Research on Sustainable Development of New Rural Cooperative Medical System: Based on the Perspective of Rural Preventive Health Care Investment

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Abstract. With China’s New Rural Cooperative Medical System (CNRCMS) reforming and innovating, the health industry has been concerned by rural commercial investors. However, the new rural cooperative health insurance system based on medical services improve the health of farmers simultaneously, there are also problems of resources-wasted and low-efficiency in security. Preventive health care has gradually replaced the medical industry has become a new direction for the farmers’ health investment. This article uses the World Health Organization (WHO) and the latest authoritative statistics in China and combined with the research group survey and according to the theory of industrial development study the new rural cooperative security benefits. The conclusion is that, the rural prevention and health care investment will effectively promote sustainable development of CNRCMS, has a broad market prospect.

Introduction

China’s new rural cooperative medical system (CNRCMS) as basic medical insurance has made some achievements in improving the farmers’ health. However, resources-wasted is also a common phenomenon caused by the unsound health insurance system, which not only reduces the strategic requirements of the sustainable development of CNRCMS, but also do greatly the health level of farmers. In recent years, although the health industry has led to the growth of rural health consumption, most of them concentrated in the medical field, demand of prevention health care is weak. To establish protection system of multi-health contributes to improving the efficiency of CNRCMS and promoting the growth of health industry.

Prevention, health care and rehabilitation are three main areas of health investment to promote the value of human resources. But the western rural medical institutions have a serious lack of qualified medical personnel, and the guarantee function of CNRCMS has not been effectively utilized. Being weak health awareness and bad life-style, make some low cost and high efficiency of the prevention difficultly translate into benefits from health care industry, the cost of farmers’ health care is increased. With the rural social economic developing and production transforming, living standards of farmers has being increasing. However, irrational consumption, environmental pollution and food safety, as well as slow rural non-medical health industry development as sports change the disease structure of population, the farmers’ health is not optimistic. The various sub healthy patients increased, such as, the growth of anemia, calcium deficiency, osteoporosis, fatigue, weakness etc. caused by nutritional imbalance has been rapid in many rural areas, in this state population is the potential patients with chronic disease or cancer and might increase the incidence and mortality of various diseases. In
addition, the natural factors are in different ways that affect the farmers’ health. According to the survey: diseases related with industrial pollution, including radiation, heavy metal poisoning, chronic & long-term harm, such as lead on child's harm in intelligent development of; sulfur dioxide in the air, respiratory diseases by nitrogen oxides pollution, harm of pesticide, fertilizer and organic pollutants on the reproductive ability and various triggered cancers; the endemic goiter rate caused by iodine deficiency is high in the remote rural areas of Northeast China. These diseases will consume a large number of new rural cooperative medical resources, if it could be get protected, the cost of health may be reduced as soon as possible. Based on this situation, how to curb or to eliminate effectively adverse factors affecting farmers' health, and to establish a long-term health promotion mechanism, is not only a theoretical question worth exploring, it is also a practical issue that how to improve the sustainable development of CNRCMS and the growth of health benefits by increasing the investment of prevention and health care.

Farmers' Health Status and The Way of Security Analysis

Investigation on The Health Status of Farmers

Since the last century 90's, the main health indicators improved significantly slowed down or even stagnation even decline in some rural areas. Most of the farmers engaged in manual labor, seasonal obvious, leisure-time allocation is relatively free, which is a higher requirement for their physical and mental health. However, due to the influence of traditional health awareness, many farmers have formed a lot of bad health behavior.

Rural sampling survey showed that the majority of men maintain physical and mental by smoking, drinking, playing mahjong and irrational consumption. And women in slack season or busy like to kill time by being single and also not conducive to theirs, the activities get lower health utility, is not benefit to the growth of economic benefits and the their income, and it is difficult to obtain more benefits accumulation. Thus, it is more serious for farmers health neglect or lack of health knowledge, rarely carry out positive health promotion programs by preventive health measures as reading, entertainment, tourism and rural sports activities. Due to environmental deterioration, non-scientific diet, monotonous life and movement, farmers have been suffering from hypertension, cataract, obesity, diabetes and other chronic diseases in high proportion in recent years. And these diseases due to the incidence of concealment, it is easy to neglect and relax our vigilance, once the disease, it will bring heavy burden to patients and families, and more and more seriously influence farmers’ life level and health. The World Health Organization 2010 data show that to 2020 global cancer incidence rate will increase by 50%, the annual increase of 15 million people, which of China accounts for most of the world's 20%, compared with the developed countries, survival rate and cure rate of only 13%; and farmers accounted for a large proportion in these data, have a sharp upward trend in 10 years.

