

# Research on the Current Situation and Path of Sports Prescription Under the Background of Healthy China Strategy

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## Abstract:

This paper mainly studies the health care problems brought about by the rapidly increasing population aging under the background of the demographic dividend. Taking the Integration of sports and medicine (Physical Activity Prescription) as the starting point, through the research methods of literature and inductive and deductive methods, the Integration of sports and medicine (Physical Activity Prescription) in my country is analyzed. Analyze the current state of research. This article summarizes the development status of the Integration of sports and medicine (Physical Activity Prescription) in my country, and discusses the existing problems and future research directions in the Integration of sports and medicine (Physical Activity Prescription) from the perspective of the needs of healthy China and the construction of a sports power. This article focuses on the analysis of the status quo and impact of the Integration of sports and medicine (Physical Activity Prescription) (rehabilitation hospitals), discovers the developmental influence and restraining factors in the Integration of sports and medicine (Physical Activity Prescription), and discusses the path to promote the development of “sports + medicine”. The next step is to optimize the input of main factors, strengthen the supervision of sports and medical integration, actively promote the marketization of resource allocation, promote the system reform of sports and medical integration, and innovate the financing system of sports and medical integration.

## Keywords:

Health Industry, Sports Industry, Integration of Sports And Medicine (Physical Activity Prescription), National Health

## 1. Introduction

This paper believes that to change the status quo of the sports industry and the health industry, and to improve the national recognition of the Physical Activity Prescription model, we can use the analysis of fitness clubs that are closely related to health in the sports industry and integrate related resources to achieve strategic layout through reorganization. Drive the overall improvement of national health

undertakings, and open up a new integration and new development of the medical and health industry and the sports industry.

## **2. Literature Review on the Integration of Sports and Medicine (Physical Activity Prescription)**

### ***2.1. Conceptual overview of the Integration of sports and medicine (Physical Activity Prescription)***

Scholar Ma Guodong expounded on the current combination of "sports + medicine" in his research. A simple understanding refers to the combination of sports disciplines, medical sciences and health service systems, with the help of gyms around the community and the facilities of health care centers, and with the help of regional community medical and health institutions. The advantages of personnel, technology and equipment in gymnasiums, health care centers, etc. complement each other, and develop a linkage system between the medical and health departments and the sports department [1].

Summary of the direction of Integration of sports and medicine (Physical Activity Prescription). In sports and fitness, the health industry and the sports industry cooperate with each other in health maintenance and treatment according to health data in medical examination, physical fitness measurement, health care rehabilitation, etc., integrate each other and complement each other, so as to better serve the national health. , physical rehabilitation, and physical health care, and ultimately make everyone better healthy.

Professor Yi Haide pointed out that the essence of the combination of sports and medicine is that sports disciplines provide means and methods, such as exercise prescriptions, and medical disciplines provide pathology and treatment ideas, and use medical thinking methods and knowledge systems to summarize and summarize common sports methods, so that Prescribing has become more targeted, practical and scientific [2].

Summary of the basic situation under the Integration of sports and medicine (Physical Activity Prescription). The "Guiding Opinions" pointed out that by 2018, the integration and development of the Internet and various economic and social fields will be further deepened [3]; by 2025, the "Internet +" industrial ecosystem of networking, intelligence, service, and collaboration will be basically complete , the new economic form of "Internet +" has initially formed, and "Internet +" has become an important driving force for economic and social innovation and development. The promulgation of the policy supports and encourages the innovation and development of the fitness industry and stimulates the further growth of the fitness market. Secondly, the base of the fitness crowd is increasing, and the number of people concerned about fitness is highly diffused. At the same time, the marketing strategy has obvious advantages. According to customer information such as fitness enthusiasts, it is possible to understand the basic information and needs of customers, so as to better prescribe the right medicine and market Some fitness services and supplies they need;In addition, under the background of the Internet, the virtual network society can be used to build a relatively loyal customer base for fitness companies, and it is easier to provide better sales channels for their own marketing; thus promoting the better development of fitness company marketing communication, and its fitness crowd Mainly for middle-aged and young people, and it has the greatest

impact on young and middle-aged people. Zheng Gongcheng, a scholar in the “Guiding Opinions on Further Deepening the Reform of Medical Insurance Payment Methods” issued by the State Council from 2022 to 2017, pointed out that public health expenses, physical fitness or health care consumption that are not directly related to disease treatment and treatment shall not be included in the The scope of medical insurance payment has brought a very large negative impact on the most powerful gymnasium in the combination of sports and medicine [4].

