Application of Mobile Internet in Chronic Disease Management

Jike Bai, Yang Su

Yinchuan Medical Union Internet Hospital, Chengdu Yiyun Technolgy Co., Ltd, Beijing 100020, China. E-mail:baijike2005@163.com

Abstract: Chronic disease is one of the important types of diseases that affect people's health and safety. It has a long onset time, long treatment cycle and great difficulty in treatment, which has a serious adverse impact on the treatment of people's diseases and the improvement of medical quality. There are many reasons for people's chronic diseases, but most of them are caused by people's long-term environmental factors, bad living and eating habits. This article will explore the way to apply Internet in the management of chronic diseases, hoping to promote the application of mobile Internet to manage chronic diseases, reduce the incidence rate of patients, and enhance the effect of treatment, in order to provide good guarantee for people's life, health and safety.

Keywords: Mobile Internet; Chronic Disease Management; Existing Problems; Application Research

Although the quality of life of modern people has been greatly improved, but also develop a lot of bad living habits and eating habits, which makes many people more likely to have chronic diseases, at the same time, because of the long incubation period of chronic diseases and less attention by people, the management of chronic diseases is not perfect, so that people's chronic diseases are difficult to get timely and effective diagnosis and treatment. The cure of chronic diseases is more difficult, and the need for treatment cycle is longer, so that many people have a low degree of cooperation in treatment, which is a great threat to their life, health and safety [1]. With the development and progress of mobile Internet, we have entered an era of information and intelligence, which is convenient for people's work and life. Chronic disease management through mobile Internet has become a new way to prevent and treat chronic diseases. However, in the process of practical application, there are still some problems, which affect the effect of management. We need to actively study and analyze the problems, so as to find a reasonable and effective way for application.

1. The important role of mobile Internet in chronic disease management

1.1 Effective prevention and treatment of people's chronic diseases

The application of mobile Internet in the management of people's chronic diseases can play a good role in prevention and treatment [2]. First of all, it can effectively monitor the bad habits of patients, put forward reasonable improvement suggestions for patients, and remind patients of the harm caused by bad habits; it can strengthen the awareness and effect of chronic disease prevention and control, and reduce the possibility of chronic disease; second, it can analyze the mild symptoms of patients, and remind patients to carry out the diagnosis and treatment of chronic diseases as soon as possible, so as to reduce the possibility of patients with abnormal physical reactions evolving into chronic diseases, which is effective for the prevention and treatment of chronic diseases; in addition, through the mobile Internet, it can effectively detect and remind the treatment of patients with chronic diseases, and avoid the patients' neglect leading to the aggravation of chronic diseases, so that increase the difficulty of treatment and the probability of death of patients, providing a strong role in safeguarding for people's health and safety.

1.2 Improving the medical effectiveness of chronic disease management

In modern society, people's pace of life is fast. Many people do not pay attention to the diagnosis of diseases. When there are abnormal situations in the body, they have to endure first, and then do the examination when they have time, which increases the possibility of the disease evolving into a chronic disease [3]. The application of the Internet in the management of chronic diseases, on the one hand, can make people stay at home to make a good judgment of their physical condition, and take a reasonable and effective way of treatment, not only saving people's time, but also improving the efficiency of medical services; on the other hand, through the Internet for the management of chronic diseases, it can more convenient collection, statistics and management of people's health information, so as to effectively analyze and study the situation of regional chronic diseases, promote the construction of regional medical facilities and the improvement of medical level, and provide a strong guarantee for the prevention and treatment of chronic diseases.

2. Problems affecting the application of mobile Internet in chronic disease management

2.1 Insufficient attention to chronic disease management

In the application of mobile Internet in the management of chronic diseases, there is the problem of insufficient emphasis on visibility, which is one of the main problems affecting its development and application [4]. On the one hand, in most people's minds, the disease is often treated again, but the treatment cycle of chronic diseases is long, so it is difficult to cure. What is more needed is the prevention of pre disease. People pay less attention to the prevention and management of chronic diseases; on the other hand, because people do not pay enough attention to the prevention and treatment of chronic diseases, while medical institutions pay more attention to the management of chronic diseases, the enthusiasm and importance of the mobile Internet in the management of chronic diseases have declined, and the important role of the mobile Internet in the management of chronic diseases has not been paid attention to, which hinders the application effect and development progress, and has caused adverse effects on the prevention and treatment of people's chronic diseases.

