

Exploration and Practice of the Integrated Medical and Nursing Model with Chinese Medicine Characteristics

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Abstract: With the aging of the population, traditional medical and elderly care models are no longer able to meet the growing health service needs of the elderly. As an innovative health management model, the Traditional Chinese Medicine (TCM) integrated medical and elderly care model aims to provide comprehensive health management services for the elderly by leveraging TCM's unique holistic approach, syndrome differentiation and treatment, and preventive treatment, combined with modern integrated medical and elderly care service models. This article explores the background, construction, empirical research, challenges, and solutions to this model, as well as future optimization and promotion strategies.

Keywords: Traditional Chinese medicine; Integration of medical care and elderly care; Population aging; Health services

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1. Introduction

1.1. Research background

1.1.1. The challenges of an aging society

As the global population ages, health issues facing the elderly are becoming increasingly prominent. In an aging society, the elderly population's demand for medical care, elderly care, health management, and other services continues to grow, which poses a severe challenge to the traditional medical and elderly care model. How to provide comprehensive, effective, and convenient health management services for the elderly has become an urgent problem to be solved in today's society ^[1].

1.1.2. Limitations of traditional medical and elderly care models

The traditional medical model focuses on the diagnosis and treatment of diseases, but often neglects the overall

health and quality of life of the elderly. Furthermore, the traditional elderly care model focuses primarily on daily care and lacks professional medical support. This separate medical and elderly care model is no longer able to meet the growing health service needs of the elderly ^[2-3].

1.1.3. The potential of the integrated medical and nursing model with Chinese medicine characteristics

Traditional Chinese medicine (TCM), a treasure of the Chinese nation, possesses a unique theoretical system and therapeutic approaches. In the management of elderly health, TCM emphasizes a holistic approach, syndrome differentiation and treatment, and preventive treatment, creating a natural fit with the modern integrated medical and nursing model. Therefore, establishing a TCM-specific integrated medical and nursing model is of great significance for improving the health management and quality of life of the elderly ^[4-5].

1.2. Research significance

This study aims to provide more comprehensive and personalized health management services for the elderly by deeply exploring the construction and implementation of a TCM-specific integrated healthcare and nursing model. Furthermore, this study will help promote the application and development of TCM in modern integrated healthcare and nursing models, providing theoretical support and practical guidance for relevant policy formulation and implementation.

2. Construction of a traditional Chinese medicine-based integrated medical and nursing model

2.1. Theoretical framework and concept integration

Establishing a TCM-specific integrated healthcare and nursing model requires theoretical integration and innovation. While the fundamental theories of TCM emphasize the integrity and balance of the human body, geriatric medicine emphasizes the physiological, psychological, and social changes that occur with aging. Therefore, the theoretical framework of a TCM-specific integrated healthcare and nursing model should integrate TCM's holistic concepts, syndrome differentiation and treatment, and the principles of preventing illness before it occurs, while also incorporating the research findings of geriatric medicine to create a health management model that is both TCM-specific and adaptable to the elderly population ^[6-8].

2.2. Service content and process design

The integrated medical and nursing model with TCM characteristics should include multiple services, including TCM diagnosis and treatment, rehabilitation nursing, nutritional diet, and psychological counseling. By incorporating TCM dietary therapy concepts and techniques such as acupuncture and massage, personalized health management plans can be provided for the elderly. Furthermore, the design of service processes should emphasize convenience and continuity, ensuring that the elderly can easily access various services ^[9-11].

2.3. Innovation in interdisciplinary integration

One of the innovations of the TCM-inspired integrated medical and nursing model lies in its deep interdisciplinary integration. Beyond traditional Chinese medicine and geriatrics, it also requires integrating theories and practices from fields like nursing, nutrition, and psychology. This interdisciplinary integration

can provide more comprehensive and precise health management services for the elderly^[12-15]. For example, in nutrition, TCM dietary therapy concepts can be combined with modern nutritional research to develop personalized meal plans for the elderly. In nursing, TCM's holistic approach to health care can be combined with modern nursing techniques to provide comprehensive nursing services.

