

Research on the Training Model of Health Management Talents from the Perspective of Supply Side Reform

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Abstract: With the deepening of the Healthy China strategy, the cultivation of health management talents has become a key link in improving the overall health level of the people. Based on the perspective of supply side reform, this article explores the current situation and problems of the training mode of health management talents, and proposes strategies to optimize talent training. The article first analyzes the talent demand in the field of health management, pointing out the disconnect between the current education system, industry demand, and social development. Then, specific measures were proposed to improve the cultivation of health management talents from the aspects of curriculum design, subject integration, industry university research cooperation, etc., emphasizing the construction of interdisciplinary curriculum system, the introduction of cutting-edge technologies, and the cultivation of practical abilities. Finally, the article calls for strengthening government policy support, industry participation, and educational innovation, and establishing a more scientific and comprehensive talent training evaluation system. Through these reform measures, the comprehensive quality and practical operation ability of health management talents can be effectively improved, promoting the smooth implementation of the Healthy China strategy.

Keywords: supply side reform, health management, talent cultivation, Healthy China

1. Introduction

With the rapid development of the economy and society and the improvement of people's living standards, health issues have increasingly become a focus of social attention. The proposal of the Healthy China strategy marks the country's high attention to health management and the health industry, and promotes the rapid development of the health management industry. However, with the rapid expansion of this industry, talent shortage has become one of the bottlenecks restricting the sustainable development of the industry. The traditional mode of cultivating health management talents can no longer meet the market's demand for high-quality and versatile talents, and there is an urgent need for reform and innovation in the new era [1]. In this context, supply side reform, as an important strategy for national economic structural adjustment, has put forward the core requirement of "improving the quality and efficiency of the supply system". Supply side reform not only focuses on optimizing the supply side, but also involves the improvement of talent, technology, services, and other aspects, especially in the field of education. The impact of supply side reform on talent training models cannot be ignored. For the field of health management, supply side reform provides a new perspective and path, requiring a fundamental transformation of the health management talent training system to meet the new needs of the health management industry in the new era.

As an emerging industry, health management covers multiple aspects such as health risk assessment, disease prevention, health intervention, and chronic disease management. The demand for high-quality, interdisciplinary and composite talents in the industry is becoming increasingly urgent. At the same time, the traditional talent training system for health management mainly focuses on basic medicine and public health, often lacking systematic education in modern management concepts, information technology, data analysis, and other fields. This has led to a significant disconnect between the cultivation of health management talents and industry demands. In the face of this situation, how to optimize and innovate the training mode of health management talents based on the concept of supply side reform has become an important issue that urgently needs to be solved.

This study aims to analyze the shortcomings of the current health management talent training model

from the perspective of supply side reform, and explore innovative paths to meet the needs of the new era. Through systematic theoretical exploration and empirical research, this article aims to provide new theoretical basis and practical guidance for the talent cultivation system in the field of health management.

2. Supply side reform theory and its application

2.1 Theoretical basis of supply side reform

Supply side reform refers to an economic reform approach that promotes the sustainability and quality improvement of economic growth by improving the supply structure, enhancing the quality and efficiency of production factors [2]. The core idea is to start from the production end, optimize resource allocation, improve supply quality, and better meet the requirements of the demand side. At the macroeconomic level, supply side reform emphasizes improving productivity levels and achieving economic structural adjustment and optimization through innovation, technological progress, and institutional reform.

The theoretical basis of supply side reform originates from the ideas of two major schools of economics: on the one hand, it inherits the supply and demand model of classical economics, emphasizing the solution to the problem of supply-demand imbalance by adjusting the efficiency of the supply side; On the other hand, it absorbs the idea of "supply structure optimization" from emerging economic theories, believing that economic development not only relies on demand pull, but also more on supply side innovation and efficient resource allocation.

