

# Research on the Development and Strategy of “Physical and Medical Integration” Talents from the Perspective of Healthy China

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**Abstract:** With the renewal of social health cognition and the continuous expansion of health demands, the convergence and integration of physical education and medicine has become an inevitable trend. However, there are still several challenges in the current talent training of “physical and medical integration”. This paper aims to explore the specific strategies to deal with these problems and provide reference for decision-making in related fields.

**Keywords:** Healthy China; Physical and medical integration; Talent development

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## Introduction

Health constitutes the cornerstone of human life and plays a key role in the sustainable development of countries. With the development of social economy and the improvement of people’s living standards, the public pays more and more attention to health issues. In the contemporary background of globalization and information technology, people’s living patterns, eating habits and exercise patterns have undergone profound changes, which have brought unprecedented challenges to human health. How to protect and improve the health status of the people has been transformed into a major issue of social concern. In this case, the strategy of “healthy China” is put forward, aiming to improve the national health level and quality of life in an all-round way through a number of policy measures and practical activities. In this strategy, the “integration of health and medicine” serves as one of the key ways to achieve the goal, and the cultivation of related talents has also been widely concerned.

## 1. The problem of talent development of “physical and medical integration” from the perspective of healthy China

### 1.1 Effective integration has’nt been established

Industrial integration is usually divided into three evolution stages: technology integration, business integration and market integration. Technology convergence forms the foundation, and business convergence plays a key role, while market convergence represents the terminal results. In this framework, talent is the bridge connecting of the field of sports and medical technology, and the interdisciplinary talent training mechanism is the foundation<sup>[1]</sup> to promote the integration of sports and medicine. However, there is an obvious division in the current professional talent training system integrating sports and medicine. Physical education and medical education belong to different management systems, leading to the fault of talent training. In particular, the physical education curriculum arrangement of many medical colleges is not different from that of ordinary colleges and universities, while medical students generally lack the awareness and ability to comprehensively apply physical education and medical knowledge to solve problems. In colleges and universities with physical education and medicine majors, the teaching content of physical education and medicine is still at the level of division of labor and cooperation, and there is a lack of career platform for interdisciplinary integration, which leads to the lack of in-depth mutual understanding among teachers of various disciplines, which directly affects the cultivation of sports and medical integrated talents. In the professional fields of sports rehabilitation and rehabilitation treatment which reflect the integration of physical and medical rehabilitation, the orientation of talent training is still narrow, and the exported talents fail to fully meet the needs of professional, systematic and comprehensive development needs of physical and medical integration.

## **1.2 The structure of professional talents is too single, and compound talents are scarce**

Under the framework of promoting the healthy China strategy, the deep integration of sports and medicine (physical and medicine integration) is regarded as the key path to achieve the goal of national health [2]. Nevertheless, a notable challenge in this field is the simplicity of talent structure and the shortage of interdisciplinary talents. Traditionally, the development of sports and medical industries is relatively independent, and talent training is usually limited to their respective professional fields. This situation is particularly prominent in the practice of sports and medicine integration required by the interdisciplinary background, making it difficult for related talents to directly adapt to the cross-disciplinary responsibilities. Although the state and governments at all levels have begun to pay attention to the integration of physical and medicine in recent years and are committed to promoting its development, the shortage of talent training is still very significant. The lack of compound talents not only limits the depth and expansion of the integration of sports and medicine, but also hinders the improvement of the innovation ability in this field. The limitations of professional background make it difficult for talents to implement multi-dimensional and in-depth analysis and develop solutions in the face of complex health problems.

## **1.3 Faced with the increasingly serious brain drain phenomenon, the steady construction of the talent team has been severely challenged**

In the context of promoting the healthy China strategy, “physical and medicine integration”, as an innovative health promotion mode, faces major challenges in talent training and retention, among which the problem of brain drain is particularly significant, which poses a significant obstacle to the sustainable development of this field. Analyzing the causes of brain drain, it can be attributed to key factors including but not limited to unfair salary treatment, unclear career development path and huge work pressure. In terms of salary and treatment, compared with other medical fields, the income of personnel related to “physical and medical integration” is generally low, which directly affects the stability and retention of excellent talents. At the level of career development, due to the imperfect career promotion mechanism of “physical and medical integration”, many practitioners face the dilemma of career development, and then choose to change jobs or quit. In addition, due to the increasing social demand for health services, workers in the field of “physical and medical integration” are facing increasing pressure, and practitioners who have been working under high pressure for a long time may choose to leave the industry due to physical and mental exhaustion.