The integrated development of sports and medicine has a positive effect on my country’s culture, economy, sports, health, and service industries, and has promoted and affected the progress and development of my country’s comprehensive national strength and national service industry to varying degrees. This article discusses the impacts on the health of middle-aged and young people. Firstly, the unhealthy diet and living habits of young people are becoming more and more normalized, which leads to the rejuvenation of common diseases of the elderly, such as heart disease and high blood pressure. Blood pressure, diabetes, cardiovascular and cerebrovascular diseases, gastrointestinal diseases, cervical and lumbar spondylosis, three highs, etc., and even cancer, have begun to “target” young and middle-aged people, especially cervical and lumbar spondylosis has seriously interfered with the health of middle-aged and young people. They are deeply disturbed by their good health. Therefore, acupuncture for the cervical spine and lumbar spine has become a high-incidence disease for many young, middle-aged and office workers. This article makes suggestions based on the combination of Physical Activity Prescription and medicine. Relax your shoulders and maintain the most comfortable and natural posture. Do not maintain a sitting position for a long time. Generally, you should work for about 1 hour. Turn your head and neck forward, backward, left, and right several times. The rotation should be gentle and slow. In addition, you should do more aerobic exercises such as running, swimming, and fitness to strengthen your muscles. Then it became the corresponding measure of the author of this article in the direction of combining Physical Activity Prescription and non-medicine to solve cervical and lumbar spondylosis. Jiang Jinlei pointed out that the current clinical treatment of cervical and lumbar spondylosis includes traction therapy, traditional Chinese massage, traditional Chinese acupuncture, small needle knife and other methods. The best solution for fusion therapy is just combined with fitness exercises [5].

Analysis and review of the current situation under the Integration of sports and medicine (Physical Activity Prescription). Rehabilitation departments in general hospitals in my country are not taken seriously, and rehabilitation equipment is lacking and backward. According to the statistics of the National Health and Family Planning Commission, as of 2017, there were 5,403 general hospitals above the second level in the country, and by the end of 2016, the number of general hospitals with rehabilitation departments was 3,314, which is quite different from the requirements. 20% of provincial general hospitals, 30% 56% of municipal general hospitals and 56% of hospitals below the city level do not have early (acute stage) rehabilitation capabilities. In 2011, the Ministry of Health issued the “Guidelines for the Construction and Management of Rehabilitation Medicine Departments in General Hospitals”, requiring all general hospitals above the second level to build rehabilitation medicine departments. Among them, scholar Du Ketao believes that third-level general hospitals should be equipped with movement control ability training equipment, reducing Heavy walking training racks, treatment beds and suspension devices, etc., second-level general hospitals need to be equipped with

motor control ability training equipment, etc. [6]. It is foreseeable that a wave of upgrading and building rehabilitation departments of general hospitals is coming.

The gap in the number of rehabilitation hospitals is more than 6,000, and the physical needs of young and middle-aged people are almost becoming a rigid demand for rehabilitation hospitals. According to the 2019 data from the National Health and Family Planning Commission, there are currently only 496 rehabilitation hospitals in my country, which means that more than half of the more than 600 cities in the country still do not have rehabilitation hospitals. Under the framework of the reform of hierarchical diagnosis and treatment, according to the calculation that one tertiary general hospital corresponds to two rehabilitation hospitals, and one second-level general hospital corresponds to one rehabilitation hospital, we judge that the number of rehabilitation hospitals should reach between 7000 and 9000. Its survey and statistics found that the main groups of health care centers are the elderly, middle-aged and young people. According to the development of the social rhythm, the proportion of young and middle-aged people is continuously increasing.

From the “2017-2022 China Rehabilitation Hospital Market Operation Situation and Investment Strategy Research Report” released by Zhiyan Consulting, the author found that private rehabilitation hospitals have taken the lead. Rehabilitation hospitals are very easy to be favored by social capital due to their advantages of low talent requirements, short profit cycle, and easy replication and expansion. In recent years, the construction of rehabilitation departments has maintained high growth, but it is still far from meeting the needs.

