Review Article

Analysis of the "Internet +" Integrated Operation and Management Mode of Medical and Nursing Care Services

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Abstract

With the increasing number of China's aging population, the pressure of China's pension will continue to increase, influenced by the traditional culture, the country's main pension model is home pension, social pension only plays an auxiliary role. However, with the change of The Times, the family structure is constantly changing, and the concept of family pension is also gradually disintegrated, and more and more elderly people begin to pursue a higher level of pension lifestyle. But at present, the whole pension industry in China is still in a primary stage, and the supply and demand is seriously unbalanced. With the application and development of Internet technology, the "Internet +" pension model is the future trend, which can alleviate the pension difficulties in China to a certain extent. It is in this background, based on the medical integration operation mode analysis, summarizes the purpose and significance of the Internet wisdom endowment platform, from the health care service model, remote medical service mode, the third party medical service model, the third party drug distribution mode analysis wisdom pension platform model, and put forward the corresponding business strategy.

Keywords: Internet +, Medical and Nursing Services, Operation, Management

Introduction

With the development of high and new technology, the Internet has been integrated into the lives of thousands of households. In the process of continuous evolution, the "Internet +" industrial model arises at The historic moment. Everything in modern society is inseparable from the Internet, especially for medical treatment. At present, in China's national conditions, the allocation of medical resources is uneven, The contradiction between supply and demand in pension institutions is prominent, Problems such as

medical treatment, care and rehabilitation for the elderly are troubled, And the emergence of a new pension model, To alleviate the related problems to some extent, So, in the context of the overall environment, Build a "Internet +" integrated medical and nursing care service platform, Be able to connect hospitals, nursing homes and home elderly into the platform, Using medical information-related technologies, To realize the data interaction and real-time view and other functions, The platform relies on government agencies and pension complexes, Link to the three-level structure of "elderly care complex-community elderly care service center-home elderly care", Build an integrated "combination of medical care" service mode.

Analysis of the Integrated Operation mode of Medical care Based on Business Strategy

It mainly involves market positioning analysis, target customer selection, price strategy and promotion mode analysis. On this basis, the strategies and methods of building the "Internet +" operation platform are explored and studied.

Market Positioning

The operation of the integrated medical and nursing institutions needs to be carried out according to the market positioning of the institutions themselves. For institutions with integrated medical care, the market positioning is the position of the institution and the services it can provide in the pension market. Whether public nursing homes or private institutions need to identify their own positioning in this market, and build their own brand image according to the needs of the elderly for medical care services, so as to achieve the greatest strategic advantages.Internet + " under the background of medical combination mode is mainly supported by medical data information, online and offline medical pension information is a kind of medical resources and social resources, the network information office into the contemporary medical combined system, multi-level considering the needs of the contemporary elderly, through data sharing and convenient processing to alleviate the contradiction between the elderly supply and demand service, integration [1].

Target Customer Selection

The main target customer of the integrated medical and nursing institutions is the elderly. With the progress of society, more and more young people begin to take the initiative to choose pension institutions for their parents, so in addition to the elderly, young children are also a large customer group of institutions. Therefore, when formulating operational strategies, institutions need to determine which part of the target customer group is, and then analyze the operational strategy [2].

Price Strategy and Promotion Method

The main business income of ordinary nursing homes is the bed fee and nursing fee, while the main business income of the integrated medical care and nursing care institutions is also the treatment fee and drug cost of the medical part. For different levels of target customers Point, the price strategy formulation and promotion of medical care institutions also need a variety of schemes in parallel.

Develop different pricing strategies according to the focus of different target customers.

According to the above concerns of different elderly residents, institutions can develop corresponding price strategies and promotion programs."Internet +" medical integration institutions are not only to complete the medical and maintenance work, more important is to realize the strategic development of institutions, in today's rapid development of information, if there is not a complete Internet information platform, then the existing medical integration can only be a simple medical and pension, did not really realize the organic combination of the two.In fact, the medical integration is not a simple medical and pension together, like the combination of horse and donkey will produce a new species mule, the combination of medical is actually a new product between medical and pension, so how can continue to play its light and heat, growing pension undertakings in our country, at this time you need a complete "Internet +" medical integration operation platform.

The Purpose and Significance of the "Internet +" Smart Medical care Platform

In order to realize the data exchange between users, platforms and institutions, to meet the needs and interests of both parties, the family, community and medical institutions and various third-party institutions are organically unified, so as to achieve the comprehensive integration goals of family care, community maintenance and institutional medical care. First, the speed and efficiency of information screening and matching can be improved with the help of big data platform. Second, it can provide a variety of choices for the elderly to facilitate the elderly to operate freely on relevant platforms and mobile APP; third, it can realize real-time observation and monitoring of the elderly (Figure 1).

