

A brief talk on the research of Health Service and management personnel training under the vision of integration of industry and education

Lifang Hu

Neusoft Institute Guangdong, Foshan Guangdong, 528225

Abstract: with the increasing trend of social aging, residents' health awareness has also changed, health has been paid more attention, and the demand for professional talents is increasing. Under the background of the development of the medical and health industry, the talent training mode has been adjusted and changed, which requires the infiltration of relevant content of career development during the course teaching, and the analysis of the development trend of the times, so as to cultivate compound and innovative health management talents in the new era. Based on this, this paper analyzes and studies the cultivation of health service and management talents from the perspective of the integration of industry and education, first explains the background of the integration of industry and education and the construction of health service and management specialty, then analyzes the principles of the cultivation of health service and management talents, and on this basis puts forward the strategies for the cultivation of health service and management talents from the perspective of the integration of industry and education, For reference.

Key words: integration of production and education; Health service and management; Personnel training; Healthy China

Preface

Health service and management industry has become the pillar industry of the tertiary industry of the national economy. In recent years, the state has put forward the principle of full participation and adherence to social health service and management for the first time, aiming at reforming the education mode of health service management. In this regard, colleges and universities should pay attention to the training of health service and management talents, build a school enterprise integration mechanism, and guide students to actively participate in practical activities, so as to promote the development of students' practical ability.

1 Interpretation of the background of the integration of industry and education

The connotation of the integration of industry and education is: in the education stage, combine professional teaching with industry, give full play to the advantages of both, so as to achieve collaborative development, deepen the application of school enterprise cooperation mechanism, provide practical education platform, and cultivate more high-quality talents for the development of industry. The integration of industry and education is an upgraded version of school enterprise cooperation, which helps to highlight the value of school enterprise cooperation. Under the background of the gradual increase of talent requirements in the industry and market, relying on the integration of industry and education policy helps to create a complete whole, integrate all elements into the education system, so as to cultivate students' innovative quality, and better build schoolsWin win mode between students and enterprises.

2 Interpretation of discipline construction background of health service and management specialty

With the upgrading and transformation of China's social development, the service industry has become an important industry to promote the national economic development at this stage. Health service and management major, as an undergraduate major established

+” College Students' innovation and entrepreneurship competition as an example [j]Modern commerce and trade industry, 2019.40 (25): 75-77

[12] Junjie Mao Demand analysis and thinking of agricultural machinery technology training [j]Friends of farmers getting rich, 2018 (20): 174

[13] Dan Jiang The standardized enlightenment of GYB training in Colleges and universities on the cultivation of College Students' innovation and entrepreneurship ability [j]China standardization, 2021 (16): 136-138

[14] Long Zhao,Zhihua Liu,Fang Kang Research on entrepreneurship and innovation training of college students majoring in mechanical engineering [j]New campus (early), 2016 (08): 146

[15] Sizhu Zhou,Bende Wang,Chao Li,Xiaobing Xu,Ding Feng,Xiong Yang,Ming Tang Innovation skill training system for mechanical specialty [c] Procedures of 2010 Third International Conference on education technology and training (volume7)Institute of electrical and electronics engineers, 2010:423-426

by the Ministry of education in recent years, is an industry emerging under the background of the new era. The major of health service and management is more suitable for the development needs of the national "great health" strategy. It offers courses based on the popularization of healthy life, the optimization of health services and the improvement of health security, focusing on the cultivation of high-quality applied talents. This major aims to comprehensively promote the integration of medical knowledge and management knowledge, build a complete education mechanism, guide talents to form a solid theoretical foundation, and adapt to the development needs of society.

Since the 1980s, health management has been implemented in developed countries. After entering the 21st century, health management began to develop gradually in China. The introduction of health service and management specialty in Colleges and universities was analyzed. It was found that this specialty was composed of basic medical knowledge, health identification and intervention knowledge, and management. The cycle of health service and management major is 4 years. Compared with the 5-year medical system, this major requires students to have medical health knowledge and master management knowledge, which has a relatively large learning pressure on students.

