

The Challenges and Countermeasures of Medical Cosmetology

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Abstract: The development of medical cosmetology industry stems from the increasing pursue to beauty. In its development, with consumption psychology of user becoming more and more mature, the development environment has also been changing day by day. However, correspondingly, the development of China's medical cosmetology industry is still in the primary stage. There are still many problems in the industry restricting its further development. In this context, it is necessary to analyze the current challenges faced by the medical cosmetology industry based on the environmental characteristics of the medical cosmetology industry, and explore effective countermeasures to meet the challenges, so that China's medical cosmetology industry can develop in a positive direction.

Keywords: Medical cosmetology; Medical cosmetology industry; Development challenges; Coping strategies

1. Introduction

With the continuous growth of China's economic level, per capita consumption level has also been greatly improved. Consumption item has also witnessed some changes. More and more people began to pay attention to their own external beauty. Medical cosmetology industry also came into being in this context. China's medical cosmetology industry is currently in a critical period of rapid development. Each year more than 300 million consumers involved in medical cosmetology, aging from 20 to 60 years old. The purpose of medical cosmetology is to show a better external appearance. However, due to the initial development level of China's medical cosmetology industry, neither agency's license nor the personnel professional level in medical cosmetology industry has clear rules and regulations to limit. Because of the lack of supervision of the medical cosmetology industry, medical accidents are also increasing year by year. Medical cosmetology industry, as one of the most important industries in the process of social development, is facing very serious challenges. So in this context, it is more necessary to analyze combined with the development environment of China's medical cosmetology industry and explore the challenges facing the contemporary medical cosmetology industry, to provide theoretical reference for the sustainable development of China's medical cosmetology industry.

2. Characteristics of China's Medical Cosmetology Industry Environmental

In China, medical cosmetology industry has been rising for more than 30 years. In the process, medical cosmetology industry's environmental characteristics are be-

coming more and more distinct. For more than 30 years, China's medical cosmetology industry in the construction of medical and health service system gradually showed a marginal development trend. Most of the business content is under the government's medical management department supervision and management. In the process of the continuous development of China's economic level, the development of some foreign-funded enterprises and private enterprises make China's medical cosmetology industry become more complex. Medical cosmetology industry has been confined to the medical field content. More often it has become an essential part of modern life. In the process of medical industry reform in China, these foreign-funded enterprises and private enterprises make the boundary more blurred between the private and state-owned. The development resistance of the medical cosmetology industry is becoming less and less, and the complaints about medical cosmetology advertising violations of national laws and regulations are also increasing year by year. In 2016, China focused on revising the Measures for the Administration of Medical cosmetology Services, hoping to establish a standardized management system for the medical cosmetology industry, promote the medical cosmetology industry in a positive direction to achieve development and progress, and protect the legitimate rights and interests of medical practitioners, reduce the phenomenon of non-medical institutions illegal medical cosmetology. However, in the practice of management methods, it can be found that China's current supervision of the medical cosmetology industry still has certain problems. From the perspective of the development environment, all forces are actively promoting the development of medical cosmetology industry diversification, but due to the lack of standardized manage-

ment of the medical cosmetology industry, in the development process more and more challenges and problems appeared. The medical cosmetology industry brand effect greatly reduced, and consumers are more and more concerned about medical cosmetology. The standardization level of medical cosmetology industry development in different regions is different. Many consumers have to choose cross-regional medical cosmetology in order to realize their own needs in the medical cosmetology industry, which is not conducive to the development of regional economy. For the medical cosmetology industry, there is also a very serious situation. Therefore, from the environmental characteristics of China's medical cosmetology industry, China's medical cosmetology industry must deeply explore the challenges and problems facing the development of the medical cosmetology industry, in order to standardize the development of the medical cosmetology industry to explore further problem-solving strategies.

3. Challenges Analysis of the Medical Cosmetology Industry

3.1. The level of administrative licensing of medical cosmetology institutions is insufficient

In the development of medical cosmetology industry, medical cosmetology institutions are important carrier. Through various platforms, consumers find medical cosmetology institutions in line. On the whole, China's medical cosmetology institutions in the administrative licensing have serious non-compliance, such as lack of necessary clinical departments, in the diagnosis and treatment of the content of the registration they does not include the actual commitment of medical cosmetology services, the use of medical technology did not in the relevant departments for the record, etc. This series of problems not only does not meet The basic Standards(trail) of Medical Cosmetology Institutions, Medical Cosmetology departments in China, but also indirectly reflects the inadequate control of health administrative departments in China in the approval of medical cosmetology institutions. Medical cosmetology institutions carry out medical cosmetology business, they need to have a professional approval license issued by the state, and in using medical technology and hardware facilities the industry personnel should meet the basic standards of the state medical cosmetology institutions. On this basis, it is necessary for the national health administrative department to regularly verify and test the qualifications of medical cosmetology institutions, to ensure that in the implementation medical cosmetology institutions reduce the existence of medical safety risks as far as possible. However, from the current medical cosmetology institutions administrative licensing situation, they does not

meet the state medical cosmetology institutions in the approval requirements and planning.