The Purpose of the "Internet +" Smart Medical Care Platform

Build "Internet +" wisdom medical platform is in order to realize the data exchange between users, platforms, institutions, less information asymmetry of interests, at the same time all information through the platform can effectively reduce the cost of communication, would need to be offline transactions through the online Internet, greatly improve the processing efficiency. The value function of "Internet +" smart medical care operation platform lies in effectively integrating the needs and interests of both supply and demand parties, Family, community, medical institutions and various third-party institutions are organically integrated to realize family care and community care Comprehensive integration objectives of nursing and institutional medical care.

The Significance of the "Internet +" Smart Medical care Platform

"Internet +" wisdom the establishment of medical platform, from the source to solve "medical cannot raise, does not contain medical" dilemma, combining medical and pension organic, nursing home no longer need to invest a lot of medical resources, hospital also need not for elderly patients with chronic disease hospitalization problem, the government supervision platform to access to the platform of all institutions and the old man for data monitoring

and analysis. The resources entering the "Internet +" smart medical care integrated operation platform can be shared, effectively solving the problem of lack of professionals; medical care is no longer separated, sharing real-time data and supervised by the government; and no longer need to build both medical and pension insti-

tutions, to solve the current situation of institutional investment, long return and imperfect foundation; and the full operation and medical insurance can realize full payment and direct settlement with medical insurance, thus solving the pain points of imperfect nursing home payment system.
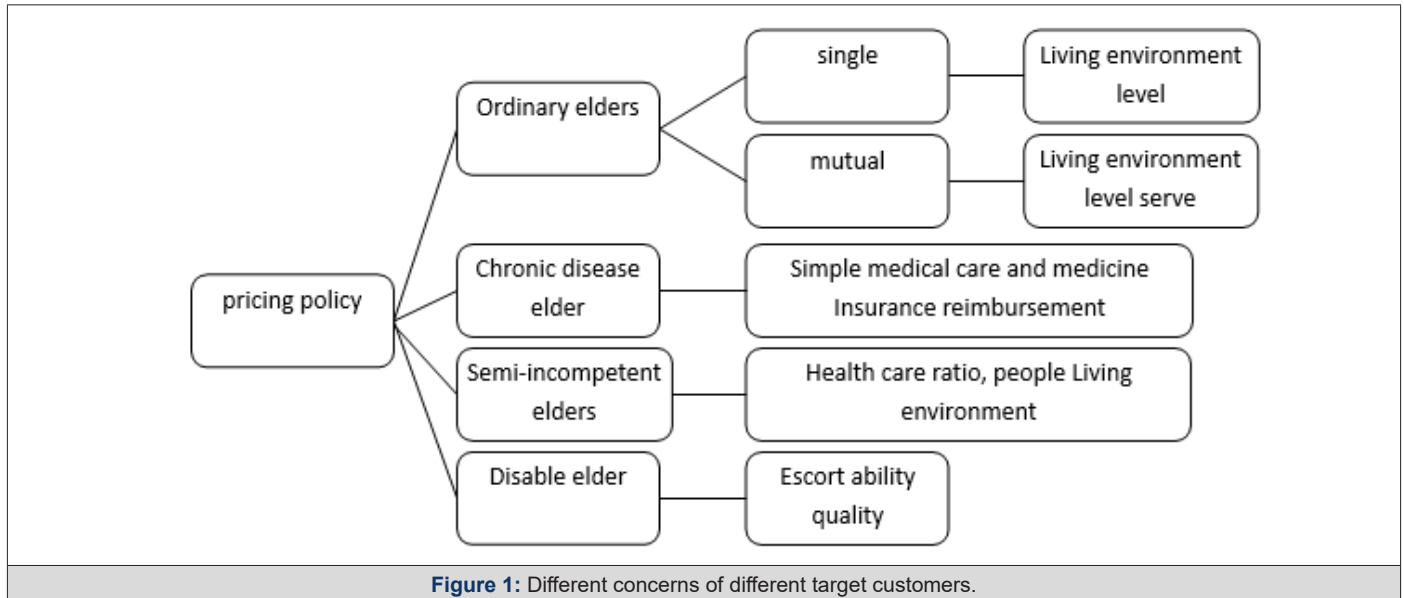

Figure 1: Different concerns of different target customers.