The 2022 China Rehabilitation Hospital Status Survey and Development Trend Analysis Report released by China Industry Research Network believes that with economic and social development and improvement of living standards, as well as changes in disease spectrum, population aging, urbanization, industrialization, and transportation technology With development and lifestyle changes, the demand for rehabilitation medical services of the general public is growing rapidly. In order to further improve the rehabilitation medical service system, improve the ability of rehabilitation medical services, promote the comprehensive, coordinated and sustainable development of rehabilitation medical services, and better meet the growing needs of the people for rehabilitation medical services, the author integrates the development of fitness services to provide Provide healthy and effective solutions to the current insufficient demand.

## ***2.2. Overview of the development under the Integration of sports and medicine (Physical Activity Prescription)***

In line with the development trend of social needs, the combination of sports and medicine is the need for the strategic development of urban residential communities, and it is to effectively improve the scientific guidance of national fitness in urban communities in a short period of time in the stage of building a well-off society in an all-round way in my country. It is the main way to promote the development of physical fitness in urban communities.

The combination of sports and medicine is the best health protection for building national health in urban communities. At present, my country's health and sports departments are independent. From the perspective of residents' health and future development direction, if the two departments are independent for a long time The state will seriously affect the basic level of national health. Most of the existing

citizens generally believe that physical activity and other sports are exercise, and medical and health care is the treatment of various diseases. Most of them ignore the close relationship between medical care and sports. From the current research results, sports and medical treatment Integration is the best way for treatment and rehabilitation. Many diseases require the integration of certain sports actions to recover as soon as possible. At the same time, the combination of sports and fitness with appropriate medical guidance will have a more perfect effect.

To ensure the healthy development of the people, with the gradual improvement of the urban health care system and the popularization of national fitness activities, scholars such as Zhang Yang pointed out that sports and medical care are more and more closely related to each other. "Combination of sports and medicine" will surely become the best choice for urban people to gather fitness activities, health care, and daily body care [7]. By carrying out community-based sports programs, urban residents not only help residents develop health and entertainment before and after meals, and relax themselves with healthy and active physical and mental activities, but also the active development and development of physical fitness activities are conducive to the prevention of urban phenomenon. "Civilized diseases" and "urban diseases", reducing the supply of medicines and other items is conducive to the harmonious development of health, and the medical and health outlets in urban communities are further convenient for residents' basic health within their five-minute living circle. In the form of community-based health promotion, health lectures, health consultation provided on the community stage, basic system testing, community health records, etc., health education is promoted to urban community residents from another perspective through a series of activities and services, reduce the occurrence and containment of bad living habits of the people, and at the same time prevent and control the spread and occurrence of related diseases. The good development and popularization of the combination of sports and medicine will surely be the basic guarantee for healthy development.

### 3. Method

This paper uses the literature method as one of the research methods. By consulting a large number of academic papers, reports, books and policy documents, it collects and organizes relevant literature on the Integration of sports and medicine (Physical Activity Prescription). These literatures provide the theoretical basis and empirical data of the research on the Integration of sports and medicine (Physical Activity Prescription) in my country, and provide important support for the research of this paper. Through the comprehensive analysis of these documents, the researchers have a deep understanding of the current situation and development trend of the Integration of sports and medicine (Physical Activity Prescription) in my country. On the other hand, this paper also uses the inductive and deductive method as one of the research methods. Through the analysis and summary of a large number of collected documents, the general understanding and insights on the Integration of sports and medicine (Physical Activity Prescription) are obtained. The researchers extracted common laws and conclusions from specific cases of sports-medicine integration, which deepened their understanding of the problems and future research directions in the development of sports-medicine integration.