3.2. The professional level of the medical cosmetology industry is insufficient

The medical cosmetology industry is a high level of professionalism, so in the review process it should also have very strict examination standards. However, in the current medical cosmetology industry development process, there are many medical cosmetology institutions practitioners who do not meet the basic standards of medical institutions. Some medical cosmetology institutions even use non-health technical personnel to carry out medical cosmetology treatment activities. The main reason for this phenomenon is that more and more people are now beginning to pay more attention to the medical cosmetology industry. People are increasingly in demand for medical cosmetology, and the organizations providing medical cosmetology program services are growing, with medical cosmetology professional doctors in short supply, but high-quality and skilled medical personnel will choose more public hospital. Some private hospitals and medical cosmetology institutions, although in the market accounted for a higher proportion, are shortage of corresponding social security mechanism that led to high professional level of personnel unwilling to engage in long-term work in private hospitals and medical cosmetology institutions. In order to better seize market share, medical cosmetology institutions and private hospitals will appoint some people who do not have the relevant qualification level to engage in medical cosmetology services, resulting in medical cosmetology accidents occur repeatedly.

3.3. The quality management of the medical and beauty industry is worrying

As an important factor affecting the life of modern people, the development quality of medical cosmetology industry plays an important role. From the current medical cosmetology industry in China, many medical cosmetology institutions have not established a medical quality assurance system. Medical personnel in the formulation of medical instruments lack of normative writing format, medical cosmetic surgery records and prescriptions without professional audit and confirmation. In the process of medical cosmetology surgery some drug management is disorder mixed with other drugs, special items without special custody, registration system is imperfect and so on. This not only reflects the medical personnel in China's medical cosmetology institutions in the legal practice of the level of awareness is generally not high, but also means that the medical cosmetology industry lack of core protection. Most medical cosmetology institutions pay attention to the issue is how to attract more consumers. The effect of medical cosmetology projects and medical

cosmetic surgery procedures and prescription settings are slack, resulting in medical cosmetology accidents and risks are undoubtedly affecting consumers a lifetime of problems. The quality of this medical cosmetology industry, which cannot be guaranteed, is also the most serious situation facing the challenges of the medical cosmetology industry in China.

4. The Response Strategy of the Challenges Faced by the Development of the Medical Cosmetology Industry

4.1. Strengthen the approval and supervision of the licensing of medical and beauty institutions

The construction of medical cosmetology institutions is special, but it must comply with the regulations and standards of China's health administrative departments in the management of medical cosmetology institutions. So, in the development of medical cosmetology industry, we must strictly regulate the medical cosmetology institutions' industry access system, refine the medical cosmetology institutions licensing matters. Whether medical institutions hardware facilities or medical personnel settings must have nationally recognized qualifications and certification, and establish a regular assessment system. Only practitioners pass the exam can they enter the medical cosmetology institutions for induction services. It not only can effectively enhance the quality of medical cosmetology institutions, but also achieve good regulatory effects on medical cosmetology institutions, improve the entry threshold of medical cosmetology institutions, regulate the medical cosmetology industry market order, so that consumers in the choice of medical cosmetology institutions can have no worries.

4.2. Strengthen the management responsibility of the main body of medical cosmetology institutions

For a long time, China's supervision of the medical cosmetology industry is carried out by the health administration department. This not only leads to many medical cosmetology institutions lack of self-discipline, but also let some institutions lack initiative. Therefore, in this context we must follow the guidance of China's comprehensive supervision system for the medical and health industry to implement the self-management subject responsibility, strengthen the medical cosmetology institutions in the practice of law and standardize the service of the main responsibility, strengthen the medical cosmetology industry internal self-discipline, improve the medical cosmetology institutions integrity management level. In the development process of China's medical cosmetology industry, self-restraint and self-supervision should be used to strengthen their own main management, improve the overall level of beauty medical institutions.

4.3. By means of information technology to achieve the effective supervision of medical institutions

At present, China has officially entered the era of comprehensive information. In the process of regulating the medical cosmetology institutions, the technical means of information technology can be used to monitor and review the service process of medical cosmetology institutions. Health regulators establish a unified medical cosmetology industry information monitoring platform, and to open the supervision and reporting channels to customers, so that consumers in the face of medical cosmetology accidents can timely report the unqualified medical cosmetology institutions. There are health regulators to review and supervise the content of the report, to improve the effectiveness of supervision. In the information supervision process, the mutual sharing of credit information and approval can be achieved. Regulators can also through big data information technology to analyze the medical cosmetology institutions of all aspects of statistical analysis. For the weak link of supervision, the content of the form is classified according to the risk. China's medical cosmetology industry development supervision and management can be more accurate and efficient, so as to create a harmonious medical cosmetology consumption environment for consumers.

5. Conclusion

The progress of medical cosmetology technology makes people a more choice in pursuing beauty. But in the development of the medical cosmetology industry, the medical technology level, medical cosmetology institutions supervision and ethical aspects of the challenges are also deepening. So, in this context we should strengthen the supervision and management of the medical cosmetology industry, improve the technical level of the medical cosmetology industry, resolutely resist the medical cosmetology behavior at the expense of health. In the process of continuously improving China's medical cosmetology service management system, the vital interests of the vast number of consumers should be safeguard and promote the healthy development of China's medical cosmetology industry.

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