Platform operation, online consultation and other new Internet models are no longer limited by resource allocation, 4th and 5 tier cities can also enjoy superior resource supporting facilities; government agencies no longer multiple management, the construction and operation of the platform can be controlled in place.

"Internet +" Smart Medical and Care Platform Architecture Mode and use Role

Health Care Service Model

Health care service mode mainly relies on medical platform operations and medical service institutions, by the service demand subject through medical platform to medical institutions for health care needs, such as appointment registration, health consultation services, realize the "home" of health care, and can provide relevant information for public administration departments to facilitate information management, policy formulation, etc., health care service mode as shown in the figure below (Figure 2).
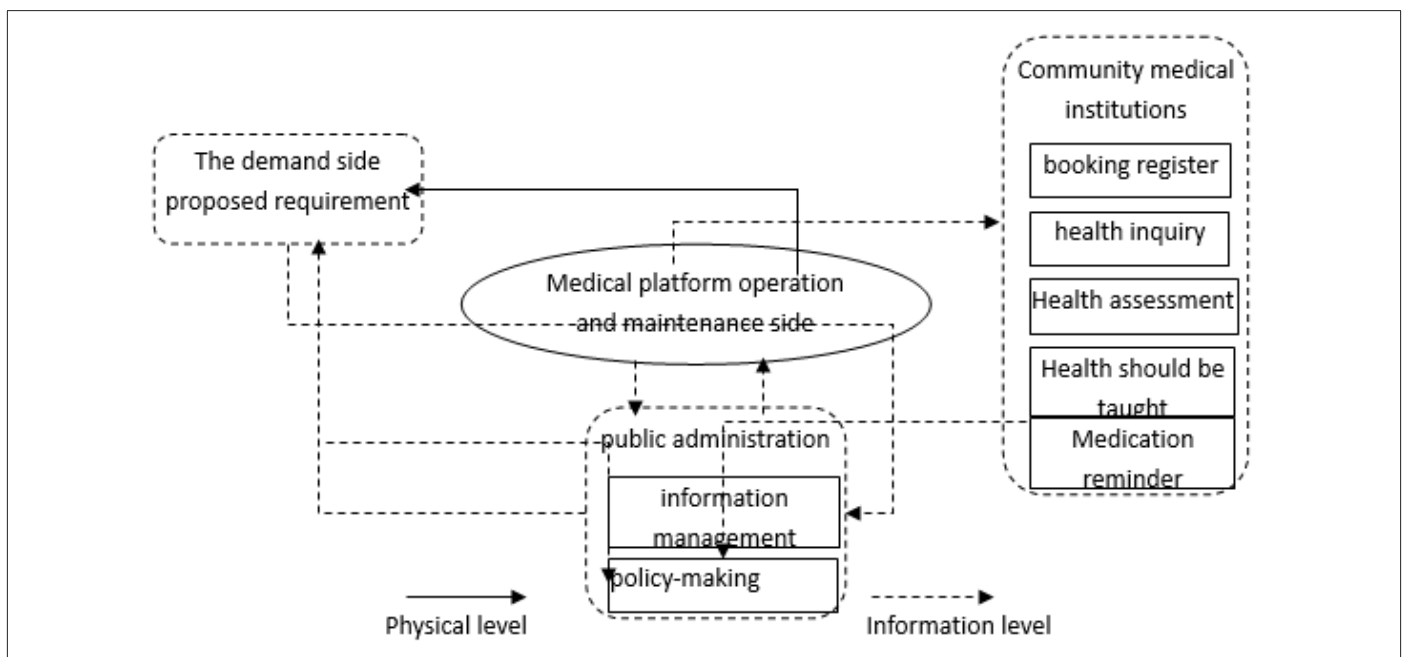

Figure 2: Health care service model.

