

Model Construction of the Development Path Selection of Sports Health Industry and Medical Industry Integration

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Abstract: With the improvement of people's living standard, the integration of sports health industry and medical industry is rising quietly. Conventional sports health industry and medical industry adopt the integration of "health care + sports", which can realize the integrated development of sports fitness and medical care, but it cannot improve the economic benefits of sports health industry and medical industry as an auxiliary medical means. Therefore, it proposes to construct the model of the integrated development path of sports health industry and medical industry. Firstly, the integrated development path of sports health industry and medical industry is designed, and the path selection model is constructed based on the designed path, and the model workflow is designed to realize the integrated development path selection model construction of sports health industry and medical industry. Simulation results show that the proposed model can improve the economic benefit of sports health industry and medical industry by 35%.

Keywords: Ports and health industry; Medical industry; Development path; Model construction

1. Introduction

In recent years, sub-health has become a serious social problem, and 95% of cities are in an unhealthy state of development. Affected by environmental factors, life-style and behavior, the incidence of mental and neurological diseases, obesity and cardiovascular diseases among Chinese people is on the rise. Physical exercise has become the main way to ensure people's health. With the continuous expansion of sports health industry and medical industry scale, the integration of the two into auxiliary medical industry can expand the connotation of sports health. Through the integration of the business, market and technology of sports health industry and medical industry, the selection of the development path for the integration of sports health industry and medical industry is completed. Based on the design of the path to build a path selection model, combined with the design of the workflow completed the sports health industry and medical industry integration development path selection model. The integrated development of sports health industry and medical industry contains huge development potential and brings higher social and economic benefits.

2. To Construct a Model for Selecting the Development Path of Sports Health Industry and Medical Industry

The integrated development of sports health industry and medical industry can make them find the right role positioning and enhance the power of industrial development.

Optimize the industrial structure and cultivate new business forms; Thus enhances each industry's economic efficiency as well as the social economic efficiency. Therefore, in the process of industrial integration, the selection of the integration development path is carried out to obtain the best integration path.

2.1. Design of business integration development path selection

There are many overlapping links between sports health industry and medical industry in terms of business, with many common characteristics and overlapping parts in the value chain. Therefore, the integrated development of sports health industry and medical industry can achieve business integration [1].

On the talent construction of sports health industry and medical industry, the talent team can effectively integrate the two businesses by adopting the joint training method of talent team. In institutions of higher learning, high-quality talents who understand both the management of the health service industry and the operation of the sports industry can be trained, so that the management personnel of the health service industry can be engaged in the business of sports supplies, and the operation personnel of the sports industry can be engaged in the business of sports and health care, thus cultivating the cross-industry operation ability of high-quality talents. The sports health industry and medical industry are targeted to strengthen the organization and integration activities, and the sports health industry and medical industry are explored for the

new organization model and integrated management model, so as to effectively integrate the resources of the two industries and improve the allocation efficiency of resources in various fields. This method can help the sports health industry and medical industry to improve their business expansion ability, achieve business diversification development mode, and improve their market competitiveness.

2.2. Design of market integration development path selection

Sports health industry and medical industry of our country, in view of the physical health and medical services consumption has different product configuration and consumer demand, the development of sports health industry and medical industry market integration, can according to the two overlapping content of consumer demand, in terms of product innovation design, through to speed up the optimization and upgrading of product structure, develop new products to meet the needs of users [2].

According to the new demands of consumers, the market of sports health industry and medical industry is integrated. For example, for the sub-healthy population in China, new products based on sports health service products and medical service products can be developed, which have dual functions and can effectively "treat" people's physical health [3]. The new product has changed the original sports goods, the health product single function characteristic, has the multiple function characteristic, can greatly avoid or reduces the product possible side effect. Active development suitable for sports health industry and medical industry market integration of new products, need to enterprise with market development, business integration and innovation consciousness, only in this way can cultivate new market demand, makes the sports health industry and medical industry market after fusion of both inner product function, or external form has diversified characteristics, has a broader market space.

2.3. Design of technology integration development path selection

Both the development of sports health industry and the development of medical industry need to be supported by strong technologies. The integrated development of sports health industry and medical industry also needs technological integration. The research and development of integrated technologies can form new industrial forms. In-depth research and development of sports health industry and medical industry with similar technology and Shared technology can promote the development of sports health industry and medical industry. The sports health industry and medical industry technology after in-depth research and development will be scientifically

extended, so that the two industries have a broader space for development, can enter the new industry. With the help of big data technology and Internet technology, sports health industry and medical industry data system is established to realize information sharing and resource integration [4]. Fusion technology can strengthen physical health industry and medical industry development needs assessment, budget, and analysis of the fusion of sports health industry and medical industry of the future development trend prediction, makes the development of sports health industry and medical industry integration has certain scientific, can provide effective reference for later development.

By integrating the business, market and technology of the sports health industry and the medical industry, the paper designs the development path of the sports health industry and the medical industry, and constructs the model of the development path of the sports health industry and the medical industry.

