

Research on the development of Chinese medical and aesthetic industry in the context of mass health

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Abstract: *Although the development of Chinese medical and aesthetic industry is relatively mature, the challenges posed by homogeneous products and high risks in the medical and aesthetic industry still pose a threat to the operation and development of the industry market, resulting in the slow development and innovation of Chinese medical and aesthetic industry, and calls on all parties to strengthen supervision. These problems have had a huge impact on the development of medical beauty in China. In the context of public health, where should the medical beauty industry go, where should the future focus of the medical beauty industry be, how to create healthy medical beauty products, and how to enhance consumers' confidence in medical beauty products are all problems that need to be solved. Therefore, we need to consider how to formulate effective policies to adapt to and guide the medical beauty consumer market. We should not only compound consumers' consumption concepts, but also promote the vigorous development of the industry, so that Chinese medical and aesthetics outstanding technical and service advantages in the entire international market to attract consumers from all countries. Therefore, in the context of public health, it is of certain value and significance to study the impact of the problems existing in the development of the medical beauty industry on the medical beauty market industry.*

Keywords: *big health concept, medical beauty industry development*

1. Introduction

In 2015, "Healthy China" was written into the "13th Five Year Plan", and "Great Health" was promoted as a national strategy. In the process of building a "healthy China", we need to be able to guide the practice of great health undertakings by integrating national, social and personal values. This value is a great concept of health. The inclusion of "Healthy China" in the 13th Five Year Plan means that great health has become a national strategy^[1,2]. In the future, the entire medical and health industry and the mass health industry will enter a period of vigorous development. The concept of "great health" takes health issues into account more comprehensively and attaches great importance to the transformation of medical model, which will solve the problem that the former thinking about the transformation of medical model is mainly medical workers rather than rooted in the public. Advocating the concept of health for all, accelerating the transformation from disease medicine to health medicine, and building a model of health medicine for all have become the consensus of the whole society, and are highly valued to guide health work in an all-round way^[3]. In the context of general health, people have a clearer and more calm understanding and judgment of the medical beauty industry. While pursuing health and beauty, more and more people choose the direction of light medical beauty and non-surgical to reduce risks.

2. Current situation of medical beauty industry under the background of general health

According to the research, at present, there are more than 1.8 million single stores of beauty enterprises nationwide, with 16 million employees and a turnover of 1 trillion yuan. After deducting 375.7 billion yuan of beauty business, the annual output value of beauty enterprises exceeded 620 billion yuan, compared with 168 billion yuan in 2002. In the past decade, the output value of China's beauty industry has tripled. However, compared with the output value, the development prospect of this industry can be said to be half seawater and half flame: on one hand, as a new round of economic growth point in the future, the medical service industry, which is increasingly valued by the

government, will inevitably bring more social resources to beauty care enterprises; On the other hand, due to the huge market interests, some unqualified institutions and personnel have set foot in the beauty and health care industry driven by economic interests^[4]. According to the information of the China Consumer Association, beauty has always been the industry with the most complaints from consumers.

The medical beauty industry chain can be divided into three parts: upstream raw material manufacturers, product/equipment manufacturers, midstream medical beauty institutions and downstream medical beauty marketing platforms. Suppliers and manufacturers of upstream medical beauty products and raw materials are responsible for developing and producing medical beauty products, which can be further subdivided into medical devices and drug supplies and manufacturers according to product categories^[5,6]. The strict approval process has led to a better upstream competition model and highlighted the investment value of upstream investors. Representative enterprises include Yiwu, Ami, Sanyou Medical in western China, which is the most valuable investment link in the entire industrial chain. The profitability of the upstream link is the strongest, especially the profit margin of the pharmaceutical consumables business is 70% - 90%. Taking hyaluronic acid injection as an example, manufacturers of end products represented by IMeiK have the highest markup rate and higher interest rate than other links^[7]. With nuclear technology, medical beauty product manufacturers can achieve scale standardization, reduce unit costs through scale effects, and achieve higher interest rates. In the entire industry chain, medical beauty product manufacturers have nuclear technology, which can achieve scale standardization, reduce unit costs through scale effect, and achieve higher interest rates.

The middle reaches of the medical beauty industry chain provide medical beauty services, that is, medical beauty service institutions, including public hospitals, plastic surgery hospitals, professional medical beauty hospitals, clinics, etc., and there are a large number of formal medical institutions and formal medical institutions, more than 13000, resulting in a relatively large number of enterprises can actually "get a piece of the cake"^[8,9]. Among them, the representative public hospital is Beijing Plastic Surgery Hospital, and the professional medical beauty service institutions include Meilai Plastic Surgery, Huahan Plastic Surgery and Longzi Medical Beauty. In the case of terminal price, the profit space of midstream service agencies is at the top of the entire industrial chain. However, due to the dispersed midstream service market, individual profitability is uneven.

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3. Problems in medical beauty industry under the background of general health

The medical beauty industry has been popular in China for several years. In the context of today's great health, the era of medical beauty industry relying on concept hype and boasting is gone forever. It

is the consensus and voice of the industry and consumers to formulate new industry standards, standardize and change the business model as soon as possible. The first thing to face is an increasingly prominent development problem:

3.1. The industry is more developed and crowded in all parts of the industry

With the economic development, scientific development, social progress and intensified competition, more and more people hope to change their image through plastic surgery, gain advantages in enrollment, job search, work, love, marriage, social network and life, improve the quality of life and taste of life, and even change their lives. China has a population of 1.3 billion, and the future plastic surgery market has huge potential. In order to adapt to this new situation, more and more talents and funds will enter the plastic surgery industry. In the short term, the number of medical plastic surgery institutions will increase rapidly and develop to prefecture level cities and county-level cities.

