

Dongyang model of nursing practice in community health service centers

Du Rongye, Xie Hanqing

Zhejiang Chinese Medicine University, Hangzhou, Zhejiang, China

Abstract: *In order to explore the construction method of "no Chinese medicine without health care" Dongyang model and its role in promoting the development of grass-roots Chinese medicine industry in China, and to provide suggestions for improving the medical service level of grass-roots Chinese medicine and promoting the grass-roots development of Chinese medicine and nursing industry in China. By combing the specific content of Dongyang mode of "no Chinese medicine and no health care" and combining with the practical feedback from community health service centers, this paper summarizes the advantages and disadvantages of Dongyang mode of "no Chinese medicine and no health care". Finally, it is concluded that the Dongyang model of "no Chinese medicine and no health care" is helpful to promote the nursing application of Chinese medicine at the grassroots level, which has strong feasibility and practical value.*

Keywords: *Chinese medicine without insurance; women; community health service centers; dongyang model*

1. Introduction

The Outline of the "Healthy China 2030" Plan issued by the Central Committee of the Communist Party of China and the State Council proposes to promote the construction of a healthy China in an all-round way, build a moderately prosperous society in an all-round way, and basically realize socialist modernization. Under the background of the new era, inheriting and carrying forward traditional Chinese medicine has become a major event that has attracted worldwide attention. It is mainly proposed to give full play to the unique advantages of traditional Chinese medicine, improve the service capacity of traditional Chinese medicine, and promote the innovative inheritance and development of traditional Chinese medicine. In order to implement the "Healthy China 2030" Plan Outline, Dongyang City has promoted the "no traditional Chinese medicine, no health care" model in community health service centers, which is called the "no traditional Chinese medicine, no health care" Dongyang model (hereinafter referred to as the "Dongyang model"). This model adheres to the concept of "treating diseases" of traditional Chinese medicine, takes community health service centers as the carrier, follows the inheritance and development laws of traditional Chinese medicine itself, consolidates and carries forward the characteristics of traditional Chinese medicine, introduces traditional Chinese medicine nursing in an all-round way, and forms a "chain" service pattern covering medical treatment, prevention, health care and rehabilitation. This move improves the level of primary Chinese medicine medical care services at the grassroots level, improves the hierarchical diagnosis and treatment service system, and better promotes the development of the grassroots traditional Chinese medicine industry.

2. Background proposed by the Dongyang model without traditional Chinese medicine and no health care

In recent years, the Party and the state have always attached great importance to the development of the grassroots traditional Chinese medicine industry. In recent years, many favorable policies have been issued. The Outline of the Healthy China 2030 Plan clearly states: "Adhere to prevention first, prevention and treatment, attach equal importance to traditional Chinese and Western medicine, change the service model, and build an integrated medical and health service system." Among them, it focuses on the vigorous development of traditional Chinese medicine non-pharmaceutical therapy, so that it can play a unique role in the prevention and treatment of common, recurrent and chronic diseases. At present, China is vigorously promoting appropriate technologies so that all primary health institutions

can provide Chinese medicine services. The appropriate technology of traditional Chinese medicine is a practical traditional Chinese medicine nursing measure based on the theoretical basis of traditional Chinese medicine through meridian acupoints. It has the characteristics of strong pertinence, no complications and long-term curative effect [2]. At present, under the guidance of the basic theory of traditional Chinese medicine, a unique development of traditional Chinese medicine characteristic rehabilitation service and traditional Chinese medicine medical care service system have been formed in various places. As far as it can be seen, few articles mention the Dongyang model. In 2011, Dongyang Maternal and Child Health Hospital put forward the concept of "no traditional Chinese medicine, no health care" for the first time. With this hospital as the mainstay and followed by the community health service center, this concept was first to be piloted in Dongyang City. Today, good results have been achieved.

3. "No traditional Chinese medicine, no health care" content of the Dongyang model

First, develop traditional Chinese medicine health care and treatment services. This model takes "no TCM without health care" as the guiding ideology, adheres to the concept of "preventing diseases" in TCM, and takes health care as the main means of diagnosis, treatment and nursing. Integrate Chinese medicine into maternal health care and women's health care to improve the level of maternal and child health care. Second, establish a specialty of traditional Chinese medicine and vigorously develop the characteristic specialty brand of the National Medical Center. It has initially formed a maternal and child health care service model with traditional Chinese medicine with specialized medical treatment, special skills in health care, and special prescriptions in health care.

The third is to strengthen the training of healthy talents. We have introduced a large number of professionals in the traditional Chinese medicine industry, and diversified and cultivated compound talents for maternal and child health care of traditional Chinese medicine. Hospitals use "double sinking and two promotions" to introduce superior medical resources and services.

