

# Establishing Zhaoqing Medical Service System to Build the Guangdong, Hong Kong, and Macao Health Community

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**Abstract:** The construction of the Guangdong, Hong Kong, and Macao health community is not only an inherent requirement for the economic development and social progress of the Pearl River Delta region, but also an inevitable requirement for the realization of the healthy China strategy and the internationalization and modernization of medical and health care in the three cities. This article discusses answers to issues related to the Guangdong, Hong Kong, and Macao health community. It takes the construction of Zhaoqing medical service system in Guangdong Province as an entry point.

**Keywords:** Zhaoqing Community; Medical Service System; Guangdong, Hong Kong, and Macao; Sanitation and Health; Community

With the rapid development of China's regional economy, a partial, spontaneous, and non-institutional cooperation between Guangdong, Hong Kong, and Macao on sanitation and health is no longer sufficient. Although it shows an institutionalized development trend, it has not yet achieved the institutional cooperation stage. There is not yet a cooperative result of the breakthrough or comprehensive system<sup>[1]</sup>. Under the new situation, Guangdong, Hong Kong, and Macao should actively promote the free flow of health resources with a broader market to realize the optimal allocation of health and medicine resources. This paper talks about some thoughts on ways to build a community medical service system in Zhaoqing to push the development of health and wellness community in Guangdong, Hong Kong, and Macao.

## 1. Problems in Zhaoqing community medical service system

### 1.1 Low credibility

In the traditional medical and health system, community residents do not have a fully understood about the basic medical services of public health institutes, so they do not trust these medical and health service institutions. The traditional medical concept is deeply entrenched. Once they got sick, many will choose to go to large hospitals for treatment, resulting in the inability of community health service institutions to fully perform their functions.

### 1.2 The overall qualification of the staff is insufficient

The overall qualification of health technicians in Zhaoqing community health service institutions is low. The education level and professional skills of the staff are not at the same level as large hospitals. Because of the lack of perfect protection mechanisms, well-educated health technicians with professional titles can not be effectively promoted in community health service institutions. The proportion of personnel officially recruited in the health and personnel departments is rela-

tively small, and the identity of technical personnel is not clear, which greatly affects the enthusiasm of the staff.

### **1.3 Lack of a perfect system**

At this moment, most of the grassroots health service institutions in Zhaoqing community are privately invested, and there is no complete institutional system, operation mechanism, and perfect management system, which has caused the work of community health services to be limited everywhere. The health service function is restricted, and the service capacity and conditions are not kept abreast of the times. The basic health and health needs of local residents cannot yet be effectively met, which directly hinders the pace of construction of the health community in Guangdong, Hong Kong, and Macao<sup>[2]</sup>.

## **2. Establish Zhaoqing medical service system to build the Guangdong, Hong Kong, and Macao health community**

### **2.1 The government should focus on promoting the systematic development of ecological medicine**

Yibin Hou, the former member of the Standing Committee of Zhongshan City, said: "In the process of the construction of the primary health care industry in Guangdong, Hong Kong, Macao, and the Greater Bay Area, in the overall reform of the national MAH regulatory policy and regulatory system, all parts of Guangdong should actively seize the opportunity with constant improvement of the environment and service level, so as to promote the healthy and fast development of the health and wellness industry." First of all, we must focus on optimizing the service system, accelerating the systematic construction of bio-medicine based on CSO, CMO, CRO, CDMO, etc., to promote health and wellness development. The cause is developing in the context of industrialization and digitization that focuses on optimizing the development environment to lay a solid foundation for the construction of the health and wellness community in Guangdong, Hong Kong, and Macao<sup>[3,4]</sup>. Second, it is important to promote the development of medical innovation. As one of the most

representative communities in Guangdong Province, Zhaoqing Community has always been ahead of other grassroots communities in health and wellness. In order to continuously improve the quality of health and wellness, Guangdong, Hong Kong, and Macao should focus on forming synergies and establishing relevant scientific research institutions. The three cities should actively build a public technology research and development platform in cooperation to form a high-quality scientific research and innovation team. Besides, creating their innovation strength and giving full play to the advantages of financial capital are also crucial. In addition, based on the actual situation, preferential policy documents are needed to promote various preferential policies toward medical devices, bio-medicine, and grassroots special medical services. Financial incentives should be provided for the implementation of high-quality projects in the community, technological transformation, and expansion to continuously improve the construction of basic medical and health infrastructure.