3 Training principles of health service and management professionals

1. Synergy of traditional Chinese and Western Medicine

The construction of health service and management specialty should follow the principle of "coordination of traditional Chinese and Western medicine". Since grade 2021, traditional Chinese medicine has been listed as a required course for undergraduate clinical medicine majors. Health service and management major should optimize the construction of curriculum system and take the subject of traditional Chinese medicine as a compulsory course, so that students can learn more knowledge of traditional Chinese medicine and realize the connection between subject knowledge. The proposal of the service scope of health management in traditional Chinese medicine and other standards provides an important basis for the "synergy of traditional Chinese and Western medicine" in health service and management.

2. Pharmaceutical synergy

The construction of health service and management specialty should pay attention to the combination of medicine and pharmacy, realize the synergy of medicine, and avoid the problem of teaching deviation. The purpose of health service and management education is to build a fair, reasonable and continuous health service mechanism to better meet the national health standard. The population covered by the specialty includes healthy people, sub-health people and chronic patients. In this regard, in the process of teaching, teachers should pay attention to medical collaboration, carry out targeted teaching activities, let students learn basic medication methods, let students form good practical quality and ability, and master the basic knowledge of traditional Chinese medicine. Compared with traditional Chinese medicine, the teaching of medicine in this major focuses more on the teaching of common sense knowledge.

3. Medical education collaboration

Health service and management is related to health and is closely related to people's daily life. In this regard, in the process of talent training, teachers should follow the way of combining teaching and clinical practice, optimize teaching methods, so as to achieve the purpose of teaching coordination. In teaching, teachers should combine the teaching contents of medical majors, infiltrate relevant educational themes in the course teaching, and guide students to participate in learning activities. For students of this major, timely clinical practice teaching can help students better understand the basic cases in life and learn how to deal with problems. Teachers should build an integrated educational mechanism to guide students to improve their practical ability. The teaching of health and service management specialty should emphasize the two-way ability training of teaching and clinical practice, and combine theory with practice, so as to cultivate high-quality talents.

4. Medical literature collaboration

During the course teaching, teachers should consider whether the teaching content is compatible with students' knowledge and cultural background. In the curriculum of health service and management major, health education is the knowledge point within the professional scope, and health culture also belongs to the scope of health education. Teachers should infiltrate the knowledge points in this part in teaching, so that students can deepen their understanding of the knowledge points, establish their understanding of the knowledge points, and form a good health concept. Health culture, as an aspect of medical culture, is also part of the curriculum system of health service and management. The teaching of health service and management specialty should be combined with China's cultural background and integrated with the concept of health preservation, which will help to improve the quality of teaching.

4 Health service and management personnel training strategy from the perspective of industry education integration

1. Demand oriented, clear talent training positioning

As the health management major is a relatively new major, students' understanding of the development prospects of the major and the professional courses is relatively vague, and they do not know what help learning this major will have for future employment. In this regard, in the formulation of talent training programs, schools and teachers should carry out "professional introduction" education, so that students can learn the connotation of health service and management major, understand the characteristics of the major and the direction of future employment, which will help students establish a clear understanding of the major, form interest in the major, and change from passive learning to active learning, Improve the motivation of learning and better solve practical problems in the process of learning practical skills. In addition, the school should build a precise cooperation mechanism with enterprises, realize the integration of production and education, connect the curriculum with the industrial chain, adjust the curriculum framework, and formulate a perfect talent training plan.

Social demand is the key to specialty construction and talent training. Health service and management specialty is a new specialty responding to the development of health service industry, which helps to solve the serious shortage of health service professionals. With the rapid development of China's economy and the continuous change of the international situation, a new pattern of social development has been formed. In this regard, colleges and universities should closely follow the pace of the development of the times and cultivate high-quality talents to meet the needs of the society.