The fourth is to vigorously introduce appropriate technologies of traditional Chinese medicine and promote maternal and child health care services with traditional Chinese medicine characteristics to the society. More than a dozen kinds of ear acupoint pressure beans, acupoint application, traditional Chinese medicine atomization, traditional Chinese medicine enema, transdermal treatment, traditional Chinese medicine fumigation, etc. have become popular service items in hospitals. This model promotes the popular combination of appropriate technical items of Chinese medicine in the form of package combination, so that the public can carry forward the characteristics and advantages of Chinese medicine while satisfying the health care efficacy of Chinese medicine. Fifth, introduce the idea of running a school in time, and the whole hospital will output the "Dongyang model" in a timely manner. Together with the Zhejiang Society of Traditional Chinese Medicine and the Beijing Aishi Institute of Maternal and Child Health Medicine, we have set up a special school of traditional Chinese medicine in maternal and child health care institutions to cultivate a variety of talents who are loyal to the cause of traditional Chinese medicine for maternal and child health.

4. Practical application of the Dongyang model without traditional Chinese medicine and no health care in the community

Traditional Chinese medicine plays an important role in protecting people's health, but traditional Chinese medicine has also been trapped in doubts such as the speed of impact, preparation convenience and science in the process of development. The inheritance, innovation and development of traditional Chinese medicine still faces complex challenges.

Community health service centers play their importance in clinical, prevention, health care and rehabilitation. This model, based on the theoretical basis of syndrome differentiation of traditional Chinese medicine, combined with appropriate technical treatment of traditional Chinese medicine or traditional Chinese medicine, has improved the ability and level of community health services [8]. However, in the application of the Dongyang model in community practice, it has its own advantages and shortcomings.

4.1 Advantages

First, alleviate the current situation of hospitals with more monks and less porridge, and build a

high-quality and efficient traditional Chinese medicine service system. "Difficult to see a doctor" is a social and medical problem for a long time [4]. The emergence of the Dongyang model provides a new thinking for the development and improvement of China's current medical situation. First of all, the public's perception of hospitals is transformed from treatment of diseases to rehabilitation care. Secondly, it will significantly improve the ability of traditional Chinese medicine disease prevention, control, treatment and emergency response of community health service centers, promote the balanced layout of high-quality medical resources in cities, and meet the needs of the masses to enjoy high-quality traditional Chinese medicine medical services at close range. The per capita consultation time of provincial and municipal hospitals is 5-10 minutes, and the waiting time is dozens or even hours. The situation of community health service centers is very different. The community health service center is equipped with professional traditional Chinese medicine personnel and perfect diagnosis and treatment equipment, which alleviates the dense number of personnel, many diseases, long medical treatment time, short consultation time and poor patient experience to a certain extent. Fundamentally, the diagnosis and treatment procedures and methods are different. Traditional Chinese medicine fully understands the patient's condition through observation, hearing and inquiry, understands and appeases the patient's emotions, and increases the patient's pleasure in seeking medical treatment. Secondly, community health service centers have a health management function, which can provide basic medical services and management for common, recurrent and chronic diseases. Finally, the community health service center implements this model to make it easier to manage the health of community residents.

Second, it is of great significance to publicize the Chinese Medicine Museum in inheriting the culture of traditional Chinese medicine [11]. Community health service centers are crucial as the first line of defense for public access to health services. Above this, we will integrate the traditional Chinese medicine culture and carry out themed cultural activities such as Paste Festival, Traditional Chinese Medicine Health Service Month, Laba Health Culture Festival, "Winter Disease and Summer Treatment", Sanfu Paste, etc., so as to strengthen the mass dissemination of traditional Chinese medicine, tell the story of traditional Chinese medicine well, and carry forward the culture of traditional Chinese medicine. This move can make traditional Chinese medicine health infiltrate all aspects of the public, and the traditional Chinese medicine culture can penetrate all aspects of life.

Third, break down the barriers of division and provide team-based services. The implementation of the Dongyang model can break down the barriers to separate treatment in general hospitals. Establish a patient-focused and patient-centered medical team [5]. The whole team cooperates with each other and provides patients with long-term uninterrupted and personalized health management services. Chinese medicine nursing mode implements perfect Chinese medicine health management in the community; Provide long-term care and after-sales service for patients with common diseases, frequently-occurring diseases and chronic diseases, and provide real-time, dynamic and personalized health assessment and maintenance to help patients improve their quality of life.

4.2 Insufficient

First, optimize the allocation of medical and health resources. With the country's vigorous construction of community health service centers, China's community health service centers have achieved a qualitative leap in both quantity and quality. However, there are still problems such as poor allocation of medical resources, insufficient medical resources and effective solutions to people's emphasis on physical examination over maintenance. In the past, some studies have pointed out that the main problem facing traditional Chinese medicine technology in the clinical application is the lack of reasonable application of traditional Chinese medicine technical resources. In the actual situation, the community health service center is understaffed, the actual space is small, and the equipment is not perfect, resulting in a reduction in the level of prevention and treatment of traditional Chinese medicine diseases.

