

**ANALYSIS OF THE MARKETING STATUS OF CHINESE
MEDICINE CLINICS**

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ANALYSIS OF THE MARKETING STATUS OF CHINESE MEDICINE CLINICS

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DEDICATION

This thesis is written for my parents and grandparents. They have been fighting for the cause of Chinese medicine for decades, and they are still dedicating their small efforts to the development of Chinese medicine. They taught me to persevere and dedicate my energy to the cause. They have also given me great encouragement and blessings in my academic career.

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ABSTRACT

With the ever-increasing social competition, people's life pressure and psychological pressure are increasing, and various known and unknown diseases also follow, which means that the health industry has huge development potential. At the same time, the government has also issued a series of policies to escort the development of Chinese medicine, and the development of Chinese medicine has reached its golden age. However, due to people's lack of a correct understanding of Chinese medicine and the impact of Western medicine, the development of Chinese medicine is very difficult. How to achieve sustainable development and achieve good economic benefits in a market economy environment is an urgent problem for many Chinese hospitals and Chinese medicine clinics. This article takes the Bojitang Chinese Medicine Clinic as the research object. The Bojitang Chinese Medicine Clinic is a comprehensive Chinese medicine clinic with a traditional Chinese medicine diagnosis and treatment as the main body, and acupuncture and massage therapy as a supplement. After five years of continuous development, it enjoys a certain influence in the local area. However, due to fierce competition in the industry and constant changes in consumer demand, Bojitang needs to constantly adjust its marketing strategies and methods to achieve long-term stable development. This study uses marketing theories and strategic analysis tools, such as 4Ps analysis, PEST analysis, etc. to conduct specific analysis of Bojitang's operating conditions and internal and external environments, to find out the problems in clinic marketing and conduct further analysis. At the same time, a questionnaire survey was conducted on consumers to collect data, and SPSS was used to process and analyze the data. Through the marketing analysis of Bojitang, the marketing capabilities of the clinic can be improved, thereby promoting the realization of the clinic's goals.

Key words: Marketing Strategy; Traditional Chinese Medicine; Healthy Management

ABSTRAK

Dengan persaingan sosial yang semakin meningkat, tekanan hidup dan tekanan psikologi manusia semakin meningkat, dan pelbagai penyakit yang diketahui dan tidak diketahui turut mengikuti, yang bermaksud industri kesihatan mempunyai potensi pembangunan yang besar. Pada masa yang sama, kerajaan juga telah mengeluarkan beberapa siri dasar untuk mengiringi perkembangan perubatan Cina, dan perkembangan perubatan Cina telah mencapai zaman keemasannya. Walau bagaimanapun, disebabkan oleh kekurangan pemahaman yang betul tentang perubatan Cina dan kesan perubatan Barat, perkembangan perubatan Cina sangat sukar. Bagaimana untuk mencapai pembangunan mampan dan mencapai faedah ekonomi yang baik dalam persekitaran ekonomi pasaran merupakan masalah mendesak bagi kebanyakan hospital dan klinik perubatan China. Artikel ini mengambil Klinik Perubatan Cina Bojitang sebagai objek kajian. Klinik Perubatan Cina Bojitang ialah klinik perubatan Cina yang komprehensif dengan diagnosis dan rawatan perubatan tradisional Cina sebagai badan utama, dan terapi akupunktur dan urutan sebagai tambahan. Selepas lima tahun pembangunan berterusan, ia menikmati pengaruh tertentu di kawasan tempatan. Walau bagaimanapun, disebabkan persaingan yang sengit dalam industri dan perubahan berterusan dalam permintaan pengguna, Bojitang perlu sentiasa menyesuaikan strategi dan kaedah pemasarannya untuk mencapai pembangunan stabil jangka panjang. Kajian ini menggunakan teori pemasaran dan alat analisis strategik, seperti analisis 4Ps, analisis PEST, dll. untuk menjalankan analisis khusus tentang keadaan operasi dan persekitaran dalaman dan luaran Bojitang, untuk mengetahui masalah dalam pemasaran klinik dan menjalankan analisis lanjut. Pada masa yang sama, tinjauan soal selidik telah dijalankan ke atas pengguna untuk mengumpul data, dan SPSS digunakan untuk memproses dan menganalisis data. Melalui analisis pemasaran Bojitang, keupayaan pemasaran klinik dapat dipertingkatkan, sekali gus menggalakkan realisasi matlamat klinik.