2.2 The problem of long profit cycle and difficult goods and customers

Another major problem that affects the application of mobile Internet in chronic disease management is the long profit cycle and the difficulty of storing customers. At present, the core difficulty in the development of China's Internet medical industry is who pays the bill. In the industry, whether it's anchoring TOB, TOC, TOD or TOG, it's difficult to make money. In the establishment of the system of applying mobile Internet to manage chronic diseases, the instability of customers, large investment and long profit cycle attract less capital and less willing to invest in this aspect of construction.

2.3 Poor stability of mobile Internet in managing chronic diseases

Mobile Internet management of chronic diseases belongs to the technical support industry linking supply and demand. It has strong dependence on traditional medical industries such as hospitals, pharmaceutical enterprises and physical pharmacies, and has poor independence. It generally lacks the black box of medical services and the driving force of sustainable development is insufficient, which affects the construction and development of this mode and reduces the effect of people's prevention and treatment of chronic diseases.

2.4 Internet security issues

In the process of applying mobile Internet to manage people's chronic diseases, Internet security is an important issue. Although modern information technology is in continuous development and progress, but at the same time, there are many illegal elements using Trojans, viruses and other information theft. Modern people's emphasis on information security on the other hand also increases their distrust of Internet medicine, which hinders the implementation of medical institutions to collect and manage people's chronic disease information through the mobile Internet, so that prevention and treatment of people's chronic diseases has caused adverse effects.

3. The application of mobile Internet to improve the management of chronic diseases

3.1 Strengthening propaganda and guidance to raise people's attention

To promote the establishment of mobile Internet management system for chronic diseases and improve the effect of practical application, we need to strengthen the ability of guidance and publicity. On the one hand, it is necessary to strengthen

the publicity of Internet medicine, improve people's understanding and attention to Internet medicine, and promote the development of Internet medicine; on the other hand, it is necessary to educate and guide people on the prevention and treatment of chronic diseases, so as to improve people's ability to prevent and treat chronic diseases, provide to help to protect people's health and safety, and give help to the effect of mobile Internet in the management of chronic diseases.

3.2 Expanding the radius of medical services and payment methods

To promote the construction of mobile Internet management of chronic diseases, and actively play its effective role, on the one hand, it is necessary to expand the radius of medical services, increase the internet medical service projects, and improve the effect of medical treatment; on the other hand, it is possible to expand the payment channels by means of medical insurance payment, joint insurance and other ways, so as to provide higher convenience for people's disease treatment and examination, and improve the efficiency The competitiveness of the mode.

3.3 Research on more competitive products

In order to improve the problem that mobile Internet relies on hospitals and other physical industries in the management of chronic diseases, we need to strengthen the research on more competitive products, so that Internet medicine can have better effect in the management of people's chronic diseases, and promote the promotion of people's recognition.

3.4 Strengthening the construction of network information security

To improve the effect of internet medical management of chronic diseases, we need to strengthen the construction of network security. On the one hand, it is necessary to strengthen the monitoring of the network environment, optimize the function of network protection software, and avoid the leakage of people's information; on the other hand, it is necessary to clean up the false information in the network, so as to avoid its negative impact on the development of Internet medicine, and cause adverse consequences to people's health and safety and trust in Internet medicine.

4. Conclusion

"Medical treatment" is a "slow" industry with a long cycle of output and return, while "Internet" is a "fast" industry pursuing high efficiency and rapidity. This seemingly paradoxical combination of "slow" and "fast" industry is the product of the times, in which the harmony and balance of Yin and Yang test the great wisdom of industry leaders in the waves. Therefore, the key factor determining the development of Internet health care is the continuous transfusion of capital by non urgent and urgent profits under the premise of the continuous favorable policy of "Internet + medical care", so as to ensure the relative stability of the medical Internet industry and the precipitation and maturity of the ratio of people, wealth and goods in the industry.

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