

On the important strategic significance of accelerating the construction of 2030 "healthy China" action system from the perspective of global social development

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Abstract. With the increasing development of social and economic globalization, the living standards of people around the world have been continuously improved. While people enjoy high-quality life, it also brings huge potential health risks. Due to a series of unhealthy lifestyles, such as lack of exercise, unreasonable diet and irregular work and rest, people have gradually developed many chronic diseases such as cardiovascular and cerebrovascular diseases, chronic respiratory diseases and diabetes, which are gradually on the rise, and the threat is increasing day by day. This also increases people's health risk factors and the medical burden of the whole society on disease injury. According to the data reported in the World Health Statistics 2022, by 2020, nearly 1 / 6 of the world's adults will die prematurely due to chronic diseases; The total number of deaths from chronic diseases accounts for more than 60% of all deaths, and the number of people who lose their lives due to chronic diseases accounts for about 38 million every year (WTO data source). It can be seen that chronic disease has become a common problem faced by all countries in the world. It has become an urgent task for global public health to introduce relevant response measures and take relevant actions to reduce and curb the growth trend of chronic diseases. Spain's El Pais once reported that half of the countries in the world lack plans to combat chronic diseases. Therefore, accelerating the construction of the 2030 "healthy China" action is of great strategic significance for improving the prevention and control of chronic diseases and improving the health level of the whole people.

Keywords: Global chronic diseases; social development; health policy; public administration; computer technology; health education; Intelligent management.

1. To analyze the development and prevention of chronic diseases from a global perspective

1.1 Development status and prevention of chronic diseases in Europe, America and Southeast Asian countries

As we all know, as developed countries with earlier urbanization and industrialization, European and American countries have great differences in diet, work and economic level compared with developing countries. Due to the relatively high level of economic development in western developed countries, as well as geographical conditions, historical environment and other factors, some emerging industries have gradually replaced traditional agriculture and handicrafts, forming an economic development industry centered on industrial construction and technology construction in emerging fields. As a result, the vast majority of European and American people do not need to do high-intensity physical labor, but use the common office work, information office The working mode of flexible office is the main one. This sedentary work style greatly reduces people's physical activity, leads to people's lack of exercise and physical activity, accelerates fat accumulation and obesity, and easily leads to obesity related chronic diseases, including increasing the risk of chronic diseases such as hypertension, hyperlipidemia, type 2 diabetes, cardiovascular and cerebrovascular diseases, which are preventable. At the same time, the working style of long-time indoor office and sit in office will

undoubtedly increase the proportion of such people ordering takeout and eating fast food. The unreasonable eating habits such as high salt, high sugar and high fat are also one of the important risk factors for obesity and chronic diseases. According to the relevant statistics of the global obesity Federation, 36% of British people have insufficient physical exercise, which is far lower than the average level of Western European countries. Among them, the obese population in Britain, the United States, Canada, Australia, New Zealand and other countries accounts for about one fifth of the total obese population in the world, and the situation is not optimistic. As a western developed country where health management rose earlier, it has now formed a scientific and perfect health management system centered on disease prevention and public health services, and has achieved remarkable results and practical benefits. Taking the United States, which initially proposed the healthy people action, as an example, to promote the health prevention of the people with the goal of "preventing diseases, saving lives and improving the quality of life", it has been able to effectively identify and control the disease risk factors affecting people's health, so as to reduce the risk of chronic diseases, reduce the government's medical expenditure and financial burden, and improve the national health level. Because the health management service model has the benefit of three parties and can coordinate the health resources to achieve efficient and reasonable allocation, it has been accepted by more and more Americans. Now, the health industry in the United States is developing rapidly and showing a good development trend. As early as the 1990s, Germany, Britain and other developed countries also explored the establishment of different forms of health management systems, especially in some countries with serious population aging, the development of medical and health industry is particularly important. In addition, as an East Asian country with a highly aging population, Japan has a strict intervention system and a unique health management model in the face of elderly care, chronic disease prevention and health services. It is the first country in Asia to carry out health management; The health market demand of Southeast Asian countries such as Malaysia and Thailand has also continued to expand. From the perspective of global social development and health economics, the development of health industry is of great significance to the prevention of global chronic diseases, the improvement of residents' health level and the government's medical burden.