Through the comprehensive use of literature and inductive and deductive methods, this paper conducts a comprehensive and in-depth analysis of the current research status of the Integration of sports and medicine (Physical Activity Prescription) in my

country. By collecting a large amount of literature, the researchers have a comprehensive understanding of the development status of the Integration of sports and medicine (Physical Activity Prescription). Starting from the needs of a healthy China and the construction of a sports power, the researchers discussed the problems and future research directions of the Integration of sports and medicine (Physical Activity Prescription). At the same time, through the use of inductive and deductive methods, the researchers extracted general laws and conclusions from specific cases, deepening the understanding of the Integration of sports and medicine (Physical Activity Prescription). In short, this paper makes an in-depth analysis of the research status of the Integration of sports and medicine (Physical Activity Prescription) in my country through the use of literature and inductive and deductive methods, and provides valuable reference and guidance for further promoting the development of Integration of sports and medicine (Physical Activity Prescription).

#### 4. Result

The effective supply and demand in the integration of sports + medicine is insufficient. According to the author's analysis of the current situation of physical medicine, due to the constraints of the existing departmental system, there is a serious shortage of effective supply and demand in the combination of sports and medicine. Although the number of gyms and fitness clubs is still optimistic, but the participation rate is low. At the same time, scholar Wang Yingpei pointed out that the number of professional rehabilitation hospitals and health care centers is very insufficient compared to the proportion of my country's population and demand [8].

In the integration of sports + medicine, the effective supply is insufficient. Under the strategic background of healthy China, the researcher Yu Aolin pointed out that the Integration of sports and medicine (Physical Activity Prescription) has serious uneven levels of integration, and the effective supply of high and low-quality services is insufficient. There are too many deficiencies and insufficient development space. The increase is large, such as the cost transparency of health club consumption, but due to the impact of the medical system, not only the price is opaque but also the effective supply of high and low quality services in the rehabilitation and health care center is insufficient [9]. All experts and scholars who have studied the development of the combination of sports and medicine will find that the current supply platform under the combination of sports and medicine is seriously insufficient and unsound, and the public has almost no relevant platforms to borrow. This is also the core problem of stranded development.

Due to the unreasonable allocation of resources in the integration of sports + medicine, due to the combination of the new model, the resource allocation of the current combination of sports + medicine is unreasonable, and the proportion of medical system occupation is too high. Scholar Chen Liang pointed out that the proportion of supply levels of the combination of sports + medicine is out of balance, and the correlation effect Low, public health constraints have not been resolved from the source, and are still in a passive situation [10].

The degree of institutionalization in the Integration of sports and medicine (Physical Activity Prescription) is low. Under the new situation of current development, improving the development between industries, listing paid services as standardized, and institutionalizing free services will definitely have a great positive effect on the next national health project. Scholar Nie Yingjun mentioned in his research that the

current service standards and systems for the combination of sports and medicine are not transparent, which essentially hinders the effective development of the combination of sports and medicine [11].

There is insufficient social capital in the Integration of sports and medicine (Physical Activity Prescription). Since the reform of the medical system has adopted an independent operation mode, my country's medical system has developed rapidly, social capital and foreign capital have quickly intervened, and the degree of marketization has rapidly increased. Scholar Li Weimin explained in his research that the current Integration of sports and medicine (Physical Activity Prescription) The product of the integration of gymnasiums and rehabilitation homes is uncertain and unshaped, and the degree of involvement of social capital is severely restricted by the self [12], resulting in a low level of social operation and sluggish development.

There are regional gaps in the Integration of sports and medicine (Physical Activity Prescription). The scholar Hu Yang found through research that the Integration of sports and medicine (Physical Activity Prescription) in Beijing, Shanghai, and Hong Kong has developed well in terms of supporting facilities. Compared with Shanghai and Hong Kong, there is a big gap, and the supporting development of the relative regional structure is converging [13]. This situation also seriously restricts the development progress of collaborative innovation and the conditions for mutual development.

## 5. In conclusion

The effective demand continues to rise, but the popularity of the Integration of sports and medicine (Physical Activity Prescription) is low. The general public is now in a healthy system. More and more middle-aged people are suffering from chronic diseases. Most of them give priority to the treatment method of combining sports and medicine. The method is the least harmful to the body, but the establishment of the Physical Activity Prescription model is time-sensitive, and the concept of recognition of the integration of Physical Activity Prescription needs to be popularized.

Social supply continues to increase, but the supervision of sports and medical integration is insufficient. As a model between new industries, the current government supervision is not strong enough. From another direction, there is a lack of government assistance, which hinders the exertion of invisible forces and policy support.