Due to backward consumption behavior, the consumption ratio of farmers' daily necessities is much greater than that of health investment. Taking exercise health care as an example, the survey shows many farmers don’t have health-caring consciousness, 51.8% respondents think that it is not necessary for them to do physical exercise who engage in agricultural activities; 60.7% of them think to increase nutrition or to improve diet and to ensure adequate sleep is the main reason for promoting health. However, excessive dietary and nutritional imbalance is one of the main causes of obesity, hypertension and diabetes in rural areas. So yet a considerable
number of farmers did not realize the importance of physical exercise, diet and lifestyle in the preventive health. Moderate can exercise raise the body's respiratory system function, improve cardiovascular function, improve the immune capacity, and on the rehabilitation of chronic disease incidence and disease control has a vital role. It is not only conducive to the farmers’ physical and mental health and fatigue-relieve who participate in a variety of physical exercise in the busy season, but also can contact the feelings of the neighbors, and relax themselves.

The improved diet can compensate for the adverse effects of regional factors and specific regional culture on the health of farmers, but most farmers have little to consider the positive effect of scientific diet on health. They rarely take into account the relationship between diet and health. The research shows that the farmers' income is closely related to the health of their families. Moreover, heavy economic burden will cause farmers’ diseases, medical security is not perfect and low coverage is one aspect, the medical expenses increased up fast, income and preventive health care consumption deficiency is caused by their health to effectively improve the important reason. At present, global health industry based on the trend of population aging, urbanization, information technology and economic globalization, and gradually penetrate into the medical and preventive health and sports and other areas of the health industry, health status of farmers only in new security mechanism and promote industrial development could improve.

Analysis of the Effect of CNRCMS on Health Insurance

In rural economic and social infancy, CNRCMS improves farmers’ health and the overall level of rural labor to some extent. Beraldo (2005) through empirical analysis of the public and private expenditures, researched people's health, ability, skills and knowledge how to affect economic growth, the conclusion welfare consumption contributes more than the tax system distortion compensation hypothesis, and found that health influence is greater than education, the evidence of public spending than personal consumption influence GDP growth more [1].

The earlier studies on health promotion emphasize behavioral change strategies, and do not focus on environmental and nutritional interventions. In fact, people's health is affected by many kinds of factors. Stokols (1992) believes that the perfect way of life, disease control and health promotion strategy to improve the environment, is of great value, and proposes to social ecology analysis method about health promotion, emphasize the interaction of the individual and collective behaviors, and health resources and the constraint mechanism under environment[2]. With the economic and social developing, the progress of science and technology and advanced culture penetration, health consumption gradually become the main consumer and the health security system is improved by social forces to improve the disorder of the individual behavior, and then try to improve the efficiency of health resources, to maximize the protection of most people's health. CNRCMS still cannot be guaranteed a variety of chronic diseases and serious disease, which not only because of the defect of CNRCMS itself. What's more important, the influence of complex environment on health has been involved in more subjects, including medicine, social science, and life science. The interdisciplinary analysis becomes the core of solving the problem of farmers' health today. CNRCMS moderately increase farmers' health, but also did the farmers' number and cost of medical services, it is not conducive to higher levels of health needs of farmers and the development of health care industry. If the correct guiding the farmers’ consumer behavior to health, establishing multiple health welfare system, it could increase the accessibility of the new rural cooperative medical
services, and then expand rural health related industries market including medical care, enhance the effective demand of prevention and health care.

Simultaneously, in the new rural cooperative medical insurance and the implementation process, the widespread serious medical ethics and adverse selection problems wasted limited health resources, reduce greatly the benefits of new rural cooperative medical system in protecting farmers' health. While the market efficiency is mostly concentrated in the field of preventive care, social health insurance due to the relatively limited resources, basically for the elderly in the early stages of social and economic development, as well as the early aging of the developing countries. Even so, on aging and the aging problem so far essentially limited to disease and the system research. And comprehensive and multidisciplinary approach introduction, can for many well-known trusted factors have a more comprehensive and accurate evaluation of aging characteristics. From the aging sensory disturbance to housing and psychological and physical disease, that care and treatment have some defects, the rural elderly health care industry still has huge market. Birren (2012) [3] is a positive contribution to national public health efforts in the field of the elderly care, as well as research to improve their health and well-being. Government participation in the new rural cooperative medical scheme is not only to improve the elderly' health, but also is the new growth point of the rural health needs.