1.2 Development status of chronic diseases and health industry in China

Compared with the European and American countries and some developed countries, China's development in the health industry started late, but the service demand is obvious. According to relevant statistics, the aging phenomenon of China's population is getting worse and showing an upward trend. According to the census data, China's population aged 60 and above is 178 million, accounting for 13.26%, of which 119 million are aged 65 and above, accounting for 8.87%. It has entered an aging society. In addition, various chronic diseases such as hypertension, hyperlipidemia, hyperglycemia and coronary heart disease are common in the medical clinic of China, there are more and more chronic patients and sub-health people, which seriously threaten the health level of Chinese residents. Many of these chronic diseases are preventable and controllable. Relevant studies show that chronic disease deaths mainly occur in low-income countries and low-income countries, of which low-income countries account for more than 70% of the total number of chronic disease deaths. As one of the developing countries, China has made initial achievements in the development and construction of the health industry. However, due to the late development and the impact of some objective factors, it can only reach the basic service level, and the service system and development scale are still imperfect. It is impossible to carry out detailed health tracking and professional management guidance for some special groups and sub-health groups, and there are certain shortages and deficiencies in the development process. For example, most hospitals and physical examination institutions now have special health management departments, which can provide different types of health examinations according to different service objects. Meanwhile, professional health managers provide various customized health plans according to different types of service objects and physical examination conditions. However, health management is a long-term and dynamic supervision and management work, and tracking services are often required, However, according to the current scale

construction, human resource allocation and development level of the domestic health management industry, most regions are not enough to provide long-term follow-up "multi-directional, individualized and professional" health services for individual health service objects. Therefore, it is difficult to promote the "low cost, high efficiency and accuracy" of health intervention. Therefore, it is of great significance to accelerate the construction of a scientific and perfect health service system and cultivate professional and composite health industry skilled personnel to promote the construction of chronic disease prevention and health and elderly care services, which can effectively reduce the risk of chronic diseases and alleviate the increasingly severe trend of population aging. According to the current situation of domestic health service demand and development forecast, it is estimated that about 10 million health industry related talents will be needed in the next 5 to 10 years, and the demand for professional health managers may exceed 2 million. Previously, the "healthy China 2030" planning outline issued by the State Council in 2016 A series of policy documents such as the 2018 health management Blue Book: China's health management and health industry development report can also show China's long-term goals and overall planning for the development of the health industry in the future.

At present, China's health industry tends to develop relatively slowly. At present, the development of China's health industry shows a good development trend of "large demand", but there is also a phenomenon of "post setting and shortage of professionals", mainly because the system construction of the health industry in the medical and elderly care system is not perfect at the current stage. For example, a nursing institution has nursing personnel posts, rehabilitation personnel posts, and nursing workers posts, but no special health management professional posts, no special formulation and distribution, etc., which makes many young people not very familiar with the status of this post, leading to the failure to attract more professional health industry talents. In general, China's health industry has broad prospects for development in the future. With the development of society, the demand for talents in this field in China's health industry will become increasingly urgent, and the demand for talents in this field by society and medical and elderly care institutions will also increase. The development of health industry talents can not only lay a talent reserve foundation for preventing population aging and responding to the strategy of building a moderately prosperous society in an all-round way, but also improve the health level of middle-aged and elderly people, and provide them with scientific and effective health intervention measures to provide more health protection for the elderly.

2. The influence of public health policy on the construction of "healthy China"

At present, China's public health policy is mainly based on the medical and health service system, and has achieved remarkable results in medical security, health services, drug supply, etc. especially during the outbreak of covid-19, in the face of public health emergencies, it can timely and effectively control the large-scale spread of the virus, demonstrating the effective prevention and control measures and uniqueness of China's public health policy, However, it also reveals some shortcomings and problems of China's public health policy. For a long time in the past, China's medical and health services mainly insisted on "treatment" and ignored the importance of "prevention". Through the occurrence of some epidemics, infectious diseases and chronic diseases, we can see the inadequacy of China's public health service system in the prevention work and the existing policy problems. The most important way to control infectious diseases is to control infectious sources, and the most important way to control chronic diseases is to strengthen prevention. Therefore, effective prevention and control can reduce the risk of some diseases to a certain extent, which requires the continuous coordination and improvement of China's public health service system policies. It is necessary to ensure the medical service level of citizens, It is also necessary to realize the prevention of diseases and the promotion and management of health through corresponding policies and measures. Therefore, in order to fundamentally reduce and control the incidence rate of epidemics, chronic diseases and other diseases and improve the health level of the whole people, we must start with

policies, take the public health service system as the starting point, and take the public health policy reform as the means to achieve the goal of disease prevention and social health problems, and constantly strengthen and improve the current public health service system and coordination and cooperation mechanism, We will closely integrate public health services with citizens' personal health needs, maximize the elimination of health risk factors and potential risks, and maximize the physical and mental health and quality of life of the whole people.