2. Realize collaborative development and build a school enterprise integration mode

For teachers in different universities and majors, the focus of professional teaching is different, and the learning effect of students is also different. Students' learning and development can not be separated from teachers' teaching guidance. Teachers should actively invite experts and scholars to participate in teaching, carry out corresponding lectures and meetings, share others' work experience and research results, and build an integrated industry university research education mode. In this way, students can learn more advanced health concepts and technologies, while infiltrating concepts and technologies into classroom teaching, realizing the effective docking of talent training with enterprises, industries and posts, and promoting students' formation of good practical ability, so as to build an integrated production, teaching and research education mode. Through cooperation with other industry institutions, the university has formulated a talent training mechanism of school enterprise integration, constructed a scientific and reasonable education plan, and formulated strategic management objectives. Schools should build a perfect education mechanism, build an education management system with the school enterprise cooperation leading Committee as the standard, organize and carry out systematic construction work, and improve the school enterprise management cooperation mechanism.

3. Refine the professional direction and clarify the orientation of talent training

With the continuous growth of China's population and the gradual improvement of living standards, people's consumption is also increasing, which also promotes the development of the tertiary industry. In order to improve the quality of health management services, in the process of education and teaching in Colleges and universities, teachers should pay attention to the cultivation of talents, introduce advanced educational concepts, and establish a perfect discipline construction mechanism according to the direction of talent cultivation, so as to effectively solve the problems existing in talent cultivation and professional curriculum system construction. Among them, schools should build a system of school enterprise cooperation, achieve the precise docking of industrial projects, ensure that the educational and teaching training objectives are consistent with the development trend of the industry, adjust and change the structural characteristics of the curriculum, formulate a scientific and reasonable talent training plan, and strengthen the management of educational resources. Only by refining the direction of education and teaching and setting different education directions, can teachers better cultivate a large number of health service and management professionals.

4. Innovating Curriculum methods and strengthening students' practical ability

The opening of practical courses can not only cultivate students' theoretical level, but also enhance their learning ability, form good literacy, and improve the quality of applied talents. However, from the current situation, there are some problems in the implementation of practical courses, and the courses are unreasonable, which is also a key factor affecting the quality of talents. In order to better achieve the expected goal of talent training, teachers should innovate practical teaching methods, change the traditional education mode, and reasonably divide according to students' learning.

On the one hand, teachers should scientifically and reasonably plan classroom teaching, adopt the method of segmented practice teaching, and make plans according to students' learning rules and characteristics, so that students can receive good education in the learning process and enhance their personal quality and ability. Colleges and universities are affected by venues and resources, so it is difficult to build training venues within the school, which will affect the quality of talent training. On the other hand, the school should organize off campus practice activities to guide students to participate in the internship work and really participate in the post work. Through participating in the post work, the school should understand its own shortcomings in theory and practice, and exercise students' adaptability and practical ability. Enterprises should build a good cooperation mechanism with schools to better improve the teaching drawbacks of lack of training venues, and encourage students to actively participate in practical activities. When schools lack double qualified teachers, employers should secondment professional staff to better carry out practical education and help teachers and students clarify the focus, so as to strengthen the level of education.

5. Strengthen skill training and carry out on-the-job training activities

In order to better enhance the level of applied talents training, colleges and universities should not only complete the basic course teaching work, but also carry out training guidance according to the actual situation of students, and build a perfect teaching mechanism. Among them, teachers should provide students with sufficient space and environment, so that students can enhance their quality and ability in practical activities. When conditions permit, schools should also actively maintain stable contact with employers, establish a cooperation mechanism, and provide corresponding places for students' practical training, so as to cultivate students' professional quality and ability. In addition, schools should build diversified interesting campus activities, organize and carry out rich teaching guidance activities, stimulate students' learning to generate sufficient learning motivation, and enable students to form good professional quality.

Schools should carry out vocational qualification training activities, organize qualification examination simulation activities, help students obtain corresponding qualification certificates, enable students to master basic vocational skills during school, and strengthen the understanding of health service management industry, so as to lay a solid foundation for subsequent work.