3. Empirical research on the integrated medical and nursing model with Chinese medicine characteristics

3.1. Research methods and process

This study employed a combination of literature review, empirical research, and interdisciplinary approaches. First, by systematically collecting research data on Traditional Chinese Medicine (TCM) and the integration of healthcare and elderly care, the authors sought a comprehensive understanding of the current status and research trends of TCM applications in this area across different countries and regions. Second, the authors selected representative healthcare and elderly care institutions or communities for field research, collecting data through questionnaire design, interview outlines, and observation records. Finally, the authors conducted qualitative and quantitative analyses of the collected data to explore the effectiveness, advantages, and challenges of the TCM-specific healthcare and elderly care integration model in practical application.

3.2. Empirical research results

Through empirical research, the authors have found that the traditional Chinese medicine (TCM) integrated healthcare and nursing model offers significant advantages in elderly health management. Specifically, this model can improve elderly health, slow the aging process, enhance quality of life, and reduce disease incidence. Furthermore, this model can promote social engagement and well-being among seniors, increasing their life satisfaction and well-being.

However, in practical application, the TCM-inspired integrated medical and nursing model faces challenges, including cultural adaptability, limitations of TCM treatments, resource allocation issues, and insufficient government policy and regulatory support. These issues have, to a certain extent, limited the model's promotion and application.

4. Challenges and solutions to the integrated medical and nursing model with traditional Chinese medicine characteristics

4.1. Challenges

4.1.1. Cultural adaptability issues

The TCM-integrated medical and nursing model faces the challenge of cultural adaptability in its practical application. Due to differences in cultural background and medical systems in different regions, TCM is not widely accepted and recognized in some areas. This has, to a certain extent, limited the promotion and application of the TCM-integrated medical and nursing model^[16].

4.1.2. Limitations of traditional Chinese medicine treatment

While traditional Chinese medicine (TCM) treatments offer unique advantages, they also have limitations. For example, the effectiveness of TCM treatments is often affected by a variety of factors, including the elderly's

physical condition, cultural background, and level of acceptance. Furthermore, TCM treatments lack unified standards and norms, making it difficult to quantify and promote their effectiveness in clinical practice.

4.1.3. Resource allocation issues

The effective implementation of the TCM-inspired integrated healthcare and nursing model requires a large number of highly qualified TCM professionals. However, there is a current shortage of TCM practitioners, particularly in the field of geriatric care. This has hindered the popularization of some TCM services among the elderly, hindering the promotion and application of the TCM-inspired integrated healthcare and nursing model.

4.1.4. Insufficient support from government policies and regulations

Government policy and regulatory support are crucial for the promotion and application of the integrated healthcare and nursing model of Traditional Chinese Medicine. However, current government policy support and regulatory safeguards for traditional Chinese medicine remain insufficient. For example, policies related to pricing and reimbursement for traditional Chinese medicine services remain incomplete, impacting accessibility and affordability.

4.2. Solutions and countermeasures

4.2.1. Strengthen the popularization and promotion of traditional Chinese medicine knowledge

To increase the visibility and recognition of traditional Chinese medicine (TCM), people need to strengthen the popularization and promotion of TCM knowledge. Through lectures, free clinics, and other activities, people can educate the elderly about basic TCM knowledge and treatment concepts. At the same time, people should leverage media and social media platforms for extensive publicity to enhance TCM's visibility and influence.

4.2.2. Improving the construction of the traditional Chinese medicine service system

In order to improve the TCM service system, it is necessary to strengthen the construction of the TCM service network. By increasing the number of TCM service institutions and expanding the coverage of TCM services, the accessibility and affordability of TCM services can be improved. At the same time, the training and management of TCM service personnel should be strengthened to improve their professional quality and service level ^[17].

