

乡镇医院中医中药市场的现状调查——以湛江市坡头区龙头镇为例

摘要

目的: 了解乡镇医院中医中药的市场现状, 人们对中医中药的认知和喜爱程度以及需求, 为中医中药的不断发展提供了依据和决策。方法: 通过文献资料法、数据统计法、调查问卷法、逻辑分析法以龙头镇为例进行中医中药市场现状进行调查分析。结果: 受访者大多数表示对中医中药的认可和信赖, 有意愿选择中医中药进行疾病治疗和养生保健, 且统计显示, 乡镇医院近几年对中医中药的大力投入与建设也取得了显著的效果, 医院的中医门诊量和中医中药的收入呈逐年递增的趋势。但是中药的价格的不断飙升也是成为了中医中药发展的绊脚石。结论: 乡镇医院不断大力宣传和发 展中医中药, 使中医中药文化更加地浓厚, 同时奠定了良好的群众基础。体现了中医中药在医疗卫生和保健养生市场有着巨大的潜能, 在发展的同时应当加强药品价格管理, 营造良好的中医中药医疗环境。我们应不断地创新学习, 给民众更加优质的服务体验, 增强民众对中医中药的信赖, 提高居民的健康水平, 使我国乡镇中医中药市场有序地发展。

关键词

乡镇医院; 中医; 中药; 市场; 调查

**Investigation on the present situation of traditional Chinese
medicine market in township hospitals
-- take longtou town, potou district, zhanjiang city as an**

example

Abstract

Objective: to understand the market status of TCM in township hospitals, people's cognition and love of TCM, and demand, and to provide basis and decision for the continuous development of TCM. Methods: taking longtou town as an example, the status quo of TCM market was investigated and analyzed through literature review, data statistics, questionnaire and logical analysis. Results: most respondents said recognition of traditional Chinese medicine and trust, is willing to choose traditional Chinese medicine for disease treatment and health care, and

statistics show that the township hospital of traditional Chinese medicine in recent years, vigorously investment and construction also has obtained the remarkable result, MenZhenLiang of traditional Chinese medicine and traditional Chinese medicine hospital income increasing trend year by year. But the soaring price of TCM is also a stumbling block. Conclusion: township hospitals continuously vigorously propagandises and develops TCM, which makes TCM culture stronger and lays a good foundation for the masses. It shows that TCM has great potential in the medical and health care market. At the same time, drug price management should be strengthened to create a good medical environment for TCM. We should continue to innovate and learn, to give the public more quality service experience, enhance the public's trust in TCM, improve the health level of residents, so that China's township TCM market orderly development.

Keyword

Township hospitals traditional Chinese medical science traditional Chinese medicine market investigation

以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。

如要下载或阅读全文，请访问：

<https://d.book118.com/638114051070007006>