2.2 The relationship between supply side reform and the education system

The impact of supply side reform on the education system is mainly reflected in the optimization and improvement of the education supply side [3]. The traditional education system often has problems such as a single training mode, outdated teaching content, and a talent structure that does not meet market demand, which can no longer effectively support the diversified and high-level requirements of the new era's economy and society for talents. Therefore, supply side reform provides an opportunity and direction for the reform of the education system, especially in the fields of higher education and vocational education, where the theories and methods of supply side reform have been widely applied. Firstly, the supply side reform emphasizes the optimization of educational resource allocation and the improvement of educational quality. The development of modern economy requires the education system to cultivate compound talents with innovative spirit and practical ability. Therefore, the education system needs to adjust its curriculum, optimize teaching content, and make it more in line with the needs of the times. For example, traditional professional settings may be too rigid and require the introduction of interdisciplinary and composite courses to enhance students' diversified abilities. At the same time, the content and methods of education should be synchronized with industrial development, especially in fields such as high-tech and health industries. Teaching content should pay more attention to innovation, practicality, and applicability. Secondly, supply side reform requires the education system to strengthen industry university research cooperation, forming a positive interaction between education supply and market demand. The traditional education system is often disconnected from industrial development, resulting in a mismatch between talent cultivation and social demand. The supply side reform advocates strengthening school enterprise cooperation, promoting deep integration between universities, industries, and enterprises, and achieving customized talent training. Especially in emerging industries such as health management, establishing educational platforms that cooperate with industry enterprises can not only enhance students' practical abilities, but also help the industry solve the problem of talent shortage. Finally, supply side reform promotes the education system to achieve more marketization and individualization at the policy level. The role of the government in the field of education is gradually shifting from direct management to more emphasis on policy guidance and promoting market-oriented reforms in the education system. For example, the government can provide policy support to encourage social capital to enter the education sector, forming a diversified education supply pattern to meet the educational needs of different groups and regions.

2.3 Implications of supply side reform for the health management industry

In the field of health management, supply side reform has provided profound insights for industry

development, especially in talent cultivation and industrial upgrading. Firstly, the supply side reform has propelled the health management industry from a "demand driven" model to a "supply innovation" model. In the past, the development of the health management industry mainly relied on market demand, especially in the context of an aging society where the demand for health management services continues to increase. However, relying solely on demand growth cannot fundamentally solve the long-term development problems of the industry. Supply side reform improves the quality of industry supply, promotes technological and management innovation, and brings new development opportunities to the industry. Specifically, the health management industry needs to improve supply side efficiency and quality by introducing new technologies (such as big data, artificial intelligence, etc.) and improving service models (such as personalized health management) to better meet the growing health needs of the people. Secondly, the supply side reform has put forward higher requirements for talent cultivation in the health management industry. With the diversification of industry demands, the traditional mode of cultivating health management talents is no longer able to meet the challenges of the new era. The supply side reform requires the education system to pay more attention to the innovation ability, interdisciplinary knowledge, and practical ability of health management talents. For example, future health management talents not only need to master basic medical knowledge and management skills, but also need to possess cross disciplinary abilities such as data analysis, information technology application, psychology, etc. Therefore, the curriculum of health management majors should be dynamically adjusted according to the needs of industry development, promoting innovation in the training mode of health management talents. Thirdly, the supply side reform has promoted the integration and development of the health management industry. With the deepening of supply side reform, health management is not just a part of medical services, but a comprehensive service covering multiple fields such as nutrition, exercise, psychology, and social support. This requires the health management industry to pay more attention to cross-border integration, break through traditional industry boundaries, and form a multi-party collaborative industrial pattern. For example, the health management industry can be deeply integrated with Internet technology, aging industry, insurance industry and other fields to create an intelligent health management platform and provide more personalized and accurate health management services. The supply side reform provides policy support and market space for this cross-border integration.

