

An Online Medical Service Platform Based on the Internet

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Abstract: The online medical service platform is a registered doctor online service platform based on the exclusive technology, including graphic consultation, voice consultation, and telephone consultation platform. It is a platform for self-diagnosis services for patients and information sharing between online registered doctors and users. It aims to provide a more convenient and fast online medical platform for patients, so as to solve the problems of "difficult to see a doctor, high price and insurance deficit" for most patients, so as to relieve the current tense doctor-patient relationship and provide more comprehensive protection for users. But at the same time there are some shortcomings and limitations.

1 Introduction

With the development of our country's social economy, people's living standards are constantly improving, and more and more attention is paid to physical health. As the population grows and medical tasks become increasingly onerous, doctors have to diagnose and treat dozens or even hundreds of patients every day, and the pressure on medical staff is also increasing. The more patients waiting for treatment in public hospitals, the longer waiting time for each patient and the lower the efficiency of patient's treatment. Private hospitals also discourage patients because of the high cost of treatment. Obviously, although the current medical resources can meet the needs of the vast majority of patients, the patients' medical experience is poor and the medical staff is under great pressure. In this case, the doctor-patient relationship cannot be improved or even further deteriorated. Along with the continuous development of science and technology, the Internet technology matures, also appeared on the market in recent years, the new concept of "online hospital", it is to point to by patients on a mobile device or computer as the carrier, by voice, text, images, consult the doctor for one-on-one online, thus in the shortest possible time get professional medical personnel for advice, the first time control condition. But has yet to appear on the market at present of a mature enough, with sufficient credibility of online health services platform, and patients in general without medical related professional knowledge blindly use search engines to find relevant information is often the result of the so-called "putian series" hospital or without qualifications for practicing fraud, so that the loss of property, missed the best treatment timing and even died. Therefore, how to establish a reliable, stable platform that can provide effective treatment advice to patients is an important problem we need to solve.

2 Industry Statuses

In 2018, the executive meeting of the State Council presided over by premier Li keqiang put forward and determined the development of "Internet + medical care" and other measures on "relieving the difficulty of seeing doctors and improving people's health". The meeting pointed out that accelerating the development of "Internet + medical care" can improve the efficiency of medical services, make it easier for patients to run fewer errands, and enable more people to share high-quality medical resources. However, Liu Keyuan, founder and chairman of the network medical alliance, said that Internet medical has not found a suitable profit model or development direction, and China's Internet medical industry is therefore looking for a way out of difficulties. At present, China's Internet medical industry mainly faces the following difficulties: there is no a perfect medical service platform; Rather than consulting a doctor on a specific online medical

platform, people seem to be more likely to self-diagnose by searching for characteristics of the disease, thus being misled by bad institutions and wasting time and money. If the platform is not perfect in reviewing the doctors, it is likely to be used by some people with ulterior motives, exaggerating and misleading patients and delaying treatment. At present, the medical intermediary service market in China is still in the initial stage, and there are very few intermediaries providing perfect medical service in China. It can be said that the industry of online medical platform is still in the rising stage in China.

3 Market Forecast

Despite the rapid development of the Internet industry, Internet medical treatment, namely the online medical service platform, as a new medical model, completely subverts the public's existing concept of medical treatment, which may be difficult for the public to accept, and the penetration rate will be very low in a short term. However, with the continuous publicity work, the public has a certain understanding of this medical model, and the number of users will increase in a certain proportion, and the majority of them are middle-aged and young people, especially those around the age of 20, because they are more receptive to emerging things than other age groups. At present, the market share of the online doctor network information platform is less than 5%, the rest 95% are individual customers, and there is no more perfect product compared with other products. In this case, the development of such a platform can effectively integrate users and provide users with services superior to other similar products. At the same time, on the premise of effective technological innovation, diversified operations can be carried out to provide users with remote consultation, diagnosis of rare diseases and other services, with high profit potential on the premise of providing convenience for patients.