Remote Diagnosis and Treatment Service Mode

The remote diagnosis and treatment service mode means that the demander carries out remote and interactive diagnosis and treatment of examination, diagnosis and treatment activities with medical institutions through computer and network technology. To realize the online consultation and communication between pa- tients and doctors, complete the disease diagnosis and treatment, chronic disease monitoring, appointment examination and other medical services, and can feedback the appointment examination information, and realize the "home" of disease treatment. The re- mote diagnosis and treatment service mode is shown in the follow- ing figure below (Figure 3).
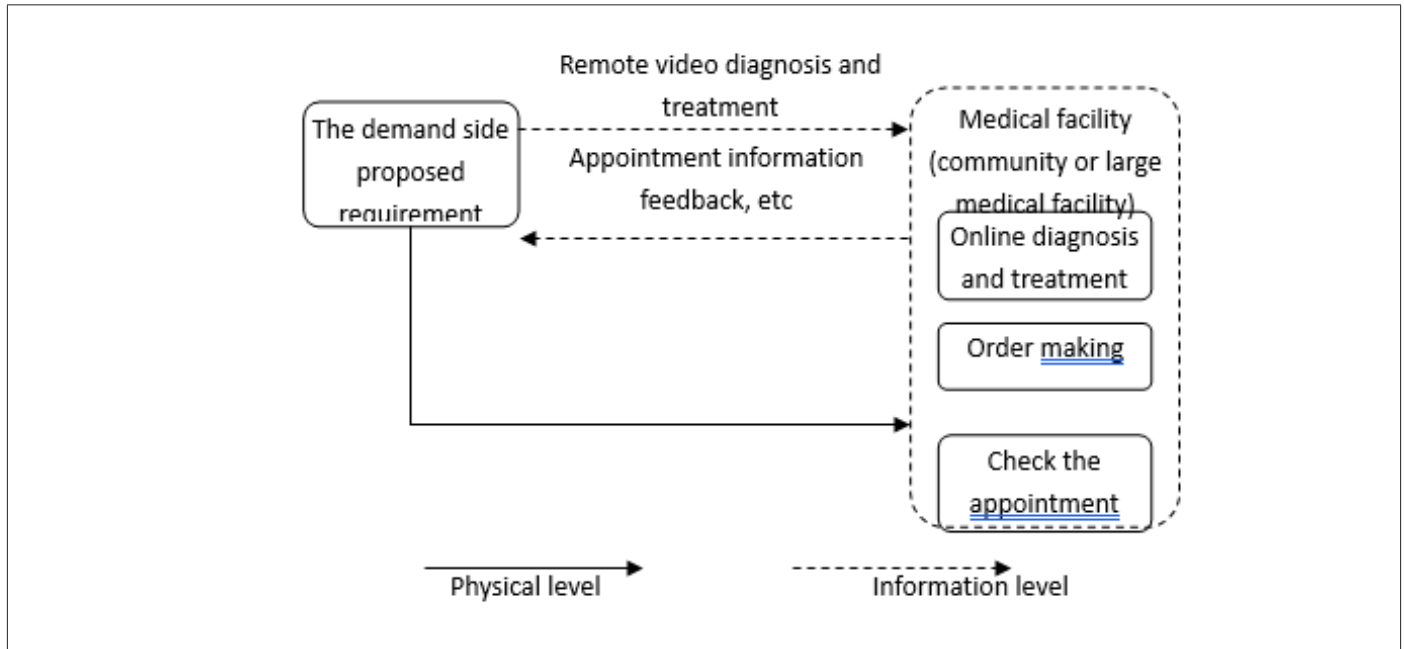

Figure 3: Remote diagnosis and treatment service mode.