3. Analysis of the current situation of health management talent training

With the development of social economy and the improvement of people's health awareness, the health management industry is rapidly developing globally. Health management is not only the treatment of diseases, but also the comprehensive management and optimization of population health, covering multiple fields such as health promotion, disease prevention, lifestyle intervention, and chronic disease management. Therefore, the demand for high-quality professional talents in the health management industry is increasing day by day, and talent cultivation has become a key link in promoting the development of the industry. This section will conduct an in-depth analysis of the demand for health management talents, existing training models and issues, as well as international experience.

3.1 Analysis of talent demand in the health management industry

With the aggravation of population aging, the high incidence of chronic diseases and the increasing demand for health consumption in China, the health management industry has ushered in an unprecedented development opportunity. According to relevant statistical data, the market size of the health management industry is showing a trend of increasing year by year, and it is expected to become an emerging sunrise industry in the future. However, while the industry is developing rapidly, it also faces the challenge of urgently needing a large number of professional talents.

The talent demand in the health management industry presents various characteristics. Firstly, with the increasing demand for high-quality composite talents in the industry, health management not only requires practitioners to possess professional knowledge in medicine, nutrition, psychology, etc., but also requires management skills, communication skills, and innovative thinking. Especially in the fields of personalized health management and health data analysis, professionals with interdisciplinary knowledge backgrounds have become scarce resources. Secondly, the arrival of an aging society and the surge in the number of chronic disease patients have made chronic disease management an urgent need, and the demand for talent in related fields has also rapidly increased, especially for professionals with chronic disease management, health assessment, and intervention capabilities. At the same time,

the rise of health data analysis and intelligent management has put forward higher requirements for talents. With the development of health big data and artificial intelligence technology, the industry's demand for professional talents who can master data analysis, artificial intelligence and other technologies continues to increase, especially in health monitoring and personalized health plan formulation. In addition, the importance of health education and consultation in health management is becoming increasingly prominent. With the improvement of public health awareness, especially in the health management services of enterprises and communities, the demand for health education experts and health consultants is also showing a growing trend.

3.2 Current models and problems of cultivating health management talents

At present, the training mode of domestic health management talents mainly includes professional education in higher education institutions, vocational training and continuing education, as well as on-the-job training in industry enterprises [4]. However, the existing talent development system still has certain shortcomings in meeting industry demands.

Multiple channels such as higher education institutions, vocational training institutions, enterprises, and industry oriented training jointly participate in the cultivation of health management talents. Many higher education institutions have established health management related majors, such as public health, nutrition, nursing and other interdisciplinary fields, which have trained a large number of graduates. However, the curriculum of these majors still emphasizes traditional medical knowledge and lacks sufficient interdisciplinary integration and practical activities, resulting in ineffective improvement of students' comprehensive quality and practical operation ability. At the same time, some vocational training institutions and industry associations provide certification training for health managers, nutritionists, and other professions, aiming to improve the professional abilities of practitioners. However, the quality of training programs in the market varies greatly, and some courses are too exam oriented and fail to effectively meet practical work needs. Health management institutions and enterprises carry out targeted training or on-the-job training according to their own needs, but the training targets of this model are often difficult to flow across industries, and are mostly short-term practical talents, lacking in-depth theoretical knowledge and innovation ability. In addition, there are certain problems in the talent structure of the health management industry, including a lack of composite senior talents who can integrate multidisciplinary knowledge and have strategic vision, as well as a large number of basic skilled talents, resulting in uneven talent levels and failing to meet the needs of high-quality development in the industry.

3.3 International experience reference for the cultivation of health management talents

The health management industry has a long history of development in developed countries such as Europe and America, and its concepts and practical experience are relatively mature. China can learn from international experience and improve the development of the industry from multiple aspects. Firstly, the training model for health management talents in European and American countries emphasizes interdisciplinary collaboration, combining fields such as medicine, public health, nutrition, psychology, and management. It also emphasizes practical application and teamwork, cultivating students' interdisciplinary collaboration abilities. Secondly, the combination of health management and technological innovation is also very important, especially the application of data science and artificial intelligence in health management, which can improve the accuracy and effectiveness of personalized health management plans. Furthermore, European and American countries have implemented lifelong learning and continuing education systems in the field of health management, requiring practitioners to regularly participate in training and exams to maintain updated professional skills. Finally, policy support and industry certification mechanisms are also key to promoting talent cultivation. Many countries improve the quality of professional talents through government funding and industry certification. China can combine these international experiences to improve the existing talent training mechanism and promote the high-quality development of the health management industry through interdisciplinary training, technological innovation, lifelong education, and policy support.