Multi-departmental participation has been continuously strengthened, but the mechanism of coordination and promotion is not perfect. At present, there are serious obstacles in the management system for the integration of sports + medicine, and the coordination and promotion mechanism between departments at all levels is not perfect. Coordinated development. The author found that if the health system integrating sports and medicine is vigorously developed, there will be dislocation of government functions, or there will be unclear division of responsibilities between functions, and the relevant laws and regulations will not be perfect. As a leading? In other words, is the sports department in charge of regulation, or the medical system department in charge of regulation? All need to be considered.

The sports medical service industry continues to develop, but the investment and financing mechanism is not perfect, the spatial layout of China's economy is unbalanced, and the conditions for combining sports medical regional resources are

different. The connection system is not perfect. At present, the service industry after the combination of sports and medicine in my country started relatively late compared with my country's economic development and urban supporting system, but the existing industries that have developed have a strong sense of service and a good momentum of development, but the market-oriented operation is relatively low.

## 6. Suggestion

Optimizing the input of main elements, through the effective integration of fitness rooms and rehabilitation hospitals, through the active optimization of sports medicine, the proportional input of main elements between the two industries will be realized, and the innovation-driven development of supply will realize the diversification of industrial subjects and the development of the industrial chain.

Strengthen the integration of supervisory power, government and relevant departments. If you want to be in Shanghai, you must first lead Wudian, and the key to leading Shanghai is film design. As long as the supervisory power is in place, promote the establishment of relevant policies and regulations, as well as corresponding systems and management These are naturally perfect.

Actively promote the allocation of resources to the market, and the development of various industries must carry out the integrated development of rehabilitation hospitals in a market-oriented operation mode, so that the above mentioned aspects of sports safety can be launched through sports. Strengthen the integrated development of fitness clubs, rehabilitation hospitals, rehabilitation hospitals, community fitness centers, etc., build a development industry chain in the form of multidisciplinary cooperation, solve industrial supporting problems, and help health in the new era.

Promote the system reform of the Integration of sports and medicine (Physical Activity Prescription), and accelerate the joint development of the sports department and the health department. It is recommended to set up a reform team, establish an innovative mechanism and a management office to accelerate the development of the Integration of sports and medicine (Physical Activity Prescription), and solve the problem of system implementation. Integrate resources, rely on western medicine, traditional Chinese medicine and other medical ideas to graft to sports medicine, and then actively develop sports medicine and rehabilitation, and cultivate professional sports medicine talents. In order to better solve the problem of talent landing in the combination of sports and medicine, for example, special courses such as sports medicine and rehabilitation courses can be added to the curriculum system of sports majors, and courses on the function and efficacy of sports can also be added to the curriculum system of medical majors , which will help them to invest in the service work of mass sports medicine in the future.

Innovate the financing system for the Integration of sports and medicine (Physical Activity Prescription), and actively mobilize and guide funds. The development of the industry is inseparable from funds, and the construction of the industry needs the intervention and assistance of a good financing mechanism. Only by actively mobilizing the development of the sports industry and the health industry to guide the development of funds, and doing a good job in the financing system of funds and capitalization, can the follow-up problems be solved. development and construction issues, and solve the problem of funding landing.

## 7. Conclusions

The idea, method and integration path of the combination of sports and medicine are put forward, and its goal is to solve the problem of high medical expenses such as drugs for the health of the people. Treatment issues. In essence, both medical care and sports are important measures and methods for health promotion. However, for the time being, our country attaches great importance to medical care and neglects sports. In addition, the functional departments of medical care and sports belong to different systems, which further leads to the combination of sports and medicine in management, system, and management. There is almost no intersection in terms of resources, talents, etc., let alone related mutual development. Therefore, the author believes that sports are an important part of health promotion, health maintenance, health rehabilitation, and health prevention. The just-launched medical insurance-fitness card has a good start but is premature. As of today, the existing research has been very powerful and well-founded. Scientific exercise can make important contributions to the two dimensions of health, disease prevention and recovery. The trinity of prevention, treatment and rehabilitation occupies the prevention and rehabilitation link, and its development of the combination of sports and medicine is of great significance. Therefore, accelerating the change and reform of the management system of the sports department and the health department in our country is the goal of essentially solving the combination of sports and medicine.

## Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this article.

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