4 Advantages, Disadvantages and Limitations of Internet Online Medical Services

4.1. The Advantages of Internet Online Medical service

Internet medical treatment has changed the process of patient's medical treatment, thus effectively improving the patient's medical treatment experience and realizing the redistribution of medical resources on this basis. In China, one of the biggest characteristics of the medical field is the serious imbalance in the allocation of medical resources. The imbalance of medical allocation between urban and rural areas, between developed and underdeveloped areas, and between hospitals of different grades in the same city. But in the Internet medical patients go to a doctor is not confined to doctors in the region, as a result, patients may come into contact with the developed areas in the wilds of more advanced medical instruments and more experienced doctors and rich medical resources, which allow people from remote areas to be timely and effective medical treatment. At the same time, the criteria used by patients to see a doctor online and offline are the same as the process of doctors' diagnosis for patients. There is no difference in diagnostic criteria, so the accuracy of online diagnosis is not affected. For patients, Internet medical treatment first changed the "three long and one short" of hospitals in the past, that is, the registration time is long, the waiting time is long, the payment time is long, the doctor time is short. In the pre-diagnosis part of the medical scene, Internet medical treatment can make an appointment for registration on the Internet, and can directly wait and pay for consultation on the Internet, which solves the waiting time of patients queuing for registration, filing and waiting for consultation in physical hospitals. In the later service, the communication between doctors and patients, prescription drug collection can be completed online. What's more, due to the development of technology, doctors can open their mobile phones and computers to diagnose patients online in the interval between receiving patients, effectively utilizing the fragmented time of doctors.

4.2. Disadvantages of Internet Online Medical Service

Just like the shortcomings of most online platforms, the first problem to be solved in order to realize Internet medicine, a new medical method, is how to guarantee the rights and interests of both patients and doctors. First of all, from the perspective of patients, people in the past has come into contact with the medical approach is offline medical treatment, the patient and the doctor face to face communication, a doctor in a series of inspections for the patient, and through the instrument of auxiliary concluded that diagnosis for the patient, and then according to the different set of every case patients with different treatments. Under such a premise, it is undoubtedly difficult for patients to break through the existing cognition and receive Internet medical treatment in a short time, which has never been proposed before. As an "online doctor consultation" platform, how to ensure that every "doctor" is a qualified doctor is very important. If supervision is not enough, it is easy for people with ulterior motives to mislead patients by posing as doctors. Therefore, it is necessary to strengthen the examination process of resident doctors. At the same time, as a public information platform, how to control the boundary between "public sharing" and "patient privacy" is undoubtedly very important. As a patient, everyone doesn't want their illness to be publicized, especially if it's something private or difficult to talk about. Moreover, anyone who wants to put some of their personal data on such a public platform will question whether their private data will be leaked by the platform as a tool for profit. Therefore, the privacy protection of Internet medical treatment must be improved, and a set of strict supervision system should be developed, so as to ensure the safety of patients' personal information. From the point of view of doctors, as doctors working in hospitals, the time they can answer patients' questions on the Internet is fragmented every day. After all, there is a shortage of medical resources, especially the medical work in some departments is more onerous., therefore, must ensure that each "patient" is really need counseling patients, rather than out of boredom, curious or other psychological harassment of doctor has nothing to do, only in this way can ensure the doctor's time is not wasted, to the limited time and energy into the patients, ensure that every patient can get the doctor make a diagnosis and give treatment in time, relieve pain at an early date. In addition, the current tension between doctors and patients is obvious to all, especially in recent years, the news of doctors being abused, beaten or even killed by patients or their families has been exposed. How to ensure the personal safety of doctors registered on the platform is also very important. As online medical platform, the doctor's office's name, age, hospital and other personal information is when you must offer flat to Taipei, is also to prove their doctor identity credentials, but the information public is likely to bring a doctor exposed to danger, therefore, in to protect the privacy of patients at the same time, protect the privacy of the doctor is particularly important. The platform needs to examine the qualifications of doctors, as well as every patient, to make sure that there are no criminals who pretend to be patients, and to develop a strict credit system to screen out those troublemakers through various ways, so as to protect the personal safety of doctors.

4.3. Limitations of Online Medical Services

The limitation of Internet medical treatment lies in the fact that the online guidance and diagnosis can only be based on the description and pictures of patients, while the critical and severe injuries cannot be dealt with online. There are many diseases that cannot be diagnosed by simple description and observation, and some symptoms correspond to many different diseases. In such cases, online consultation cannot replace the face-to-face observation, smell and cut by doctors. And every doctor in the process of practicing medicine can see different cases, the diagnosis and treatment of their accumulated experience is different, the same kind of disease in different doctors hands are likely to be completely different treatment methods, treatment with patients and personal conditions such as allergic reactions, such as physical condition is different also each have differences, when online visits the doctor couldn't effectively according to each patient's different to tailor the treatment of patients, which may affect the subsequent treatment process of patients.

5 Conclusions

At present, the Internet online medical model is strongly supported by the state and is likely to flourish in the future. However, how to ensure the information security of patients and doctors while achieving transparency and information sharing is the primary problem we need to face. We cannot only focus on the advantages of this model, we must look at the problems that may occur in the development process of the Internet online medical platform and solve them, so as to ensure that the platform can go further and longer on this emerging road.

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