In the current era, the development of the health service industry can not meet the overall service requirements at this stage. Analysis

of the reasons found that the number of professional talents in health service and management is gradually decreasing, which affects the sustainable development of the industry. This paper discusses the training mode of Applied Talents in health service and management, and constructs an innovative practical education mode by optimizing the curriculum system, so as to cultivate applied talents in the new era.

epilogue

To sum up, during the teaching of health management major, teachers should combine the positioning and objectives of professional training, build corresponding teaching plans and strategies, and infiltrate corresponding teaching content guided by social needs. In this way, the school can combine the specific direction of talent training, build a resource sharing platform, and jointly determine the talent training plan with the enterprise, so as to ensure that the talent training work is more targeted. Enterprises should also strengthen cooperation with schools, make full use of the equipment resources of enterprises, and let students actively participate in practical learning activities, so as to improve their adaptability and enhance the quality of education.

References:

- [1] Qin Wen, Wang Qian Innovation of health service and management personnel training mode under the background of healthy China [j]Volkswagen standardization, 2020 (02): 201-202
- [2] Hu Jing, sunjianli, penglei Research on the talent training mechanism of health service and management major in Hebei undergraduate colleges [j]Science and technology information, 2021,19 (31): 121-124
- [3] Zhou Wei Analysis on the training of reproductive health service and management talents oriented by social needs [j]Chinese Journal of family planning, 2021,29 (02): 237-239
- [4] Ma Jing, Yang Xiaoping, Zhang Yangyi, konduzi serzati, wangshuxia Exploration on the training mode of applied health service and management undergraduate majors in a Medical University under the background of healthy China [j]Chinese Journal of health management, 2020 (02): 184-185-186-187
- [5] Liuyonggui, fengyizhen Innovative practice of health service and management talent training under the background of "Internet +" [j]Health vocational education, 2019,37 (06): 7-9
- [6] Litanying, yushuangyan Health service and management personnel training path -- Based on comparative research at home and abroad [j]China rural health management, 2018,38 (10): 1278-1281
- [7] Qianguoqiang, wuwei, liweidong, Guan Xiangdong, Zhang Hongxing, Hanliang Research on the training mode of innovative talents in health service and management [j]Education and teaching forum, 2020 (49): 127-129
- [8] Chenjiangyun, Ouyang Tianxiang Analysis on the training objectives of undergraduate students majoring in health service and management in China [j] Chinese Journal of medical education, 2021,41 (06): 494-498
- [9] Sunbaowei, liuziji, zhanghaipeng A preliminary study on the talent training mode of health vocational education service healthcare industry under the background of the transformation of old and new kinetic energy -- Taking the elderly service and management specialty as an example [j]Everyone health, 2020 (14): 323
- [10] He Ning, renjianping, Ren Lixian, hemengyan, guomengna Investigation and Research on the ability demand of health service and management talents [j] China higher medical education, 2020 (11): 7-8
- [11] Sijianping, wangxianju Comparative study on health service and management specialty construction in Colleges and universities of traditional Chinese medicine [j]Modern distance education of traditional Chinese medicine in China, 2020,18 (18): 164-167
- [12] Qinzuzhi, Zongli, Gan Jieyue Construction path of health service and management specialty in medical colleges [j]Journal of Guangxi University of traditional Chinese medicine, 2021,24 (02): 114-117
- [13] Huangxiaoling, Zeng Yu, Zhong Lil Innovation of health service and management personnel training mode under the background of healthy China [j] Medical education research and practice, 2017,25 (06): 821-823+827
- [14] Zhang Yuan Thinking on the training mode of health service and management talents [j]Modern vocational education, 2021 (50): 6-7
- [15] Chenjiangyun, Ouyang Tianxiang Analysis on the training objectives of undergraduate students majoring in health service and management in China [j] Chinese Journal of medical education, 2021,41 (06): 494-498

About the author: Hulifang, female, master, lecturer. Research direction: health management and health assessment. Email: hulifang@nuit.edu.cn