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LIST OF ABBREVIATION

TCM	Traditional Chinese Medicine
PEST	Political, Economic, Social, and Technological
SWOT	Strengths, weaknesses, opportunities, and threats
SPSS	Statistical Product and Service Solutions
COVID-19	Coronavirus Disease 2019

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CHAPTER 1

INTRODUCTION

1.0 Introduction

With the continuous development of social economy, people are not only satisfied with food and clothing, but also pay more attention to health problems. The demand for medical treatment is no longer just to save the dead and heal the wounded, but to pay more attention to disease prevention and health care. This has created a huge market for the health industry. At the same time, Chinese medicine is the traditional culture of the Chinese nation and runs through the development of the Chinese nation. In recent years, the Chinese government has created a favorable policy environment for the development of Chinese medicine culture, and the development of Chinese medicine is in full swing.

However, with the innovation of medical technology, the rapid expansion of public medical institutions and private clinics, and the emergence of network hospitals, patients have changed from seeking medical treatment to choosing a doctor. Consumers are not restricted by any time and space, and can freely choose medical treatment institutions and experts, the medical market enters the buyer's market. Compared with Western medicine, the public has a lot of criticisms of Chinese medicine. The main reason is that people's cognitive attitude towards Chinese medicine is relatively poor. They believe that Chinese medicine has poor treatment effect, slow curative effect, and deceives money. At the same time, because many Traditional Chinese Medicine practitioners only focus on medical research and lack marketing concepts, under such

a good market environment, the Traditional Chinese Medicine market has not been able to achieve a leap-forward development. With the increase in life pressure, the accelerated process of population aging, and the intensified impact of Western medicine on Chinese medicine, the further development of Chinese medicine has become an urgent problem.

From the perspective of marketing, this article will use 4Ps theory, Porter's five forces model, PEST analysis method, SWOT analysis method, etc., to study how Chinese medicine clinics can break through their own development limitations and achieve further development in such an environment.

1.1 Information for case company

Bojitang Chinese Medicine Clinic was established in 2015, covering an area of about 800 square meters. It is the first batch of pilot units for "preventive treatment" of the Chinese Society of Chinese Medicine, and the "designated unit of clinical application" for the community training program of Chinese medicine transdermal technology. The clinic currently has four licensed physicians, seven licensed nurses, three physical therapists, and several other staff members, with a total of more than 20 employees.

The service items include Chinese medicine pediatrics, Chinese medicine gynecology, Chinese medicine internal medicine, infantile massage, acupuncture and rehabilitation physiotherapy, etc.

The clinic adheres to the traditional Chinese medicine philosophy of "holistic concept, dialectical treatment, and harmony between man and nature", and promotes

the spirit of "Sincerity of the great physician, willingness to flow, harmony and progress", and advocates and applies green therapy.

Use pediatric massage and Chinese medicine acupoint application therapy to prevent and treat common diseases and frequently-occurring diseases, take less medicine, take less injections, no infusion, and stay away from antibiotics. Chinese medicine treats migraine, coronary heart disease, stones, hyperplasia of mammary glands, insufficient blood supply, hemorrhage, postpartum anorexia, lack of milk, irregular menstruation, acute mastitis, osteoporosis, bone hyperplasia and other diseases and sub-health conditioning.

Since the opening of the clinic, traditional therapies such as Chinese medicine, acupuncture, and massage have been applied to meet the needs of the treatment of intractable diseases in various clinical departments. It has gradually formed the characteristics of specialized diseases and won the praise of the majority of patients.

1.2 Problem statement

In the five years since the opening of the clinic, although it has been able to maintain a balance of revenue and expenditure and obtain certain benefits, it has not achieved the set goals and achieved a leap-forward development. There are many factors affecting this.

Modern Western medicine is an important impact on traditional Chinese medicine. Secondly, some weaknesses of Chinese medicine itself and lack of marketing concepts are the reasons that hinder the development of clinics. The following uses 4ps theory to analyze the problems in the clinic.

1.2.1 Products and services

In order to gain a foothold in the market, we must first do a good job of complete products, including core products, formal products and extended products. The medical service received by the patient is the core product. Form products are also called peripheral products, including product quality, characteristics, packaging and related supporting products. In the clinic, it refers to the doctor's affinity, patience during consultation, the treatment effect; the packaging of medicines, the medical environment, etc. Extended product refers to the service or value provided by the product that exceeds customer expectations. For traditional Chinese medicine clinics, chronic patients are the mainstay, so the curative effect is relatively slow compared with western medicine, and it cannot be effective immediately. Although the final treatment effect may be more ideal than Western medicine, the patient's impatient psychology will make their evaluation of the clinic drop. In addition, western medicine is more convenient to take and carry, and the capsule and sugar-coated shell will make the medicine less bitter.

Traditional Chinese medicine pays attention to syndrome differentiation and treatment, and different patients have different prescriptions, so it is not possible to make traditional Chinese medicines into finished products in advance. There are many inconveniences in traditional Chinese medicine. The bitterness of Chinese medicine decoction also makes many people not choose Chinese medicine.