3. The Realization of the Development Path Selection Model of the Integration of Sports Health Industry and Medical Industry

Based on the construction of the model of integrated development path selection of sports health industry and medical industry, the workflow of the model was designed to ensure that the established model of integrated development path selection was highly effective. Suitable sports health industry and medical industry integration development path selection model can help enterprises to real-time collection, integration and processing related to physical health industry and medical industry integration activities of all kinds of financial and business data, and through this to instant access to relevant financial information data, a model for subsequent integration development make more accurate and reasonable analysis and judgment.

The first step is to classify the cost budget according to the integrated development path: the business integration development path is compiled according to the cost basis, which is divided into two categories: project cost and business integration period cost. The development path of market integration can be divided into travel, communication, hospitality, training and office work by cost type. The development path of technology integration is divided into fixed cost and project-driven variable cost; The second step is to establish the management and control process of the selection of the integrated development path. It includes the budget management and control of the integrated development in advance, that is, fully communicate with the management of each institution before the integrated development, understand and determine the work objectives of the integrated development, and ensure the efficiency and effect of the integrated development, process compliance and the safety

and reliability of assets. In-process leaders and department leaders should conduct audit and supervision, that is, actively cooperate and communicate with relevant cooperation institutions and departments in the process of integrated development, and analyze and evaluate the cost occurrence of integrated development by observing the implementation of various business activities and conducting in-depth interviews. Collect and report the implementation of the post-industrial integration development;

The third step is to build the data model: the selection model of the development path of the integration of sports health industry and medical industry is built through the methods of factor analysis, comparative analysis and trend analysis. Through the execution of abnormal statements, real-time table of personnel expense occurrence, and execution table of industry integrated development expense, etc., the problems such as dissynergies between enterprise operation funds and project execution are supervised and prevented [5]. The implementation diagram of the model for selecting the development path for the integration of sports health industry and medical industry is shown in figure 1:

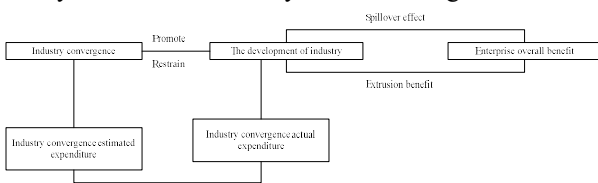


Figure 1. Sports health industry and medical industry fusion model for the development path selection.

A path selection model is built based on the designed fusion development path, which can obtain relevant financial information data instantly and make more accurate and reasonable analysis and judgment for the subsequent fusion development.

4. Simulation Experiment

The effectiveness analysis experiment was carried out by using the model and the conventional fusion model designed in this paper. In order to accurately analyze the influence of various indicators and accurately obtain the experimental results, this paper adopts the method of simulation experiment. In order to ensure the accuracy of simulation experiment, multiple simulation experiments are carried out and the data generated from multiple experiments are presented in the same data chart.

4.1. Data preparation

In order to ensure the accuracy of simulation test process and results, test parameters were set. In the simulation test, two different fusion models were taken as simulation test objects to simulate the fusion model to obtain the optimal fusion path per unit time, and the simulation test results were analyzed. Due to the different industry data, the optimal fusion path is also different, and has an impact on the test results. Therefore, it is necessary to ensure the consistency of industrial data in the test process. The experimental data setting results in this paper are shown in Table 1.

Table 1. Experimental parameter setting table

Fusion path type	Industry consumption data
Business integration	Project cost :150 thousand yuan
	Expenses during business integration :100 thousand yuan Interest of amalgamation of industry after that event: 300 thousand yuan
Market integration	Pre-integrated development budget: 80 thousand yuan
	Actual expenses incurred: 85 thousand yuan Interest of amalgamation of industry after that event: 150 thousand yuan
Technology integration	Technology innovation:50 thousand yuan
	Interest of amalgamation of industry after that event:200 thousand yuan

4.2. Analysis of test results

According to the statistical results of the experiment, the comparison chart of fusion path obtained per unit time was drawn, as shown in figure 2.

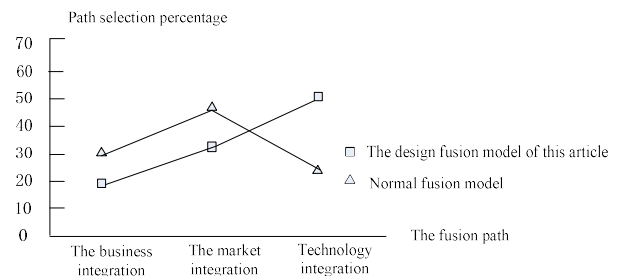


Figure 2. Select fusion path comparison chart.

5. Conclusion

This paper puts forward the development of sports health industry and medical industry integration path selection model, through the development of sports health industry and medical industry fusion path selection for design, relying on the design of the path the path selection model is built, the work process to carry on the design of the model, realize the development of sports health industry and medical industry integration path selection model is build. Simulation results show that the proposed model is effective. It is hoped that this paper can provide theoretical basis for the integrated development of sports health industry and medical industry.

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