Second, use traditional Chinese medicine thinking for diagnosis and treatment with Western medicine thinking. The level of prevention, control and treatment of traditional Chinese medicine professionals in community health service centers plays a decisive role in the curative effect of follow-up traditional Chinese medicine services. Under normal circumstances, community health service centers only carry out conventional theoretical and technical learning, work and management activities of traditional Chinese medicine in the hospital, which is difficult to accommodate the actual situation of medical personnel for comprehensive consideration, which is not conducive to improving the level of traditional Chinese medicine services [8]. After on-site investigation, the number of relevant personnel in community health service centers is relatively small and there is a gap in

academic qualifications. Of the six medical workers interviewed, 60% had a bachelor's degree or below and did not go through systematic medical study. In the process of practical implementation, due to the shortage of personnel and insufficient time to carry out traditional Chinese medicine technology, the failure of nurses to master the theoretical knowledge and practical operation of traditional Chinese medicine technology, and the lack of doctors to issue medical orders related to traditional Chinese medicine technology are all identified as the most likely factors to hinder the popularization of appropriate technology in traditional Chinese medicine [8]. Secondly, although higher hospitals fully implement the Dongyang model, in practice, doctors still use Western medicine thinking to treat diseases by means of traditional Chinese medicine. There are no professional traditional Chinese medicine doctors in community health service centers, and most doctors follow the established template to propose an established treatment plan. Therefore, most patients only treat their symptoms and do not know the cause. The drugs used in the final treatment are not personalized by doctors, but by superior hospitals. As a result, most traditional Chinese medicine treatments are slow or even ineffective. First of all, most of the drugs used to promote blood circulation, remove blood stasis, regulating qi and neutralize qi, which are mostly positive and positive effects on the human body. Secondly, there is no talent for dispensing traditional Chinese medicine, resulting in the lack of dialectical personalized treatment. In this way, patients will face the problems of long consultation time, short consultation time and poor sense of medical experience, forming a vicious circle.

Third, the flow of people is closely related to the local residents' acceptance of traditional Chinese medicine. For a long time, the public has lacked an in-depth understanding of the healing ability of traditional Chinese medicine, and there are misunderstandings [6]: (1) attach too many legends to traditional Chinese medicine, deify it or completely negate it completely. When patients seek medical treatment, there may be situations where anger, loss and other emotions caused by the inability to alleviate the radical cure of the disease for a short period of time, which is not conducive to follow-up visits. (2) In the survey, a considerable number of residents believed that traditional Chinese medicine was too slow and time-consuming, so they deliberately avoided the traditional Chinese medicine law. (3) Most residents subconsciously believe that the treatment method of traditional Chinese medicine is decoction, and there is no concept of appropriate technology for traditional Chinese medicine, which reduces the idea of visiting traditional Chinese medicine.

4.3 Suggestions for improvement

First, optimize the resource allocation of grassroots community health service centers and make overall plans to increase policy support. Community health service centers are the first line of defense to reach the majority of residents, and community health service centers should not only serve as the executors of higher hospitals. Community health service centers should be a one-stop health service group with detailed recording of patient information and providing medium- and long-term health care functions according to disease records. This model can promote the management system reform of TCM community health service center and support the establishment and improvement of modern hospital management system in TCM community health service center.

Second, expand the scale of grassroots traditional Chinese medicine talents and continuously improve professional quality. Community health service centers should form a characteristic grassroots talent training system and strengthen the construction of grassroots talents. We can establish a talent training system that conforms to the characteristics of traditional Chinese medicine, innovate the system and mechanism of talent development in traditional Chinese medicine, and build a team of high-quality talents with characteristics of traditional Chinese medicine. At present, there are few people in community health service centers, and most of them lack more difficult knowledge in traditional Chinese medicine majors. The level of appropriate technical operation skills of traditional Chinese medicine is not good, which is not conducive to the smooth development of suitable technology of traditional Chinese medicine in the community [10]. The specific improvement of the service level can start from three aspects: First, it can give grassroots traditional Chinese medicine medical workers the opportunity to exchange the industry, strengthen the construction of grassroots talent teams of traditional Chinese medicine and the talent training platform. At present, the research on the international communication talent training model of traditional Chinese medicine focuses on the improvement and development of the training goals, classroom teaching, curriculum setting and teacher team construction. It is rarely based on employment practice-oriented research on the international communication talent training model of traditional Chinese medicine culture [1]. It is necessary to realize the integration, training and practice of schools and clinics, and constantly increase the improvement of the cultural quality of traditional Chinese medicine among traditional Chinese

medicine practitioners. Second, deepen the reform of the personnel compensation system, improve the hospital compensation mechanism, and innovate the talent training system and the incentive mechanism of traditional Chinese medicine talents. Priority is given to the evaluation of professional titles and salary treatment of traditional Chinese medicine personnel in community health service centers. Third, invite traditional Chinese medicine experts from local or provincial universities to see a doctor. We will continue to strengthen the training of talents in relevant aspects of traditional Chinese medicine. Talent training is not a day's work. Higher hospitals should provide resources for community health service centers to gradually form a talent training model at the grassroots level.

