform and the construction of system[1].

3. Analysis on the Development of Internet Hospital with "Internet+ Medical Health Management" in the New Era

3.1 Development background

After the issuance and implementation of the Opinions of General Office of the State Council on Promoting the Development of "Internet+ Medical Health", it is clearly pointed out that medical institutions can develop Internet hospitals, and chronic diseases or common diseases can make follow-up visits through the Internet. By mastering medical records, doctors can make prescriptions online. In the same year, the publication of the "Administrative Measures for Internet Hospitals" and other documents put forward clear norms for the construction and development of Internet hospitals. After that, a series of documents and notices were issued one after another, which put forward specific requirements and electronic certificate of medical insurance and other related contents to promote the sustainable development of medical health. The continuous introduction of national policies has provided great help and support for the development of Internet hospitals and promoted the rapid development of "Internet+ Medical Health Management". At the same time, the problem of population aging in China has become more and more serious in recent years, and the growth rate of the elderly population has reached the first place in the world. With the continuous increase of the elderly population, the social demand for medical care and health is bound to increase, which also creates certain opportunities for the development of Internet hospitals and brings broader market conditions[2]. In addition, under the guidance of the concept of "Healthy China", people's awareness of medical health has been continuously enhanced, and the demand for medical health has been rising, which has created a better environment for the development of Internet hospitals.

3.2 Present development situation

At present, the development modes of Internet hospitals in China include co-construction mode, self-construction mode and platform mode. Among them, the network smart health service center of Henan Provincial Hospital and the network clinic of Heilongjiang Provincial Hospital are typical self-built models. At present, the co-construction model has a considerable market scale, among which the Internet hospitals in Wuzhen and JD.COM are representative. However, at present, most Internet hospitals still belong to version 1.0, and most of them only stay in basic functions such as online payment, appointment registration, report inquiry, etc. Only a few Internet hospitals have realized upgraded version functions such as online consultation and prescription circulation. Very few self-built Internet hospitals have optimized the allocation of resources online and offline, truly combining online appointment consultation with offline examination and treatment, and realized the 3.0 version of the whole process coverage.

3.3 Development countermeasures

3.3.1 Establish a big data system for medical health management

The big data system of medical health management, based on big data technology, can realize the analysis and effective management of health behaviors, provide more accurate guidance standards, realize the efficient connection between online and offline services, and meet the individual needs of different patients. At the same time, the use of big data system can also play a management and deployment role in overall planning of medical resources, real-time health report, electronic medical records and so on.

3.3.2 Develop intelligent terminals and wearable devices

During the development of Internet hospitals, we can further develop intelligent terminals and wearable devices. By equipping with various types of intelligent terminals, we can widely collect various physiological sign parameters of medical grade, monitor the relevant data and information of health management in real time, and connect the monitoring data to the internet medical platform and the wearable devices. For example, developing intelligent monitoring devices such as remote

blood pressure, remote ECG and remote blood glucose, and develop intelligent terminal devices such as remote DR, remote ultrasound and remote CT in a targeted manner, and giving full play to the advantages of intelligent terminals and wearable devices, can promote the continuous enrichment and improvement of the functions of Internet hospitals.

3.3.3 Construction of Health Management Specialized Center

Internet hospitals can take the form of external financing or building a network platform to actively serve chronic disease groups, such as by establishing a middle-aged and elderly health medical research institute, a sleep conditioning circuit center, and a maternity management center. Establishing various types of health management professional centers, providing life-cycle services for health management, and making full use of Internet+'s resource advantages to continuously improve and promote the development of health management industry can make it more competitive in the market.

3.4 Development trend

3.4.1 Transformation of doctor-patient model

In the development process of Internet hospital, it will gradually change from a doctor-centered development model to a patient-centered service model. In the future, in the process of construction and development, Internet hospitals will pay more attention to patients' experience, provide all-round services for patients' body and mind, and comprehensively consider patients' needs and feelings, so that patients can master their latest disease status and improve their awareness and ability of self-health management.

3.4.2 Optimization of service quality

In the future sustainable development, Internet hospitals will continue to optimize the service quality, lower the service threshold, and realize the whole process and high-quality medical services. During the operation of Internet hospitals, service quantification can be achieved through scientific and technological means and data analysis. In order to improve the quality and efficiency of medical services, it is necessary to deeply analyze users' needs and constantly optimize service processes. It is also necessary to establish a good doctor-patient relationship, enhance the stickiness of patients with a perfect management mechanism, and upgrade comprehensive services.

4. Conclusion

To sum up, the development of "Internet+medical health management" has promoted the transformation and upgrading of the traditional medical model, and provided favorable conditions and absolute development space for the development of the medical industry, which is the inevitable trend of the future medical development. In view of the shortcomings in the construction and development of Internet hospitals at this stage, in order to play the role of Internet hospitals, it is necessary to optimize in many aspects to extend the service scope and improve the service level, and then promote the sustainable development of the medical and health industry.

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