Third-Party Medical Service Mode

According to the diagnosis and treatment results and medical orders, relying on the three-party operating company, we realize the home health service, exclusive nursing, nursing evaluation, sim- ple diagnosis and treatment for the elderly, etc., including injection, dressing change, rehabilitation nursing, rehabilitation therapy, rehabilitation physiotherapy, etc. The third-party medical service mode is shown in the figure below (Figure 4).
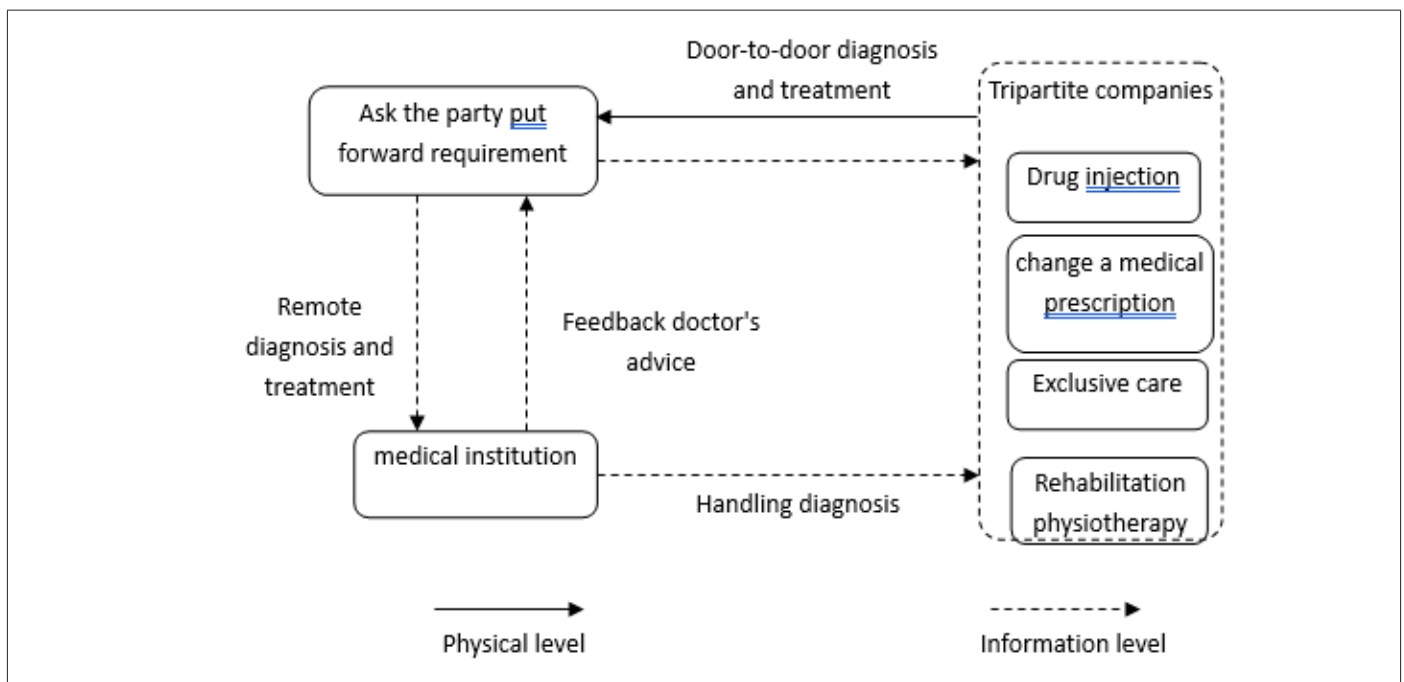

Figure 4: Third-party medical service mode.

Third-Party Drug Distribution Mode

The third-party drug distribution process is mainly based on the results of remote diagnosis and treatment or hospital examina-

tion and imaging examination. After comprehensive diagnosis, the third-party drug distribution is realized according to the hospital prescription results. The process is shown in the following figure (Figure 5).
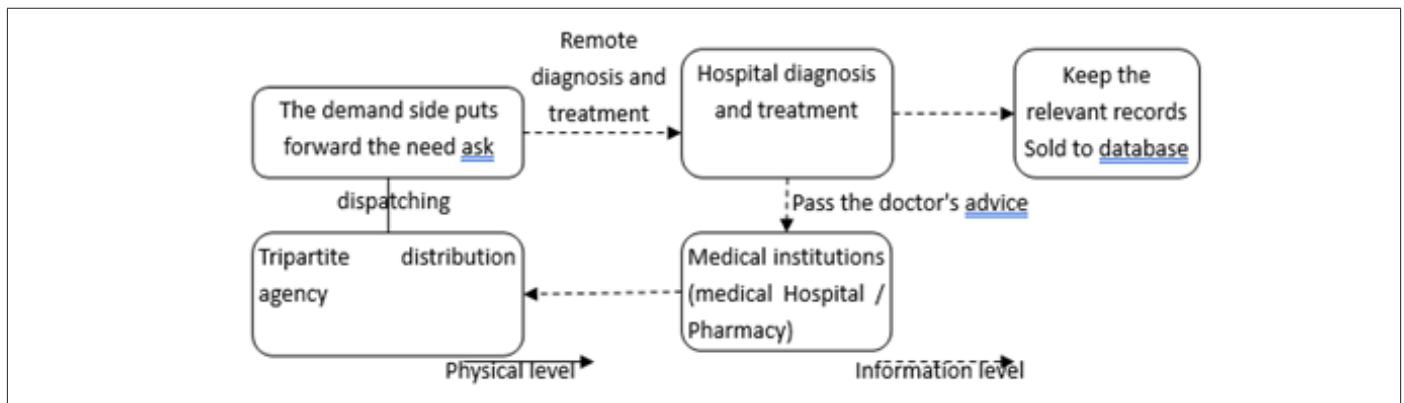

Figure 5: Third-party durg distribution mode.