4. Optimization suggestions for the training mode of health management talents

Health management, as an interdisciplinary and composite field of talent cultivation, involves the integration of multiple disciplines such as medicine, management, and public health. In the context of the Healthy China strategy in the new era, cultivating talents with innovative consciousness, practical

ability, and cross disciplinary knowledge has become the key to improving health management level and promoting social health development [5]. Therefore, optimizing the training mode of health management talents not only requires adjustments from multiple levels such as policies, courses, and industry academia cooperation, but also should pay attention to close integration with the actual needs of society to ensure high-quality and efficient talent training.

4.1 Optimization of policy and institutional support

The cultivation of health management talents not only relies on the efforts of educational institutions, but also requires strong support from national and local governments in terms of policies and systems. Firstly, the government should strengthen policy guidance and support in the field of health management, and encourage the cultivation and development of health management talents through the formulation of relevant policies. For example, by establishing special funds, providing tax incentives, subsidies, and other means, higher education institutions and research institutions can be incentivized to invest in research and education in the field of health management. In addition, the government can introduce policies to promote health management education and industry development, such as encouraging health management enterprises to cooperate with universities to jointly develop curriculum standards and training plans.

In terms of system, coordination between the education system and industry system is also crucial. We should establish and improve cross departmental and cross industry cooperation mechanisms, promote the linkage of relevant departments such as education, healthcare, insurance, and social services, and form a joint force. At the same time, we will promote the construction of a professional certification system for health management, making the cultivation of health management talents more authoritative and standardized, and improving the standardization and quality of talent cultivation.

4.2 Optimization of curriculum system and teaching content

The curriculum system for cultivating health management talents is one of the core objectives to achieve educational goals, therefore it needs to be dynamically optimized according to the development of the times and social needs. Firstly, the curriculum should match the multidimensional characteristics of health management, involving multiple disciplines such as medicine, psychology, public health, and management, to ensure that students have comprehensive theoretical knowledge and practical abilities. Specifically, the integration of basic medicine and health management disciplines should be strengthened, and courses focusing on health assessment, health promotion, and health education should be offered to cultivate students' abilities in health management from multiple perspectives such as biomedical science, psychology, and social medicine.

In addition, the optimization of course content should also focus on the application of cutting-edge technologies and the latest research results. With the rapid development of technologies such as big data, artificial intelligence, and health big data, the field of health management is also constantly changing. Education courses need to timely introduce emerging technologies and strengthen students' ability to apply data analysis, artificial intelligence assisted decision-making, and other technologies in health management. At the same time, relevant management courses should be offered to enhance students' project management, teamwork, and leadership abilities, laying a solid foundation for the practical application of health management.

4.3 Optimization of industry university cooperation and social demand integration

The teaching content and training mode of health management major must be closely integrated with the actual needs of society in order to truly cultivate high-quality talents who meet industry standards and have innovative abilities. Therefore, it is crucial to strengthen industry academia cooperation and promote the deep integration of education and industry. On the one hand, higher education institutions can cooperate with medical institutions, health management companies, social service agencies, etc. to carry out joint courses, internships, training and other projects, so that students can learn and apply the theoretical knowledge they have learned in practice. On the other hand, industry enterprises can also provide practical scenarios and data support for academic research, jointly conduct industry research and data analysis, provide more accurate social demand information for the education sector, and ensure that educational content keeps up with the pace of the times. In addition, school enterprise cooperation can be encouraged to develop customized courses that meet industry needs and cultivate students' practical skills, such as health assessment, health data analysis, health

planning, etc. Through this model of deep integration of industry and academia, students can not only acquire professional knowledge, but also become familiar with industry practices and enhance their professional competitiveness.

