

Investigation and Research on the Prospects of the Current Staged Nursing Market Promotion

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Abstract: The hierarchical nursing system is one of the core management concepts of modern medical care, and it plays a very important role in nursing work. From the perspective of marketing, this article analyzes the prospects of the application of nursing classification, and discusses the methods of nursing classification, so as to provide a reference for improving the standardization of nursing work.

1. Research background

In recent years, it can be seen from the market level that graded nursing is gradually being applied in medical institutions at all levels. As far as the system is concerned, the system has stipulated the content of each level of nursing, clarified the standards for graded nursing, and regulated all levels. The connotation of nursing work emphasizes the implementation of patient safety measures, and puts forward patient health education requirements, which meet the needs of patients and medical staff. As far as management thinking is concerned, this system is the standard for hospitals at all levels to provide patients with corresponding levels of care. It is also an important basis for nursing staff to implement nursing care for patients. It is a guide for guiding and regulating clinical nursing staff to provide patients with corresponding clinical nursing services.

2. Current research status at home and abroad

2.1 Current status of domestic research

In recent years, scholars' research on hierarchical diagnosis and treatment has mainly focused on how to implement and implement hierarchical diagnosis and treatment. The domestic research on the hierarchical diagnosis and treatment system focuses on the supporting systems and measures for the hierarchical diagnosis and treatment. Zhang Fan mentioned that the current implementation of hierarchical diagnosis and treatment is "easy to transfer, but difficult to transfer." Studies have shown that to advance the hierarchical diagnosis and treatment system, comprehensive hospital reforms need to be promoted, supporting policies need to be established, the macro-control mechanism of medical resources, the training team of doctors, and the information sharing mechanism need to be established. At this stage, a large number of studies have pointed out the difficulty of "downward referral" in the implementation of the hierarchical diagnosis and treatment system, and the importance of the construction of primary medical resources, but most of the conclusions and recommendations remain in the policy itself.

Therefore, the following research should explore the development direction of the hierarchical diagnosis and treatment system from the Internet background, and combine new technologies to propose a feasible path for the implementation of the hierarchical diagnosis and treatment system. It should focus on building the concept of an Internet hierarchical diagnosis and treatment service platform to realize consultation and guidance. , Triage and cultivate the habit of treating patients at the grassroots level. Moreover, the changes in the relationship between doctors and patients have triggered various scholars to study the hierarchical diagnosis and treatment system. More and more explorations point to the social application and market prospects of hierarchical diagnosis and treatment, and they have begun to pay attention to the cognition and satisfaction of the subjects

participating in the medical care process. . It is pointed out that understanding patients' awareness of the hierarchical diagnosis and treatment system can provide a scientific basis for the government and different levels of medical institutions to improve the hierarchical diagnosis and treatment system, that is, patients' cognition and satisfaction with the hierarchical diagnosis and treatment system are also important factors affecting the hierarchical diagnosis and treatment system.

2.2 Status of foreign research

As far as foreign conditions are concerned, the hierarchical diagnosis and treatment system is basically widely used, and foreign research mainly focuses on two aspects.

One is the study of the public's awareness of the hierarchical diagnosis and treatment system. Foreign scholars use pregnant women as the survey population's choice when investigating medical treatment behaviors, and select a number of hospitals to conduct questionnaire surveys on pregnant women. The survey results fully affirm that the hierarchical diagnosis and treatment system has played a positive role in the regulation of medical resources, but there are still "leapfrog diagnosis and treatment" Behavior", for example, pregnant women with a high education level who are not at a greater risk still leapfrog medical treatment and occupy medical resources.

The second is to optimize the patient decision-making model under the hierarchical diagnosis and treatment system. Studies have shown that the two most important stages of patient visits in the hierarchical diagnosis and treatment system: the improvement path of institutional cognition and decision-making, but it ignores the evaluation and improvement of the hierarchical diagnosis and treatment system from the public's perspective, and the domestic population base is large and citizens are differentiated. Obviously, the research on the hierarchical diagnosis and treatment system in foreign regions may not be able to describe the domestic situation well. This study attempts to examine the hierarchical diagnosis and treatment system from the perspective of public satisfaction.

3. Promotion significance

With the advancement of the reform of the medical and health system, the reform of public hospitals has continued to deepen, which has injected momentum into the development of medical and health services. Therefore, we should reform the original nursing model, promote the establishment of graded nursing standards, improve nursing services, and promote nursing work to be close to patients, close to the clinic, and close to the society.

In order to achieve this goal, first, under the situation of public hospital reform, under the overall responsibility system of nursing work mode, the classification of patients according to standards can truly reflect the clinical care requirements of patients, so that nurses can provide more information for patients. For individualized and humanized care, nurses can effectively perform nursing duties such as professional care, condition observation, treatment and disposal, psychological support, communication and health guidance for patients, and serve patients with love, patience, care and responsibility. The second is to classify patients based on the actual situation of the patients, which can measure the nursing time required by the patients, rationally arrange nursing manpower, and scientifically allocate the proportion of nurses, so as to fully mobilize the enthusiasm of clinical first-line nurses, encourage nurses to base themselves on the clinic, improve service capabilities, and improve service quality.

It can be seen that it is necessary to promote hierarchical care no matter during the sudden infectious disease period or during the daily hospital work and nursing period, and the market is reasonable.

4. Conclusion

During the epidemic, treatment problems emerged in an endless stream and fully exposed the problems of the graded diagnosis and treatment system, and they needed to be solved urgently. Because the graded diagnosis and treatment system was not properly applied, patients ignored

primary care and flocked to secondary and tertiary hospitals, resulting in patients with varying degrees of new coronary pneumonia. It's difficult to seek medical attention, and high-efficiency treatment is not available. This delays the optimal time for treatment, causing serious consequences or causing cross-infection, increasing the number of patients and forming a vicious circle. This article proposes opinions and simple research on the actual problems of stratified medical care, provides a theoretical basis for the optimization and upgrading of the hierarchical diagnosis and treatment system, and effectively solves the problem of patient treatment.

At the time of completing this article, the author, after consulting the data and comparing with conventional nursing, believes that hierarchical management can better improve the nursing satisfaction of patients and their families. At the same time, it can reduce the work pressure and nursing burden of hospitals and doctors to a certain extent. It is a comprehensive model of clinical care that can standardize medical behavior, reduce variation, reduce costs, and improve quality. The limitation of conventional care lies in the lack of communication between doctors and nurses. Nursing staff only provide nursing services according to doctors' orders, such as regular injections and medicines. The nursing work is too superficial and does not pay attention to the actual needs of patients and the specificities of different patients' demand. The implementation of hierarchical management care and the establishment of a nursing team have laid a good foundation for the quality of care. Carrying out a comprehensive assessment of patients can know the actual needs of patients, and then formulate targeted nursing measures, avoiding the duplication of nursing work, and making nursing work more standardized.

All in all, hierarchical management has important application value in the care of cardiovascular internal medicine and prevention of deep intravenous infusion, etc., which pays more attention to details. It can meet the needs of patients, and has promotion significance and good research value.

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