Operation and business scope of the "Internet +" smart medical and care platform

Service Functions of "Internet +" Smart Medical Care Platform:

1. Service function of personal home care platform

The most important users of the "Internet +" smart medical care platform are the elderly people who need to use the Internet to

realize pension and medical care. At the same time, it also supports the relatives and families of the elderly to use it together, such as medical treatment information, catering meal information, pension activity information and so on. The platform is mainly oriented to all the elderly and their families, with different physical conditions and psychological expectations and needs. Therefore, personalized services should be provided to meet the needs of different groups of people (Figure 6).
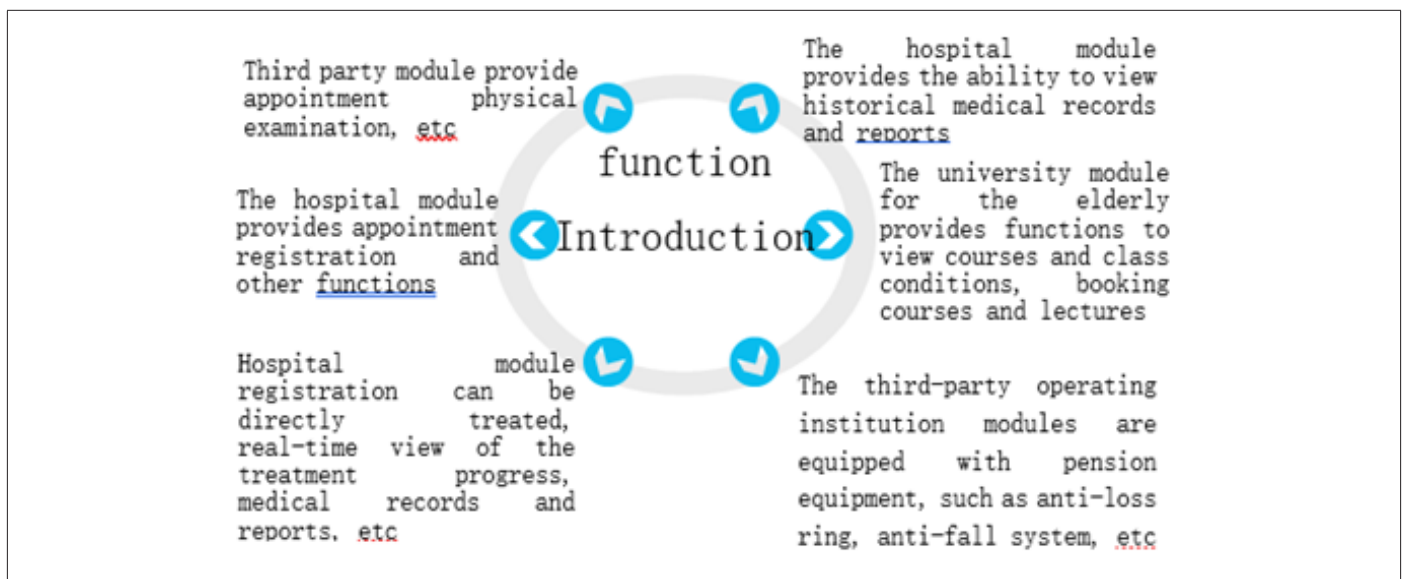

Figure 6: Introduction of the service function of the personal home care platform.

2. Service function of the community elderly care platform

Different from home care, some community care elderly people are more inclined to have optional packages, which can directly make an appointment with the hospital they want to go to and pay online fees. The community pension platform mainly lands in the community activity center pension module, You can check their own pension status, pension services (including daily care, meals, rehabilitation training, examination, community activities, etc.); Pay the fees according to the selected package; If the elderly care

services provided by the community do not meet the actual needs, Adements may be made, Third-party inspection, etc. (the third-party inspection booked through the community module is different from individuals, Individual appointment is made through the community appointment, You can check before pay, And there will be discounts, The community can cooperate with third parties); Hospital appointment registration can be made through the community module, Hospitals can work with the various communities, Reserve the 1-5 numbers for the community, Can meet the needs of the community service center for a medical appointment (Figure 7).
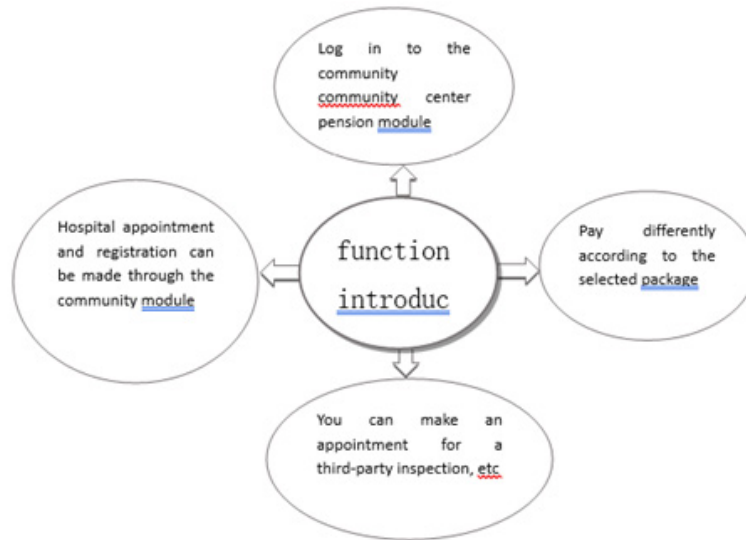
Figure 7: Service function of the community elderly care platform.