Third, deeply excavate and inherit the essence of traditional Chinese medicine, promote the integration of traditional Chinese medicine culture into mass production and life, and realize the creative transformation and innovative development of traditional Chinese medicine culture. A large number of activities such as "entering the community" can be carried out to distance the public from traditional Chinese medicine and improve the public's favorability and trust in traditional Chinese medicine. We can promote the cultural dissemination of traditional Chinese medicine on the basis of clarifying the effectiveness of traditional Chinese medicine. Interpret the cultural connotation of traditional Chinese medicine from the perspective of efficacy, or publicize the principle of the efficacy effect of traditional Chinese medicine with hand-painted, animation, videos, pictures and other cultural works, improve the recognition of the efficacy of traditional Chinese medicine, and promote the popular recognition of traditional Chinese medicine culture [1]. Guide the public to have a correct understanding of traditional Chinese medicine. The traditional Chinese medicine culture is neither deified nor degraded. Medicine cannot be finalized, let alone rigidly programmed. The success of the application of traditional Chinese medicine is directly related to the understanding and acceptance of the general public. Traditional diagnosis and treatment of traditional Chinese medicine abandons some modern high-precision instruments and looks forward to hearing and asking for diagnosis and treatment. In terms of price, the traditional diagnosis and treatment of traditional Chinese medicine prevents patients from running around for examination and other results. Because of its low cost, it is more feasible to promote it among the public.

Under the guidance of promoting China's traditional Chinese medicine culture and promoting the development of China's grassroots traditional Chinese medicine industry, the Dongyang model is an important attempt to promote the grassroots construction of traditional Chinese medicine culture, which has begun to bear fruit in many years of practice. The Dongyang model focuses on promoting the inheritance, innovation and development of traditional Chinese medicine, and integrates the construction of grassroots community hospitals with traditional Chinese medicine. After more than ten years of practice, this model has matured day by day. It can be used as a model for the implementation of the national strategy to actively respond to the aging of the population, promote the expansion of high-quality medical resources and regional balanced layout, pay attention to the health management of major chronic diseases, and improve the grassroots disease prevention and treatment and health management capabilities at the grassroots level, which is conducive to comprehensively improving the effectiveness of promoting a healthy China.

5. Brief summary

Under the background of today's era, how to promote the development of the grassroots traditional Chinese medicine industry and improve the service level of traditional Chinese medicine is of great clinical value. The Dongyang model is a coping strategy: (1) Popularize the appropriate technology, diagnosis and treatment of traditional Chinese medicine, so that the unique traditional Chinese medicine can benefit the public. It is conducive to increasing the public's awareness, acceptance and satisfaction with traditional Chinese medicine, and giving full play to the advantages of traditional Chinese medicine technology. 2) Carry forward the inheritance and innovation of traditional Chinese traditional Chinese medicine culture (3) Break down the barriers of sub-subdivision. Adhering to the people-centered concept, we provide basic, continuous, comprehensive and convenient basic health services to the public. We can set up a complete medical team to carry out medical services for the purpose of improving the quality of life from the perspective of patients themselves. This model also exposes some problems in the promotion of traditional Chinese medicine. The stereotyped diagnosis and treatment model of traditional Chinese medicine into the Western medicine diagnosis and treatment system, so that traditional Chinese medicine technology cannot fully play its role. The promotion, transformation and application system of traditional Chinese medicine should be continuously established and improved.

6. Conclusion

In summary, a good appropriate technology promotion and training model of traditional Chinese medicine can improve the cognitive level of community medical staff on the appropriate technical knowledge of traditional Chinese medicine, promote medical staff to master the appropriate technical operation skills of traditional Chinese medicine, and constantly promote the application of appropriate technology of traditional Chinese medicine in community health service centers [10]. The community promotes the Dongyang model, organizes relevant training, improves the basic theoretical knowledge of traditional Chinese medicine and the appropriate technical operation level of traditional Chinese medicine for community medical personnel, so that the traditional Chinese medicine culture can benefit the public. This model can improve the level of medical services at the grassroots level of traditional Chinese medicine and accelerate the grassroots development of China's traditional Chinese medicine industry.

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