According to the "healthy China 2030" planning outline issued by the State Council in 2016, it is emphasized that the public health service system will focus on prevention and combine prevention and treatment, and it is proposed to strengthen public health services covering the whole people. Therefore, public health policies, service systems and other relevant factors have a far-reaching impact on the construction of the 2030 "healthy China" action. Deepening the reform of current health related public policies and issues, and constantly improving and improving the public health service system will help accelerate the construction of the 2030 "healthy China" action system and promote the realization of long-term goals. Public policy is a national behavior and the basic way for the government to manage the society, serve the people and develop the society. The reform of public health policy must be combined with the development level of national health, the basic national conditions and relevant actual conditions, and rely on the government, society and health departments at all levels. Only in this way can we better promote and implement the development of China's health industry and improve the level of national health services.

3. Exploring computer "Internet +" intelligent health management mode and relevant international experience analysis

As the existing medical service and health service system are far from meeting the needs of people's daily life, with the gradual increase of elderly chronic patients and sub-health people and the gradual improvement of people's awareness of health, the traditional hospital treatment service can no longer meet people's needs for health. Especially in the era of aging, many young people are busy working outside and often not around the elderly, as a result, some middle-aged and elderly groups and the elderly with inconvenient physical activities cannot get timely health care and monitoring. This requires that a new comprehensive intelligent health management mode integrating "prevention and monitoring + intelligent service + health intervention" must be explored and established in the original medical service system, and the intelligent health service and management system should be integrated into the traditional medical and health service system to carry out long-term Dynamic monitoring and management, and try remote health management services through relevant computer information technology. For example, for some elderly people who have inconvenient physical activities or whose children are not around for a long time, remote data monitoring and sharing can be used to enable health management personnel and their children who are not around to know the physical health status of the elderly in a timely manner through different places, Through the systematic pre diagnosis and pre analysis of physical diseases, the goal of early detection and early prevention can be achieved, and deeper health management services and convenience can be provided for them. The exploration and establishment of this intelligent health management mode need to closely combine the Internet advantages in the era of big data, adhere to the core of "controlling risk factors", take "convenient data and human service" as the guide, The intelligent health mode can realize the health service process of "continuous monitoring, long-term dynamic and cyclic", and provide accurate intelligent health management and individual health services for all kinds of people. Taking the elderly living alone with their children often away as an example, through this intelligent health management mode, it can realize that the children can also timely understand the health data and physical conditions of the elderly living alone at home in different places, not only achieve the goal of reducing the health risk of the elderly, but also reduce the regret of the children for accompanying the elderly at home, and truly achieve "humanization" and "practicality" to serve and

help the middle-aged and elderly groups and people in need, So that everyone can enjoy the convenient services and healthy life brought by the smart health model.

The intelligent health mode can realize voice service, data monitoring, analysis and evaluation, tracking and intervention, health guidance, nutrition science popularization and other functions through the intelligent network system, which is more superior to the traditional health service system. For example, the traditional health guidance and nutrition department usually focus on community publicity lectures, which are mass communication aimed at the physical conditions of most middle-aged and elderly people, and do not have individualized health guidance. The intelligent health management mode can provide individualized analysis and assessment and health guidance according to the different physical conditions of each person and their own health monitoring data, Through the intelligent system, we can provide reasonable individualized meal plan and intervention measures for them, so that the service is more comprehensive and the management is more reasonable. Through this intelligent health management mode, the "five transformations" of the original medical service system can be realized: the transformation from simple diagnostic medical type to compound disease prevention type, the transformation from treatment centered to health centered, the transformation from one-sided physical examination type to health management type, the transformation from short-term type to long-term dynamic type, and the transformation from traditional type to artificial intelligence type. Through the health data, the value of data sharing, intercommunication and timely updating can be realized in the medical information systems of different regions and hospitals, which can reduce unnecessary repeated inspections, and also enable the health management personnel to timely understand the health data dynamics of the service objects, so that they can carry out more accurate and reasonable health intervention services in combination with clinical characteristics, so as to better promote their physical health level. According to relevant international experience, the British government has tried to establish digital platforms NHS digital and nhsx to promote the digitalization of elderly care, so as to improve the quality and efficiency of health services and promote the scientific and technological innovation of the medical care service system. In addition, the United States is also one of the first countries in the world to explore smart health care services. In the United States, relying on the professional health care service network, the professional and networked home-based health care service mode enables the elderly to enjoy more comfortable and convenient elderly care services at home, which is very popular. In the future, they will also consider using more advanced digital information technology and high technology to provide more comprehensive technical support for the medical care and health service system.

4. Conclusion

To sum up, accelerating the construction of the 2030 "healthy China" action system and exploring the establishment of a smart health management mode of "combination of medical treatment and prevention" will help to build a more scientific and perfect health service system, better meet the needs of future social development, and realize the needs of people of different ages for health services at different levels. In addition, the development of a more comprehensive medical care and health service industry, whether in the medical system, the elderly care service system or other fields, has extensive application value, promotes the vigorous development of health prevention and health management, and has extremely important strategic significance for improving China's overall health level and coping with an aging society.

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