1.2.2 Price and cost

A few years ago, in terms of the cost of medicine, the price of Chinese medicine was generally lower than that of Western medicine. However, due to the country's vigorous development of Chinese medicine in recent years, the Chinese medicine

market has expanded rapidly, leading to a rapid increase in the price of Chinese medicine, and the profitability of clinics is very limited. Many people still believe that traditional Chinese medicine is very cheap, which has caused many customers to hesitate the price of traditional Chinese medicine. In order to ensure a good treatment effect, this clinic uses top-quality Chinese medicinal materials, which are more expensive than other clinics and general pharmacies, which also leads to the loss of some customers. Moreover, many traditional Chinese medicines are not within the scope of medical insurance reimbursement. According to people's consumer psychology, medicines that cannot be reimbursed by medical insurance are not attractive.

1.2.3 Channels and convenience

In the past, traditional Chinese medicine existed in society in the form of scattered individuals. When they needed to see a doctor, the patient could go to the clinic to see the doctor or invite the doctor to the home. This mode is convenient and fast. However, with the development of society, this model has been gradually cancelled; at the same time, due to the increasing conflict between doctors and patients, in order to avoid disputes and protect the safety of medical staff, there will be no more doctors visiting the doctor. This also means that the channel advantage of Chinese medicine over Western medicine has completely disappeared.

1.2.4 Promotion and communication

Promotion refers to the use of various effective means and methods to make consumers understand and pay attention to the products of this institution, stimulate consumers' desire to buy, and urge them to realize the final purchase behavior. Medical

products are special, so their promotion forms are different from other products, such as logo promotion, internal journals, charity activities, etc. As far as Bojitang is concerned, the content of logo promotion and internal periodicals is single, not enough to attract people.

The follow-up effect of charity activities was not good, and it failed to attract customers to consume again. The essence of promotion is information communication. Unlike Western medicine's instrumental examinations, Chinese medicine requires detailed consultations to understand the condition, so it takes longer to communicate with patients compared with Western medicine's diagnosis process. When there are many patients, there is no additional communication with the patients, and the patients will not understand the clinic's other products and special treatment methods.

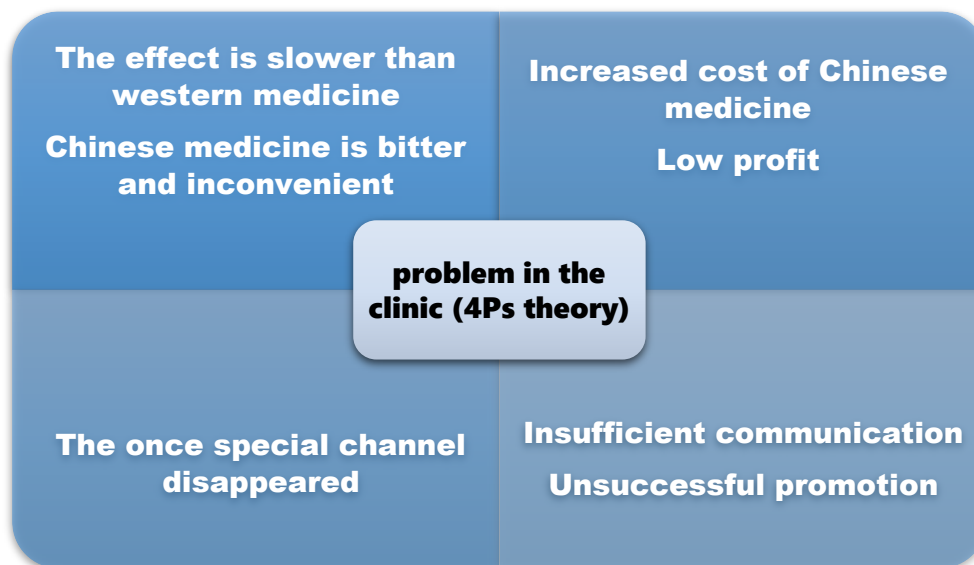


Figure1.1: 4ps analysis of Bojitang's operating status

Source: Author

1.3 Research question and objective

1.3.1 Research question

- Problems with the marketing methods of clinics
- In order to innovate the marketing strategy of the clinic, what measures are recommended
- What is the impact of measures taken for innovative marketing.

1.3.2 Research objective

- Under the guidance of marketing theory, analyze the advantages and disadvantages of the clinic's market conditions, patient tendencies, supply and demand conditions, and lock customer targets to formulate marketing plans
- Based on theoretical knowledge and other successful cases, provide relevant opinions and corrective measures for Chinese medicine clinics
- Give full play to the special advantages of Chinese medicine clinics and Chinese medicine halls, and contribute a meager force to promoting the inheritance of Chinese medicine and the healthy production industry.

