Abstract

This thesis will comprehensively analyze the internal conditions (superiority and inferiority) and external environment (opportunities and threats) of health human resources of the forest industry region in Heilongjiang province based on SWOT system. Then it will provide the development strategy on health human resources in order to promote the development in the forest industry region.

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1. Introduction

Health human resources is not only an important part in health system of a country or an region, but the key to maintain and improve its own capabilities as well\(^1\). Health human resources in the forest region take charge of improving the health of workers and residents in this region, extending healthy lives and improving high quality of life. So the research on health human resources in forest region can promote the country's health service development and economic development.

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2. Data and methods

2.1. Data source

The data source of this research is from 2009 basic-level medical health talented person troop questionnaire (province industry summary total table) and the 2009 China health statistics yearbook.

2.2. Method

This thesis will comprehensively analyze the various factors such as enterprise internal strengths and weaknesses, external opportunities and environmental threats based on SWOT in order to select the best strategy. It will inquire the development strategy on health human resources of the forest industry in Heilongjiang province.

3. Results and analysis

Heilongjiang forest industry region is China’s largest state-owned forest and industry group, with existing staff 725,000 workers and the population of 1,547,000. There are 560 health institutions and health personnel 6,224 persons.

3.1. Health human resources of forest industry region in Heilongjiang based on SWOT analysis method unavoidable. Health human resources based on SWOT analysis

1) Strength

(1) Abundance of total health human resources relative to forest health needs in the forest region. In 2009 health technical personnel are 6.63 per 1,000 people in Heilongjiang forest industry region, which is much higher than the average level in Heilongjiang province and our country (respectively 4.23 and 3.81 persons) relative to people’s health needs in forest region. Therefore, from quantity health technical personnel can satisfy the demand of health human resources by residents in forest region.

(2) The basic staffing solution attracting technical personnel to the grass-roots practice. Primary health technical personnel of basic unit belong to enterprises workers with official staffing. This preferential policy attracts a group of health technical personnel to work in the basic unit, which can’t be enjoyed by the local basic-level clinics.

(3) Establishment of hospital brand advantage with the help of cooperative units in industry medical institutions. Under the intense competition of health care market, part of forest medical institutions selects to cooperate with provincial famous hospitals. This not only improves the hospital’s fame and attracts some patients, but also improves medical technology level and personnel training, which is beneficial to the hospital long-term development.

(4) Certain attractiveness to the system outside masses of forest industry health institutions. Along with creasing financial investment to the industry enterprises subordinate to medical institutions, forest medical institution's technical level and equipment have been strengthened ceaselessly, which possess certain advantages comparing with rural hospitals. This makes the forest health organization not only serve worker and families within the system, but also receive local people's approval.

2) Weakness

(1) Shortage of talents with high-education and high-quality. Every hospital focuses on the possession of senior personnel, especially entrament. Relative to the health department of health
institutions, the health institutions of forest industry region don’t take the advantage of attracting talents. At present, the proportion of graduate degree is only 0.48% in forest industry region, which is lower than the national average (1.7%). There are few high level talented persons. This also influences the hospital’s fast development to some certain extent. Therefore, industry group should formulate from long viewpoint, setting and pen forcing health human resources development planning as soon as possible.

2) Unbalanced structure of human resources professional. The medical proportion is 1: 0.85 in Heilongjiang forest industry region at the researchers; the medical proportion is more than 1:4 in some developed countries, while some even more than 1:6[4]. It is obvious that the amount of nurses is not enough in forest industry region. The proportion of medical and technical personnel in health technical personnel (5.59% and 5.63% respectively) is lower than Heilongjiang average standard (6.15% and 6.51% respectively). Professional unbalanced structure seriously affects the development of human health resources in forest industry region.

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3) Opportunity

1) National macro-policies benefiting the forest. Central Committee has taken strategy of expanding domestic demand to guarantee growth since the end of 2008. The central financial has paid close attention to people’s livelihood in forest region and put forward more than 20 policies on forest, including renovating shantytowns and building hospital on mountain in forest region, etc. From Heilongjiang industry enterprises development, they should seize the opportunities of boosting domestic demand, accelerating project promotion, increasing investment, readjusting the structure, in order to make the project scale unceasingly expands, optimize the project investment structure continuously and enhances engineering quality unceasingly. In this opportunity, resource advantage in forest industry region need to change into the economic advantages urgently so as to promote rapid economic growth on industry.

2) The support from industry enterprises. In order to promote the sustainable economy development of forest region, the central government has launched “Tianbao Project”, under the supprt of which economic construction of industry enterprises begins benign development. In this favorable situation, each forestry bureau devotes a lot of money to its attached hospitals, letting them update its tenements and equipments. Comparing with rural hospitals, advantages of medical equipment and technology level appears gradually. This will undoubtedly improve the competitive advantage in forest hospitals. At the same time, it will certainly have a certain appeal to technical personnel from the industry system inside and outside.