4.4 Innovation of talent cultivation evaluation system

The existing talent cultivation evaluation system mainly focuses on academic performance and course completion, lacking multidimensional evaluation of students' comprehensive quality, innovation ability, social practice, and other aspects. Therefore, the evaluation system for cultivating innovative talents, especially the combination of theory and practice, academia and ability, is particularly important to build a comprehensive, diverse and dynamic evaluation system. Firstly, the evaluation system should increase the assessment of students' practical operational abilities, especially in the practical operation of health management, such as health screening, health consultation, health intervention and other aspects. Secondly, evaluation should pay more attention to students' interdisciplinary abilities, such as examining their ability to integrate multidisciplinary knowledge and develop health management plans in complex social contexts through case analysis, team collaboration, and other forms. Furthermore, the evaluation system should cover students' innovative spirit and lifelong learning ability, especially their ability to actively learn and adapt to new technologies and concepts in the face of rapid changes in the field of health management. In addition, the evaluation system for talent cultivation should also include a mechanism for social evaluation, regularly inviting industry experts, business representatives, and even the general public to participate in the evaluation, to ensure that the cultivated talents can truly meet the needs of society and the market, and enhance students' social adaptability and career development ability.

The cultivation of health management talents is a systematic project that involves multiple aspects such as policy support, curriculum design, industry academia cooperation, and evaluation mechanisms. By optimizing these links, not only can the quality and effectiveness of talent cultivation be improved, but it can also better serve the healthy development of society and promote the construction of a healthy China. The future development of health management requires talents with multidisciplinary backgrounds, innovative spirit, and practical abilities. Optimizing the talent training mode can better meet the challenges in the field of health management and cultivate high-quality professional talents who can cope with future health problems.

5. Conclusion

In the context of the Healthy China strategy in the new era, the cultivation of health management talents is particularly important. Based on the perspective of supply side reform, a study on the talent cultivation mode of health management proposes a series of suggestions to optimize the talent cultivation mode from the multidimensional perspectives of talent demand, education supply, and social demand, in order to address the challenges faced by the current health management field.

Firstly, from the perspective of supply side reform, the cultivation of health management talents is not only the responsibility of the education department, but also requires the joint cooperation and support of the government, industry, and educational institutions. The government should provide guidance in policies, strengthen policy support and institutional reform, and provide good institutional guarantees for the cultivation of health management talents. The active participation of industry enterprises and social institutions can help educational institutions connect with social needs, ensuring that the trained health management talents can adapt to the rapidly developing social health demands. Secondly, optimizing the curriculum system is the key to cultivating health management talents. We should start with the cross integration of multiple disciplines such as medicine, management, and public health, construct an interdisciplinary curriculum system that meets the needs of the new era, and introduce cutting-edge technologies such as big data and artificial intelligence to enhance students' innovative thinking and practical abilities. Especially in the fields of practical operation of health management, health assessment, health intervention, etc., training should focus on cultivating students' practical operation ability and interdisciplinary integration ability to enhance their ability to solve complex health problems. In addition, industry university research cooperation is an important way to promote the cultivation of health management talents. By strengthening close cooperation between universities, medical institutions, enterprises, and social service departments, it is possible to promote precise alignment between education and industry needs, ensuring the directionality and practicality of talent cultivation. Industry university research cooperation can also provide students with more

internship and practical opportunities, enhance their social adaptability and employment competitiveness. Finally, innovation in the talent cultivation evaluation system is an important guarantee for ensuring the quality of training. The evaluation system should pay more attention to the comprehensive assessment of students' overall quality, especially in terms of practical operation ability in health management, interdisciplinary integration ability, and innovative spirit. Through a multidimensional and multi-level evaluation system, students' comprehensive abilities can be comprehensively measured, ensuring high-quality and efficient training of health management talents.

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