1.4 Research role

Researchers of grounded theory require immersion in the world of the research object, enter the role of the research object, and understand things and objective phenomena from the perspective of the research object. Bowers believes that the best

role for a researcher is to be able to be immersed in the world of the research object, to be able to be in the world of display, to see its behavior from the perspective of the research object, and to review repeatedly, and to raise questions that the research takes for granted. This state of research drifting away from the two worlds becomes marginal. Therefore, in this research, I will stand from the perspective of traditional Chinese medicine clinics, and at the same time, objectively analyze the market and customer needs, compare other clinics and Chinese Medicine Museum in the market, and find and ask questions from it to maintain my marginal state.

1.5 Research ethics

In this research process, strict attention must be paid to moral issues. All populations must participate in the research process in a fully informed and reasonable manner.

- The research must obtain the consent of the survey respondents
- Respect patient privacy
- Do not disclose the privacy of the organization
- Research must benefit patients, clinics and society

1.6 Significance/importance of the proposed research

1.6.1 Theoretical meaning

Since western medicine entered China, the historical status of Chinese medicine

has experienced many ups and downs. But nowadays, Chinese medicine has a rare historical opportunity. The government continues to build a relaxed policy environment for the development of Chinese medicine, and encourages departments at all levels to invest resources in Chinese medicine research. However, as Western medicine dominates the medical market today, Chinese medicine is still in a weak position. The general lack of marketing concepts is an important factor causing the relative backwardness of Chinese medicine. If this phenomenon is not paid attention to, it will be difficult for the future development of Chinese medicine to make progress.

This article explores the importance of marketing in the development of Chinese medicine through the research of Bojitang Chinese Medicine Clinic and a series of theoretical foundations, and can also provide references for future academic research.

1.6.2 Practical significance

The lack of marketing concepts has affected the further development of Chinese medicine clinics. Therefore, it is of great significance to study the role of marketing in the development of Chinese medicine clinics. The main results of this research are the problems and challenges faced by the development of Bojitang Chinese Medicine Clinic. From surveys of the general public and interviews with managers, we can identify ways to improve the situation. To put forward strategic guidance plans to alleviate existing problems will help strengthen marketing concepts and implement corresponding measures to further improve the development of Bojitang Chinese Medicine Clinic.

1.7 Definition of term

1.7.1 Traditional Chinese Medicine

Traditional Chinese medicine is a medical science that studies human physiology and pathology, disease diagnosis and prevention, and health rehabilitation. It has a history of thousands of years. Traditional Chinese medicine is a "comprehensive science that takes the theory and practical experience of traditional Chinese medicine as the main body to study the laws of health and disease transformation in medicine in human life activities and its prevention, diagnosis, treatment, rehabilitation and health care". Chinese medicine belongs to the study of human physiology, pathology and pharmacology and its relationship with the natural environment from a dynamic overall perspective under the guidance of the theory of yin and yang and the five elements, and seeking the most effective way to prevent and treat diseases.

1.7.2 Health management

Health management is guided by modern health concepts (physiological, psychological and social adaptability), new medical models (physiological-psychological-society) and traditional Chinese medicine treatment of proactive diseases, through the use of modern medicine and modern management theories, techniques, methods and means, the overall health status of individuals and groups and the risk factors affecting health are comprehensively tested, evaluated, effectively intervened and continuously tracked the medical behavior and process of services. Its purpose is to obtain the greatest health benefits with minimal investment.

Health management is aimed at preventing and controlling the occurrence and

development of diseases, reducing medical costs, and improving the quality of life. It provides health education for individuals and groups, improves self-management awareness and level, and uses health risk factors related to their lifestyles. The process and method of continuous improvement by means of information collection, health testing, health assessment, personalized health management plan, health intervention, etc.

1.7.3 Marketing

Broadly speaking, marketing is a social and management process that realizes the needs and desires of individuals and organizations by creating and exchanging value with others.

In the chivalrous business environment, marketing involves establishing value-oriented exchange relationships with customers. Therefore, we define marketing as the process in which a company creates value for customers and establishes a solid relationship with them in order to obtain benefits from customers.

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. (Approved July 2013, American Marketing Association, **AMA**)

Marketing strategy is the starting point of an enterprise based on customer needs, obtaining information on customer demand and purchasing power, and business expectations based on experience, organizing various business activities in a planned way, and coordinating product strategies, price strategies, channel strategies and

promotion strategy, the process of providing customers with satisfactory products and services to achieve corporate goals.

1.8 Summary of chapter

In summary, the problems in the Bojitang Chinese Medicine Clinic have been discovered in this chapter. Various factors such as internal and external factors affect its development. This study will conduct in-depth analysis through interviews with managers and questionnaires on patients to solve related problems. In the next second chapter, the previous literature will be reviewed.

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