# **2. The strategy of talent development of “physical and medical integration” from the perspective of healthy China**

## **2.1 Establish effective integration**

It is crucial to break the gap of the existing education management system. In the initial stage of the construction of sports medicine, it is crucial to realize that professional setting is the key to cultivating outstanding talents. It forms the foundation for the formation of the future of the experts. Therefore, the planning and construction of majors should be based on the advanced educational concepts and the frontier trend of discipline development, taking into account the key factors such as curriculum scope, research direction, teaching duration and spatial layout. The construction of majors should not only reflect the depth and breadth of educational content, but also keep pace with The Times to meet the needs of social development. Its ultimate goal is to cultivate [3] of sports medicine professionals who can not only carry out cross-disciplinary cooperation, but also have comprehensive quality. Secondly, the establishment of a professional sports and medical combination college or department is the basic work. The organization can integrate high-quality education resources in the two fields, break through the barriers between traditional disciplines, and realize the deep integration of interdisciplinary knowledge. Furthermore, a comprehensive talent training plan should be formulated to ensure that students can fully master the theoretical and practical skills in the field of physical education and medicine, so as to cultivate compound talents proficient in the two disciplines. Thirdly, curriculum optimization is also a key step to improve the quality of education. The curriculum design of physical education and medicine should be deeply integrated to enhance the intersection and mutual penetration of disciplines, and promote students’ understanding of the interdisciplinary courses such as “sports and rehabilitation medicine” and “Sports physiology and anatomy” to promote the internal connection between the two disciplines, and comprehensively improve their comprehensive application ability. In addition, it is also crucial to strengthen practical teaching. Students in both majors need more practical opportunities to better understand and apply the knowledge and skills they have learned. Therefore, institutions of higher learning can establish cooperative relations with medical institutions and rehabilitation centers, create practical teaching bases, and deepen students understanding of the application of physical education and medical knowledge through practical activities. This practice-oriented teaching method will enable students to better meet the needs of the society and significantly enhance their

competitiveness in the job market.

## **2.2 Deepen the training mechanism of compound talents and promote the diversification and optimization of talent structure**

China is facing the public health challenges posed by an aging population and the rising prevalence of chronic diseases. According to the 2021 census data, the population aged 65 and over has exceeded 190 million, accounting for 13.5%, and the aging process has put significant pressure on the health care system and medical resources. In this context, the high morbidity and mortality of chronic diseases highlight the urgency of interdisciplinary cooperation to address current health problems. In view of this, to implement the development strategy of healthy China, it is urgent to break the traditional relatively independent development pattern of sports science and medicine, and start to cultivate<sup>[4]</sup> who both understand sports science and are proficient in medical technology. Therefore, it is urgent to strengthen the professional training of this population in multiple dimensions such as education policy, curriculum system and practical ability training. At the same time, the optimization of talent structure is also an important measure to promote the integration of sports and medicine, which not only involves improving the level of sports science knowledge of existing medical personnel, but also promotes interdisciplinary exchanges and cooperation in education, training, scientific research and other aspects, break through the barriers of traditional disciplines, and create more all-round high-quality talents. In addition, the talent evaluation mechanism should be established and perfected to ensure the high quality and high efficiency of the training of compound talents. Through accurate scientific evaluation, the deficiencies in the cultivation process can be monitored in real time, and adjusted and optimized in time, so as to promote the integration of health and medicine towards a healthier direction<sup>[5]</sup>.

## **2.3 Enhance the social cognition of the value of professional talents, effectively curb the brain drain, and consolidate the construction of talent teams**

Under the macro strategic framework of “Healthy China”, the progress of the integration of sports and medicine depends on the cultivation and stability of professional talents. The key to attracting and retaining these talents is to enhance the society’s awareness and importance to the field. First of all, it is necessary to strengthen the publicity and promotion of the importance of physical and medical integration. Use media, Internet and other communication channels, to widely spread the significance of medical and medical integration in promoting health, so as to enhance the public’s awareness of its development prospects. This not only improves the social awareness of the field, but also attracts more talents to join and participate. Secondly, the status of professionals engaged in the integration of sports and medicine should be promoted in the society. By awarding honors, awards and other forms of recognition, they will affirm their contributions, so as to enhance their reputation and status in the society, enhance their sense of honor and belonging, and then stimulate their work passion and innovation motivation. Finally, the government and all sectors of society should increase the investment and support in the field of physical and medical integration. Relying on policy preference and financial support, we will build a more superior development platform and opportunities, and at the same time, establish a perfect incentive system to ensure that excellent talents can get reasonable returns and recognition in the integration of sports and medicine.

## **Conclusion**

To sum up, to solve the talent training problem of “physical and medical integration” under the framework of “Healthy China”, it is necessary to cooperate and make concerted efforts to jointly promote the development of talents in the field of physical and medical integration. This process will not only facilitate the progress of the course of “physical and medical integration”, but also significantly improve the health level and quality of life of the people.

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