The Multiple Benefits of Rural Health Industry

Health Industry Utility

Health industry achieves population health and the quality of the increase in the quality of labor through its own products or services, this makes the health benefits of individuals or groups increase mainly through market exchange and public behavior. The health industry utility changes the value of supply or the enterprise only in the adequate effective demand, and to promote more industrial investment and economic growth. And social economic development and advanced cultural exchanges, will also promote the growth of healthy consumption, and form model of diversified health industry development and service.

According to a theory of the industrial development and the life cycle theory, the health industry has the dual attributes of nature and society. Since human health follows the characteristics of life science, health product or service must meet the health status of the individual and specific regional population and its total consumption in different life cycle has relative stability. In developing countries, although health benefits may be greater, People's health is still very bad. In contrast, in some industrialized countries or regions, if the lack of advanced health literacy and health knowledge, even if adequate intake but not balanced nutrition, the incidence of various diseases is still high, which is the natural property of health industry. But regardless of the health resources deficient or sufficient, as long as through effective health management, cultural exchange and health promotion, which will enable the human health consumer behavior consistent with life cycle theory, and promote growth of health benefits, this is the health industry social attributes.

Multiple Welfare Effects of Health Industry

Health industry is transformed into the value of people's health, and shows the diversity of health benefits. But when we measure the health, we often use a limited number of indicators to measure the overall health level, the results make some health indicators can not fully reflect the
health status of the population. In the health survey and statistical analysis, it should be as much as possible to explain the reliability of a number of health conditions. In the health survey and statistical analysis, as far as possible to explain a number of health status measure reliability; while the individual self-rated health measurement will continue to use in the absence of other options available, people should be aware of their limitations.

Self-rated health was a multivariate measure of health status in the past 10 years. World Health Organization (WHO) discussed the cross-section sample survey of population over the age of 18 (2002-2003) to 72 countries, and launched from multi-angle and multi-level index set, a more comprehensive reaction health product or service consumption of different cultural systems of population and individual will produce different effects. In the initial period of CNRCMS, although medical services may have lower health cumulative effect, but due to the prevention and health care is to pay a greater cost, relative to selection for farmers' consumption of other goods may to prevention and health care is much bigger than the actual utility.

**The Rural Health Consumer Market**

In preventive health care market, we need to be guided by the government to gradually promote the disease prevention and health promotion action, allow farmers to choose a product or service that is beneficial to the health of their own and their family members, and improve the level of their health and life quality through the scientific and reasonable consumption.

The market for consumer health relates to food, clothing, shelter and other aspects life consumption, also including, health, fitness, physical examination, health consultation and management sectors, form the goods production of a health consumer, sale, storage, transportation and services of industrial clusters. With increasing of farmers' income, farmers' demand on the health of consumer goods and services whether in variety and quantity or in quality have greatly improved. The data from a survey published in recent years, is not difficult to find that the numbers of hypertensive patients is rising in rural China, farmers have a large proportion of the 50 million diabetics, accounted for 70% of China's total population with sub health. Statistics show that rural prevention and health care industry has a huge market potential and employment space, which have a positive impact to promote farmers in health consumption, employment, increasing income and creating value.

Currently, including health food, health care products and services, China's health industry overall market has reached about RMB 660 billion. But compared with the developed-countries there is still a big gap, U. S health consumer disposable income accounted for about 48%, Japan 55% and China 15%. Generally speaking, the developed-countries health industry output value of GDP accounted for about 15%. China is only 4% and with unbalanced development, especially in the market of rural health consumer, there is huge space in the future.

**The Studies on Industry Prospects of Preventive Health Care Investment**

**Comparison of Security Model of CNRCMS**

Recessive disease is the root of all kinds of dominant diseases and chronic diseases, medical service oriented CNRCMS can’t fundamentally eradicate the health risks, which may increase medical costs of disease. A bad life-style may lead to a number of diseases. To overcome or to
eliminate the bad behavior need to pay economic cost and even cause pain, but sometimes to develop good habits or removal is not conducive to health factors; the cost is not so obvious.