3.2. In the context of big health, industry related institutions need to change their ideas

At present, plastic and aesthetic surgery mainly focuses on plastic surgery, supplemented by cosmetic surgery, especially in public hospitals. The service objects are mostly "patients" with obvious physical defects or dysfunction caused by congenital factors or diseases, trauma, burns and scalds. In addition to traditional plastic surgery, plastic surgery will use modern medical plastic surgery technology in the future, with beauty as the main purpose, beauty as the main, and plastic surgery as the auxiliary, to change the facial shape, body shape and skin texture of the cosmetologist. The service objects are mainly healthy people, without obvious diseases or defects, and without dysfunction. Strictly speaking, these people cannot be called "patients", but "customers". Chinese medical and aesthetic industry is developing rapidly, but the industry lacks norms, and disorderly competition and vicious competition are common. Due to the lack of strict access control in the beauty and health care industry, the team is mixed, and counterfeit beauty and health products are flooding into the market. Most enterprises lack service integrity, low personnel quality and difficult development.

3.3. Lack of high-quality practitioners, illegal medical practice still exists

At present, a major bottleneck in the development of Chinese medical and aesthetic industry is the complex structure of practitioners. Most low-end talents who have ever solved employment problems cannot communicate with customers with professional health knowledge, so customers can better understand the importance of health and beauty regimen. Practitioners who only receive simple training cannot engage in high-quality services. Consumers' demand for personalized services to improve healthy life and life taste is increasing, and the demand is more rational, and the requirements for safety and health are increasingly strict. From the initial focus on the price and efficacy of beauty products, more and more attention has been paid to the quality, service and personnel specialization of enterprises. Acupuncture, scraping, moxibustion and dredging the meridians are common services provided by some health care and beauty enterprises. Recently, the National Health and Family Planning Commission and the Administration of Traditional Chinese Medicine clearly stipulated that the above acts were suspected of illegal medical practice. Without identity transformation and business model transformation, the healthy development of the entire industry will inevitably be affected.

4. Suggestions on the development of medical beauty industry in the context of general health

4.1. Change business model and enhance industrial awareness

With the change of social environment, medical cosmetology must jump out of the narrow siege of medical cosmetology, organically combine medical cosmetology, life cosmetology and health cosmetology, conform to the concept of general healthy development, strengthen the cooperation between upstream, midstream and downstream industries in the industrial chain, integrate medical surgery, treatment, traditional Chinese medicine beauty regimen, leisure beauty shopping, and strive to create a health oriented medical beauty complex, For better development. We should upgrade traditional beauty agencies to health beauty agencies and build them into a part of the health service industry. Provide "one-stop" medical care services, from simply selling products and services to customers, to providing health management, design and comprehensive solutions to meet various personalized needs of customers, forming a new comprehensive business service model.

4.2. Change the service concept

The customers of medical beauty are very important. No customer source. Even if medical beauty hospitals have better products, services and doctors' skills, it is futile. Therefore, attaching importance to customer interests and maintaining customer loyalty is the key to the operation of the medical beauty industry. When the medical beauty hospital really pays attention to the interests of customers and establishes integrity with customers, it is possible to turn customers into loyal customers and turn the hospital into the bell beauty steward of customers. This requires constantly strengthening the connotation construction. In addition to improving the quality and effect of surgery and treatment to satisfy customers, we should also promote one-stop service to make customers feel relaxed, comfortable and warm.

4.3. Strengthen industry norms and improve the quality of employees

The industrialization process of medical beauty industry has led to a huge new medical beauty industry. New industries will inevitably bring new problems. In the early stage of development, there will inevitably be some "chaos" phenomena. If there is chaos, there must be governance. Only with rules can there be a square. The key to governance is to comprehensively, systematically and scientifically formulate and implement industrial self-discipline, rights protection, management and professional technical rules. To this end, a series of supporting documents such as the Measures for the Administration of Medical Beauty Service issued by the Ministry of Health must be earnestly implemented. In just one year after the establishment of the Cosmetic and Plastic Surgery Branch of the Chinese Medical Doctor Association, under the leadership of the Ministry of Health and the Chinese Medical Doctor Association, a lot of work has been done and significant progress has been made. More progress will be made in these areas in the future.

Through the transformation from beauty care to health management service, we have re established the employment standard of personnel, systematically carried out health management training, and uniformly accepted strict quality education and post skill education, so that consumers can obtain more comprehensive and professional health management services in beauty care enterprises. Enterprises can encourage employees to take the "beauty", "health" and "safety" of consumers as their own responsibilities, and regularly carry out various management, marketing and technical on-the-job learning and training by refunding tuition fees or raising wages by installments. It is not only conducive to improving the overall quality of employees, but also can ensure the stability of the team and reduce the cost of human resources.

5. Conclusions

In short, the medical beauty industry is an indispensable medical and health cause for the development of the socialist economy with Chinese characteristics. The medical beauty industry uses the industrialization mechanism and takes the road of industrialization development, which promotes the comprehensive, coordinated and sustainable development of the entire medical beauty industry. This is exactly what is needed to achieve the goal of "promoting the all-round development of economy, society and people" proposed by the Scientific Outlook on Development.

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