3) Medical system reform bringing new opportunities for the forest health human development. In 2009, our country has issued New Medical Reform. It proposed explicitly, “We should strengthen the
team construction of medical and health personnel, formulate and practice talent team construction planning. We should also give proper tilt to those health technical personnel taking urban and rural grassroots work for a long time on the title promotion, business training and treatment policy.” [2] Although forest medical institutions run by medical enterprise, it is a social welfare undertaking in the health service career. Therefore, it will get government support. No doubt, the implementation of the New Medical Reform will bring new opportunities for development of forest health human.

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Establishment of universal healthcare system greatly encouraging the need of social medical service. What is explicitly proposed in New Medical Reform is that we should establish and improve town workers’ basic medical insurance, urban residents’ basic medical insurance, as well as the basic medical insurance system of new rural cooperative medicine urban and rural medical relief to improve security level constantly[2]. From viewpoint of system design, our country will come into universal health insurance era quickly. Along with the universal healthcare level unceasing enhancement, the health service demand of urban and rural residents will be continuously released, as well as put forward higher requirement to medical service quality and quantity. In such a case, forest hospitals could only speed up its own development and cultivate all-round excellent health professionals in order to meet the social increasing medical service needs.

4) Threat

① Intensified industry inside competition and hinder industry enterprises hospital development affected by local hospital insurance of social medical treatment barriers. Now to the industry enterprises medical institutions, the biggest competitors are those medical institutions run by government undoubtedly. In recent years, due to the implement the new farming policy in some regions, there are more medical demands. The income of local hospitals adjacent to industry hospitals increased significantly, which gains certain advantages in the competition of attracting talents. At present, new farming policy doesn’t open to the forest industry medical institutions, which will necessarily lead to the hospital income decreases because of the patient loss.

② The loss of forest health manpower resource effect caused by developed regions talents gathered. With the deepening of our reform and opening up, the barriers between regions on the talent flow has been basically eliminated. The rapid economic growth in the eastern coastal regions has attracted numerous senior personnel to eastern. Health human resources in forest industry region face the same challenge. Due to the difficulty of recruiting or retaining talents, the medical institutions’ service ability is relatively low, resulting in a vicious circle.

③ Serious drain of health technology brain in forest industry region. Since “Tianbao Project”, industry enterprises sharply reduce timber production, which seriously affects the industry enterprises economic income. Because of this, medical personnel’s enthusiasm is seriously affected, and some senior talents began to leave one after another, resulting in the loss of forest health talents. Forest hospitals have to face urgent problem on how to keep talents at present.

3.2 SWOT Structure Matrix

According to health human resources of forest industry region in Heilongjiang, combining the actual situation of external environment for the SWOT matrix analysis (see Table 1).
3.3. Development strategies on health human resources in Heilongjiang forest industry region

Through the SWOT analysis on health human resources in Heilongjiang forest industry region, I will put forward the following development strategies:

1) Obtaining policy and financial support from local government, clarifying function of industry medical institutions. Enterprise hospitals also carry the safeguard duties on people's health, which have certain welfare nature. Enterprise hospitals should be active and gain government support of all levels, including policy support and financial support. What should be done in forest industry region is to consult with local government and to break the barriers of social medical treatment insurance in order to obtain opportunities to compete with local hospitals fairly. Medical resources integration could prevent medical resources waste. Forest health institutions should decide their own development direction, and gradually form overall quality excellent health human resources with a rational structure so as to serve the society better.

2) Developing industry enterprises’ leadership, valuing health human resource management in forest industry region. The function of human resource management is mainly in the enterprise human resource department. The strategy management on the health human resource must get enterprise leadership recognition first. However, enterprise health institutions are not enterprise’s core production department, therefore, value degree of the enterprise for health human resources management will naturally be restricted. How to make enterprise leaders recognize the importance of strategic management of health human resources on the realization of enterprise general strategic target is vital necessary.
3) Strengthening consciousness on human resources management, improving personnel’s overall quality of health human resource management. In order to adapt to the trend that hospital “enterprise management” in market economy environment, enterprise hospitals should change ideas: from the traditional personnel management to rising human resources management, so as to facilitate its function on promoting organizations’ competitiveness. Medical institutions shall form a human resource department, or at least configuration full-time personnel, which could enable the human resources work feasible, continuous, systematic. At the same time, we also cannot ignore the fostering of the human resource managers’ quality[3]. Human resources management is a systemic course, so the managers should possess the necessary relevant knowledge, such as human resource planning, recruitment and configuration, training and development, performance management, salary welfare management and labour relationship management. As well they also should possess the good strain and communication skills.

4. Conclusion

Through the above analysis, it isn’t difficult for us to observe that there still exist significant differences on economic situation and social status between forest industry region and local region in Heilongjiang province. While the economic situation and social status in forest region has an affect on its health undertakings and health human resources. Carrying out deep research on health human resources in forest region will have profound significance on promoting forest health development, safeguarding residents’ health in forest region, maintaining social stability and promoting economic development in forest region.

References