The way of improving the farmers’ health is not only to rely on the continuous improvement of CNRCMS itself, the key is how to guide farmers correctly to establish a healthy sense of health protection, to spread the advanced health and cultural ideas. Kum-Nji, al. (2006) verify that exposure to secondhand smoke is one of the most important toxic substances in children. This casual contact with children later in the middle ear infection, asthma, wheezing, cough, bronchitis, pneumonia and pulmonary function damage related to [4]. From the British national diet and nutrition survey data show that maternal smoking alone with preschool children dental caries of deciduous teeth growth in general about [5]. It can be seen that the future health cost is huge, which not only make the new rural cooperative medical expenditure, and lead to the decline of the quality of labor and life. In April 2009, the British Ministry of Health announced the results of a study involving policy research, negotiation and implementation of the same impact factors. The report shows that about 78% of food supports right people to implement this plan, from the hospital to rely on government to change. In addition, less than 1% of the eligible respondents continue to receive free of charge through the new program [6].

Many human diseases come from the neglect of the various stages of the life cycle, thus increasing the cost of medical insurance. This phenomenon is more common in the developing countries and poor areas. Fortunately, this situation in recent years has been reversed, the developed countries pay attention to prevention and health care to sub national, health situation has improved greatly every year for life science, investment in public prevention and health care has increased substantially. Developing-countries through the continuous development of the national economy, spread the advanced culture of health, and a variety of health plans and in poor areas implementation of humanitarian aid, the global women, children and the elderly, the health level has increased. At the same time, the improvement of physical fitness will greatly reduce the medical burden, on the improvement of the overall level of population health at the same time, to obtain the total cost of multiple health benefits that may be reduced.

**The cost and Effectiveness of Preventive Care**

Preventive health care investment choice is trying to transform the backward health awareness, using technological means to reduce the multiple health care costs, thereby effectively change on medical service of rural health security model, to promote the reform of the health and welfare of the growth and the quality of the labor force. China's rural areas improve the health of farmers mainly by a single new rural cooperative medical care, and the cost of medical services is relatively high.

Many diseases originated from the lack of a variety of living substances. A lot of information proved that some trace elements in the organism as enzymes, hormones, vitamins and other active center and cofactors, on body metabolism plays an important role; and a body growth and development, aging and various diseases closely related to pathological status, research in this field has attracted people's attention. Before this kind of nutrition and health care is widely recognized, many developed-countries have passed through the national health insurance to improve people’s health. It can be proved that medical insurance will cause the national financial strain, medical costs and the slow progress of health improvement. With the growing proportion of medical expenses in income and aging population, Japan is gradually deepening the importance of preventive health, and actively promote to treat as the emphasis of health care.
system to pay attention to disease prevention and health promotion of preventive health system transformation (Liangying etc., 2013) [7]. With the increasing proportion of medical expenses in national income and the increasing aging population, Japan's medical burden is getting more and more serious, and the medical insurance is in trouble. Under this situation, some welfare states actively transform disease treatment into disease prevention and health promotion.

The protection of this kind of preventive care was later adopted by a large number of developing countries. Many domestic companies according to the local health needs, including the poor have important implications for a variety of diseases have achieved great success, they have a lot of preventive health care drugs and medical devices, and some even is health food and nutrition; and the current global health problem for sustainable development of exploration plays an important role [8]. Recent intellectual property (IP), industry, trade, and regulatory policies makes the health industry investors to higher value chain transfer, more and more enterprises through preventive health care products or services to create more value in the rural market, and constantly improve the health welfare of society as a whole.

Summary
Due to the increase of farmers' income and consumption ability, the rural areas will become the biggest health consumer market. Reducing the burden of farmers is likely to have more disposable income for health consumption, especially for all kinds of preventive health care consumption. Due to the transformation of rural environment and drinking water facilities as well as the gradual establishment of the healthy lifestyle of farmers, it will be conducive to the formation of a good investment environment for the prevention and health care. The allocation of medical resources in China is not reasonable and CNRCMS is not yet perfect. The establishment of a family based on community health promotion service system, to carry out the focus on the prevention of family health services and public health service system. Let farmers to develop good physical and mental health of the material, cultural, spiritual consumption, consumer behavior, as well as good habits, consumption patterns and the formation of human medicine and the life cycle of a unified health care concept.

The conclusion of this paper is that the market investment of rural preventive health is huge, and the development of preventive health industry has a very important practical significance to meet the needs of farmers’ health and reduce the cost of medical care. And through the establishment of a diversified rural health security system to promote the sustainable development of CNRCMS, it will have a far-reaching impact.

References