3.   Functions of the institutional elderly care service platform

What the elderly in institutional care need more is full automation, without the need to carry out more additional operations and processing, and they can view and change in real time. The institutional elderly care service platform can choose the services of nursing homes on the platform, Select the different nursing homes and finally choose the nursing homes that you want to live in; After entering the nursing home, you can check your own check-in service and daily care arrangements; The agency management module can keep the inspection report and check-in package of each resident elderly person, Monitor the physical conditions of the elderly in real time; The occupancy package can be changed at any time accord-

ing to the physical changes of the elderly; Nursing homes can work with general hospitals, When the elderly have medical needs, Now the pension institutions for a simple inspection and processing, Through the form of "referral", directly push the situation of the elderly to the hospital and actively make an appointment for registration; When the elders have inspection needs, Can be pushed to the third-party testing institutions, And take the initiative to make an appointment for registration; For the elderly with chronic diseases, Cooperation with self-run pharmacies, In the form of prescription prescriptions, Push the medical records of the elderly to pharmacies, For drugs for a long period of time (for example, one year, half a year), Through the form of regular delivery to the nursing home, etc (Figure 8).
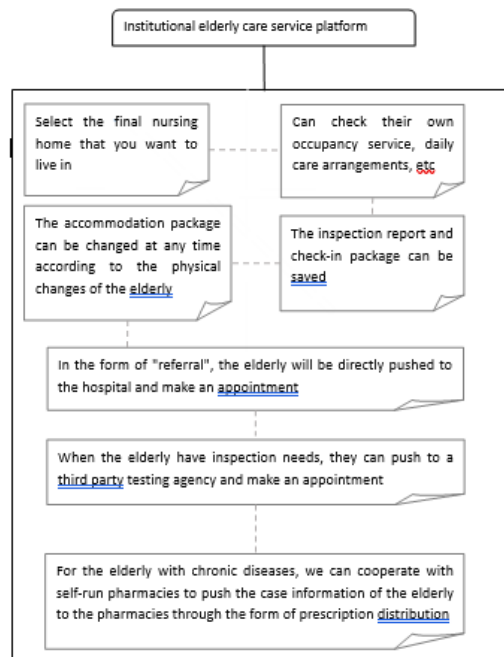

Figure 8: Functions of the institutional elderly care service platform.

Operation of the "Internet +" Smart Medical care Platform: The establishment and operation of the platform are inseparable. The establishment of the platform can be a software technology company, but the operation of the platform is certain It is the relevant operator of the pension institutions. See Table 1 for the introduction of the platform operation subject and related functions. As the rapid development of information technology in modern society under a medical integration completely covered platform, medical and organic combination of medical and pension, on the basis of the medical, both meet the diversified material needs of the elderly, and meet its growing spiritual needs, through the information platform and high-tech technology to realize the integration of medical and maintenance services (Table 1).

Table 1: Introduction of related functions of the platform operation subject.

Subject of Operation	Function
The government is mainly built and operated	The government can lead the construction of the platform, so as to connect the street, district and city pension institutions to the platform, and realize the real-time communication of all the elderly data. When the elderly have the needs, the platform can also realize the appointment registration function, and truly realize full information coverage, whole system support, full business information, and data of the whole population.
Pension institutions are self-built and self-operated	Usually suitable to large community pension institutions center, such as Shanghai weeks street zou Ping road endowment complex project, is self-built proprietary, can help the elderly online medical, pension, rehabilitation, domestic service, daily care integration of services, effectively help the elderly to solve the plight of medical pension.
Third party operations	These institutions and the companies do not have independent pension institutions by themselves, but they have a complete operation and management plan that can realize the entrusted operation for the pension institutions. The coverage of "intelligent equipment of the" Internet of Things " that can be realized by pension institutions can cover smart bracelet, smart ECG monitoring, anti-lost network, etc., but the ordinary elderly people at home care does not reach the Internet Unicom.