4.2.3. Policy support and regulatory protection

The government should introduce relevant policy support and regulatory safeguards to provide strong guarantees for the promotion and application of the integrated medical and nursing model of TCM. For example, policies such as pricing and reimbursement for TCM services should be formulated to improve their accessibility and affordability, and relevant standards and norms for TCM services should be established to ensure their quality and safety.

4.2.4. Optimizing the treatment model of integrating traditional Chinese and Western medicine

To promote the coordinated development of Traditional Chinese Medicine (TCM) and Western medicine, it is necessary to optimize the integrated treatment model. By strengthening communication and collaboration between TCM and Western medicine and developing personalized treatment plans, we can ensure that TCM and Western medicine complement and synergize with each other during treatment. At the same time, researchers should strengthen research and exploration into the integration of TCM and Western medicine to promote their

deep integration and development.

5. Optimization and promotion strategies for the integrated medical and nursing model with Chinese medicine characteristics

5.1. Optimization of service content

In order to improve the service quality of the integrated medical and nursing model with Chinese medicine characteristics, it is necessary to optimize the service content. Specifically, people can increase the service items in Chinese medicine diagnosis and treatment, rehabilitation nursing, nutritional diet, etc., according to the actual needs of the elderly. At the same time, people should focus on the provision of personalized services and formulate personalized health management plans based on the physical condition, cultural background, and other factors of the elderly ^[18].

5.2. Optimization of service processes

To improve the efficiency of the integrated medical and nursing model with TCM characteristics, service processes need to be optimized. Specifically, measures such as streamlining service processes and reducing wait times can be taken to improve the convenience and consistency of services. Furthermore, communication and collaboration should be strengthened throughout the service process to ensure that seniors can conveniently access various services.

5.3. Design of service standardization model

To promote the standardized development of TCM-inspired integrated healthcare and nursing care models, a service standardization model needs to be designed. Specifically, standards and specifications for TCM services can be formulated to clarify requirements for service processes and quality. At the same time, the promotion and application of service standardization models should be strengthened to ensure that TCM-inspired integrated healthcare and nursing care models can achieve uniform standards and specifications across different regions and institutions.

5.4. Regionally differentiated promotion strategies

Due to regional differences in cultural backgrounds and medical systems, it is necessary to develop regionally differentiated promotion strategies. Specifically, tailored promotion plans can be tailored to the specific circumstances of each region. For example, in areas with abundant medical resources, efforts can be made to strengthen the integration of Traditional Chinese Medicine (TCM) and Western medicine; in areas with relatively limited medical resources, efforts can be made to prioritize the popularization and promotion of TCM services.

5.5. Policy support and government advocacy

The government should introduce relevant policy support and advocacy to provide strong guarantees for the promotion and application of the TCM-integrated healthcare model. For example, relevant policies for TCM services should be formulated, and publicity efforts for the TCM-integrated healthcare model should be increased. At the same time, supervision and management of the TCM-integrated healthcare model should be strengthened to ensure its standardized and orderly development ^[19–20].

6. Conclusion and outlook

This study, through an in-depth exploration of the construction and implementation of a TCM-specific integrated healthcare and nursing model, found that this model offers significant advantages in elderly health management. However, in practical application, this model also faces challenges and issues. To promote the sustainable development of this model, efforts are needed to strengthen the popularization and promotion of TCM knowledge, enhance the TCM service system, provide policy support and regulatory safeguards, and optimize integrated TCM and Western medicine treatment models.

In the future, with the increasing aging of the population and the continuous advancement of medical technology, the integrated medical and nursing model of traditional Chinese medicine will usher in even broader development prospects. At the same time, it is necessary to strengthen interdisciplinary research and collaboration to promote the deep integration and development of Traditional Chinese Medicine and modern medicine^[19–20]. It is believed that in the near future, the integrated medical and nursing model of Traditional Chinese Medicine will become a significant force in the field of elderly health management, contributing further wisdom and strength to the health and well-being of the elderly.

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Disclosure statement

The authors declare no conflict of interest.

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