

The Development of Service Design in the Medical and Health Industry

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Abstract : With economic development and social progress, medical and health design has received more and more attention and has become a national health and safety issue. Today, people are no longer limited to “seeking medical treatment”, but when they are healthy. “Preventing disease”, seeking a better quality of life through medical means, as a result of which medical products and services are more closely linked to people’s lives, and China’s medical and health industry has ushered in a historic opportunity for rapid development. The current medical services have some drawbacks, so the methodology provided by the service design concept can guide how to better serve the medical field, aiming to provide solutions based on the service design concept, and then meet the expectations of patients for the medical service experience.

Keywords: Service design; Medical health

1. Service design

Birgit Mager is the world’s first professor of service design. She proposed: Service design aims to design useful, usable, and desired services from the perspective of users; from the perspective of service providers, design Provide useful, differentiated and effective services. The service design is strategic. The service provider provides strategic positioning and proposes different services according to different needs. The service design is systematic and contains many different influencing factors. Therefore, the service design has a global perspective and needs to consider the differences in the system. The needs of the actors and provide corresponding services. In addition, the concepts of service design and social innovation are easy to confuse. The purpose of both is to recommend the sustainable development of human beings. However, the design objects and mining values are different, and there are still certain differences. In practice, service design is to innovate and improve the system at each touch point, design according to the different needs of different participants, improve service quality and the interaction between service providers and users, and provide value for people. Service is a continuous series of interactions between the customer and the service system. This system is composed of many different touch points through the customer journey.

Product design is to produce a practical and user-centered product. Interaction design is to do a good job in the way people interact with other things. Graphic design is to let people see whether this plane has a touching response. Service design combines user needs and customer needs, and integrates overall planning, business, engineering, management, and design to create new social and economic value together. The new socio-economic value is the best output of service design. With the loss of time, a good service may bring about an increase in brand value, may be a pillar of the company’s economy, and may be a good reputation. The establishment of will bring continuous and positive development.

With the development of technology, consumers have shifted from a simple pursuit of spiritual comfort to a higher-level pursuit of spiritual enjoyment. People’s expectations and consumption patterns have changed, leading to changes in the relationship between production and supply, and further promoting the transformation of social industries. More and more industries have shifted from simply selling products to selling services.

2. Medical and health industry background

Medical health has always been an important part of social public services and public affairs management. As a result, medical and health design has received more and more attention. Nowadays, people are no longer limited to “seeking a doctor when they are sick”, but to “prevent disease” when they are healthy, and seek a better quality of life through medical treatments. This medical product and service are becoming more and more closely related to people’s lives, and China’s medical and health industry has ushered in a historic opportunity for rapid development.

The innovative design of medical products and services in my country is still in its infancy. Therefore, how to create a good experience in the process of medical treatment and how to create a more reasonable and humanized medical service system is worthy of our in-depth study. In the era of knowledge-driven service economy and experience economy, although technological breakthroughs and the rapid development of artificial intelligence have made people more and more clearly see the possibility of reshaping the traditional medical service model, medical services in addition to providing core diagnosis and treatment technology

In addition to services, in order to achieve truly satisfactory medical services, it is also necessary to provide patients with spiritual, cultural, and emotional humanized services. This means the integration of medical humanistic spirit and constructiveness in system design and innovation think.

3. Difficulties faced by service design in the medical and health industry

Difficulties faced by the application research of service design in the medical and health field:

(1) To master and understand the professional and relevant knowledge in the extremely complex medical and health field. We are required to pay attention to medical and health issues first.

(2) Field research in sensitive and special hospitals and other scenes. The hospital is a challenging place. It may involve a series of sensitive and inaccessible topics such as the work process of medical staff, the way of diagnosis and treatment, the patient's condition, privacy, and psychological state. The research process may be hindered.

(3) There are so many stakeholders, it is difficult to sort out the correct logical relationship. There are many stakeholders in medical service design, and it is relatively complicated to sort out the logical relationship. It is easy to cause a situation where there is more than a sense of form, but the logic is not strong.

4. The future development trend of service design in the medical and health industry

Medical service design needs to face the safety of medical care, survival opportunities, healthy life quality and lifestyle, respect for life, and desire for dignity for every individual in society, and truly think about the essence of human-oriented design based on empathy, to understand and insight The different needs and experiences of various stakeholders such as medical service providers and recipients, focusing on the "systematic design of the relationship between people, things, behavior, environment, and society" in medical services, and exploring online and offline integration Medical service system construction, organizational form innovation and service experience value innovation, as well as an overall solution that is respected throughout the process and has humane care and emotional significance.

5. Conclusion

The development of science and technology is driving changes in the medical field. The medical and health industry is playing an increasingly important role in public life, and medical products are also developing towards a service-oriented trend. Integrating service design into the medical and health industry can enable patients and users to get a better experience and meet all physical and psychological needs. At the same time, medical resources can be further integrated, and patients can be "triggered" to treat patients, effectively eliminating blind medical treatment, simplifying medical procedures and other stages, which have a positive impact. Injecting the medical industry into the method and concept of service design will continuously improve and enhance people's quality of life and health, and promote the healthy development of the medical industry.

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