Operation Strategy of "Internet +" Smart Medical care Platform: As a platform fully covering the integration of medical and nursing care in the modern society with the rapid development of information technology, its own goal is to serve customers well, so that the elderly in various forms of pension can enjoy the convenience of the new medical care mode under the Internet. It on the basis of basic pension services, focus on realizing medical services, makes the elderly can not only secure pension, more can secure medical, break through the traditional medical and pension separate state, for the elderly various disease clinical diagnosis and treatment, provide timely, convenient, accurate medical services, combining life care and hospice care, through the information platform and High-tech technology to achieve medical treatment, maintenance, integrated services.

Customized Exclusive Medical Care Plan: The operators of the platform should formulate medical care plans exclusively for each elderly according to the particularity and needs of different elderly users. The medical care plan includes the basic information of the elderly, nursing level, details of the check-in plan, physical examination plan, treatment and rehabilitation plan, meal plan, meal plan, and university courses for the elderly and other information. The elderly with home care can provide exclusive home medical care programs, which do not include information such as check-in packages, and the rest can be included.

Equipped with Intelligent Equipment: The platform will provide different intelligent devices according to different elderly people, such as a configurable intelligent care system for home care, which can identify the status of the elderly at home through intelligent perception, and help the elderly at home to solve the problem of medical care through telemedicine, remote consultation, shared care, one-key call, missing positioning and other functions. The elderly can help the elderly solve the difficulties in medical care more effectively through all the smart devices in the institution.

Exclusive Care Workers: The platform can provide shared nursing services, providing different services for different elderly people. The elderly with home care can choose the regular care and service content, and the providers of these services can also provide escort services for other elderly people at other times. The elderly with institutional pension can directly choose the corresponding maintenance service and service providers in the institution, and can evaluate and score the service quality and service effect of the provider. This score is finally reflected in the selected page of the service provider. The higher the score, the greater the chance to be selected.

To Achieve Seamless Care Services: No matter which kind of pension model, the platform can achieve seamless care services. Institutional pension of the elderly can through real-time access to physical condition and nursing records to follow up the elderly physical condition, weekly doctors to physical examination and tracking treatment, the elderly home endowment elderly through intelligent devices, such as intelligent glucose meter, oxygen, monitor, blood pressure monitor in real-time, on the platform can see during the change of the data, through the platform regular medical services regularly medical seamless docking, meet the needs of all kinds of pension for the elderly.

Improve the Management System: There are many access users and users of the platform, so it is necessary to formulate different use norms and entry rules for different users and participants, so the management personnel need to formulate a complete management system. Platforming ensures the accuracy and timeliness of all data, greatly improves the management efficiency of manage-

ment personnel, and reduces the management costs. At the same time, it can provide various business and operation data for each role to query and use, and also provides strong data support for managers to provide the basis for decision-making.

Research and Develop Targeted Intelligent Pension Products: In view of the current many old people unfamiliar to Internet technology, the related industry in the development of "Internet +" medical raise combined service products, to combine the special situation of the elderly, set related platform function, design the elderly used, used, used well set intelligent, humanized, safe into one of the product [3]. On the basis of the specific situation and actual needs of intelligent pension equipment, for the elderly, relatively complete intelligent monitoring equipment and medical care facilities should be provided to effectively solve the living problems and health problems of the elderly. For the elderly in good health condition and can basically take care of themselves, some simple intelligent products and medical services can be developed to make up for or alleviate the change caused by reduced physical function through the use of smart equipment [4-10].

Summary

This chapter introduces the "Internet +" medical integration operation platform construction of related content, including medical integration operation mode analysis, "Internet +" wisdom the purpose and significance of medical platform, "Internet +" wisdom medical platform architecture mode and use role, "Internet +" wisdom medical platform main business, "Internet +" wisdom medical platform operation of the main body and strategy."Internet +" medical combination mode of traditional pension industry, medical care and emerging Internet technology, conforms to the development of The Times, and broke the boundary of the industry, make the elderly can not only secure pension, more can secure medical, through policy support, market integration, establish good propaganda mechanism, to provide better quality services for the elderly, promote the development of public health management and pension undertakings.

Data Availability

All data generated or analyzed during this study are included in this article.

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