### **2.2 Adhere to the community demand oriented principle and fully integrate health service resources**

With fully respect for the government's dominant position, grassroots communities must improve the structure of health resources, the level of health resource allocation and the efficiency and level of resource utilization<sup>[5]</sup>. In addition, in the process of building the Guangdong, Hong Kong, and Macao health and wellness community, attention must be given to the guidance and encouragement of private medical institutions to build a strong brand effect, high management level, strong reputation, and excellent service atmosphere. It is necessary to include them in the community health service system based on policy and financial support. In addition, it is also demanded to pay attention to innovative financing channels with more social capital investment, manpower, and material resources in community health services.

### **2.3 Strengthen operation and management to improve the quality of community health and wellness services**

With the implementation of the healthy China

strategy, China has attached great importance to the development of grassroots medical and health care. Zhaoqing community should insist on providing good services to gain the trust of community residents and breaking new ground in the development of grassroots medical and health care<sup>[6]</sup>. First, it is recommended to provide high-quality, efficient, and professional community medical services. As we all know, grassroots community health and wellness institutions are set to provide medical services such as medical care, health care, health education, and family planning for community residents. With the social progress and economic development, people's demands for medical and health services is increasing every day. Zhaoqing community and other grassroots health service institutions should insist on advancing with the times, better management models and methods, optimizing business activities that do not match the health needs of people and economic development. Therefore, it will be possible to stimulate the internal driving force of community health and wellness to speed up the construction of the health community of Guangdong, Hong Kong, and Macao.

## 2.4 Innovation performance assessment and evaluation system

The quality and level of community medical

services in Zhaoqing is directly related to the level of local medical and health development. Its importance is self-evident. At this stage, it should actively improve the community health care and security system to build a comprehensive performance evaluation mechanism, and a revenue and expenditure mechanism. It is also necessary to adopt the innovative double-line management system of service and revenue & expenditure, so as to continuously improve the standardization of the operation of financial revenue and expenditure. As shown in **Figure 1**, the modern advanced DRG management platform can be introduced into the system. With the help of modern professional financial management computer software systems, it can comprehensively improve the quality and efficiency of fund management and decision-making<sup>[7,8]</sup>. Second, attention needs to be paid to strengthen the management of fund revenues and expenditures to ensure a fair, transparent, open, and democratic management of fund revenues and expenditures. It is also crucial to optimize the performance appraisal mechanism with full play to the leverage of fund management and utilization. Last but not least, the community has to focus on improving the overall quality of health technicians by raising the threshold for staff access and introducing high-quality professionals.

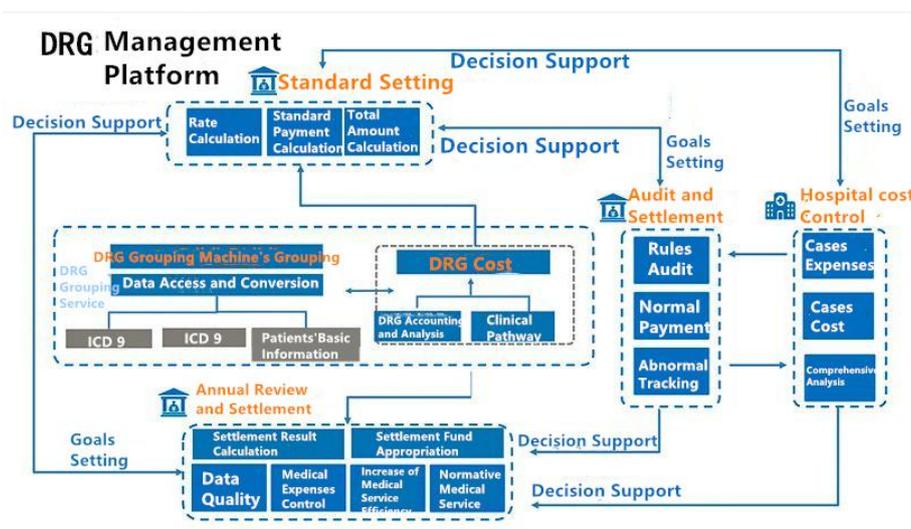


Figure 1. Operation process of assessment of diagnosis and treatment performance on the DRG management platform.

## 3. Conclusion

With the implementation of the healthy China strategy, the primary health care system is playing a more

and more important role in meeting people's health needs and accelerating the pace of social development. Under the new situation, with the integrated development of

economic, cultural, and other undertakings in Guangdong, Hong Kong, and Macao, the health and wellness department should actively establish service institutes to play a leading role in the community of Zhaoqing. Under the leadership of the government, it will thoroughly promote the health demands of people by actively innovating the performance evaluation system with continuous improvement of the quality and level of primary-level medical and health services on a solid foundation for the sound and rapid development of the local economy and society.

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