



## RESEARCH ON CONSTRUCTION OF BUSINESS MODEL OF SPORTS HEALTH MANAGEMENT

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### Abstract

The health management industry belongs to the sunrise industry and occupies a positive position in the entire national fitness industry. This article systematically summarizes and actively explores the entire commercial model of sports health by searching literature reviews. Positioning from the concept of the commercialization structure of sports health management has positive integration significance for the promotion of the overall model of industry development, the active construction of the commercialization system of the operating model, and summarizes the operating characteristics of various models during the promotion process. It expounds China's unreasonable health industry and measures to construct an effective health management business model. It adds meaningful theoretical research to China's effective health management business model.

Keywords: sports management business model construction

## Introduction

The term "health" is an eternal topic in the history of human evolution. In the life of a person, the awareness of health awareness is also different at different stages. As a new term since the founding of the People's Republic of China, "sports health" has been supported by relevant national policies and leaders. The "Health China 2030 Planning Outline" promulgated in 2016 proposed that for the health industry planning, we must focus on the development of sports, public fitness, and active sports industries. In 2017, the report of the 19th National Congress of the People's Republic of China twice proposed the development of the national fitness industry in the health industry, which has become a common word in recent national reform documents. In the context of the current economic development, people are paying more attention to health awareness. As work pressure continues to increase, more and more people suffer from chronic diseases. Awareness of health management has emerged at the historic moment, and the development of professional intervention programs for different patient groups can effectively curb the spread of chronic diseases.

The health management industry

has become a key growth point for the future health sports industry. The health effects are beyond doubt. Through effective health management, we can better prevent and cure various diseases. By looking for various related documents, China's demand for engaging in the health management industry is increasing linearly every year. However, the lack of professional talents is a problem to be faced. How to effectively treat patients effectively through professional personality management will become a problem faced by health management talents in the future. This article discusses the meaning and value of health management. It expounds China's unreasonable health industry and measures to construct an effective health management business model. It adds meaningful theoretical research to China's effective health management business model.

### *Concept of Sports Health Management Business Model*

The term "health management" first appeared in the concept of health management in the US insurance industry in the 1960s, and it deeply recognized the importance of people for health management in the future. Within the next 10 years, health management awareness gradually became popular in Britain, Germany, France,

and Japan. People's health management concepts extended from the insurance industry are gradually moving closer to the sports and medical industry. With the continuous improvement of the health management industry in the insurance industry, a true health management business model has slowly been established. People think that the groups targeted by health management are some specific customers. For hospitals, health management refers to effective prevention and intervention of people who are about to enter an unhealthy state. It can be seen that through the intervention of the health manager on the individual, it can change bad habits in a specific time, develop an active and healthy lifestyle, and provide scientific and effective advice at specific times and places. China's record of the term "health management" first appeared in the book "The Yellow Emperor's Internal Classic". The interpretation of this term is "pre-treatment without disease".

By means of prevention, effective prevention of various diseases of the body is also called "health". Experts have different interpretations of the concept of health management awareness. However, the real sense is that the current health awareness exists in three aspects, namely physical, psychological and social adaptability. Through dif-

ferent intervention methods, health management conducts effective evaluation from this aspect, gives professional advice, and formulates scientific intervention methods and programs.

Through modern scientific and technological means, it constantly monitors the problems of patients during the intervention process, so as to achieve the effect of health management.

#### *Operating System of Sports Health Management Business Model*

The core of sports health promotion is the intervention method with the theme of sports, which will be the corporate soul and core of each health management company. A variety of products are formulated for different customer groups, which can effectively attract the interventionists to understand the content of the intervention. In terms of the setting of commercial model products, the product design in the practical sense is mainly based on the related diseases that occur in customers' daily lives. In recent years, health management for sub-healthy people has been a hot topic. Through a variety of sports interventions, psychological surveys and consultations, it can regulate sub-healthy people well. Through a variety of after-sales services, consumers are intervened in poor lifestyles, so that they can develop

healthy lifestyles. For specific cases of postoperative injury rehabilitation, specific intervention methods should be given to consumers, and consumers should be tested and evaluated in different stages at different stages to continuously adjust intervention programs. For the entire health management business model operation concept, it is also a marketing process. No matter what kind of company through various marketing methods, design their own products, and through a variety of services, effective interest exchange for consumers, this will be the key point of the entire business operation model.

#### Analysis of Characteristics of Commercial Model of Sports Health Management

Looking at the whole, it can be seen that the model of the commercialization model of sports health management is an expansion with the concept of the star-shaped diffusion model. Using core technical means, professional service teams, and effective intervention measures, we provide decentralized services to target customers. Through a variety of channels, effective health management of consumers. It can be seen from the commercialized health management service model that service personnel charge consumers by stages through different

intervention methods and evaluation effects. Through different stages, the effect of the intervention changes, thereby charging consumers with various service fees.

Regarding the promotion of the health management commercialization model in recent years, consumers have paid more and more attention to health management, which is also conducive to the effective promotion of the health management model in various cities. The main feature of the health management commercialization model lies in the intimate and win-win cooperation between various departments. From the beginning of the sales team's search for the target customer group, the entire commercial operation mode has already provided effective services to consumers, and various stages of service personnel have formulated various consumption lists for consumers in different intervention stages. There will be great contradictions in the coordination between professional technicians and managers. This is the shortcoming to be faced in the health management business model. First of all, in the development cycle of the whole health management commercialization model, the whole can be divided into three types. The first is the effective replacement of resources for members of the expert group and re-

lated health management colleges that rely on colleges and universities. Through the development of various enterprises and government cooperation, an effective health management commercialization model has been established. For example, Chenjiagou Taijiqian Health Management Business Park Secondly, enterprises recruit excellent medical talents and sports talents of various specialties.

The mode of operation of the enterprise is based on professional technical talents. It constantly promotes the professionalism of health management and promotes it effectively. Vigorously promote the commercial operation mode of the product line, and establish a sound operation process in various departments. The biggest investment is in product design and active planning and promotion. Through commercial promotion and product design, people are deeply aware of the effectiveness of the health management industry from their hearts and carry out a normalized business operation model.

### Conclusion

The health management industry has been valued by major health institutions around the world, and people have set up distinctive products through various promotional measures. Ration-

alize the operation of the health industry through scientific enterprise management. Aiming at different national conditions in our country, the research of the health management business model has gradually changed from systematic to localization. People gradually attach importance to the design of products, the quality of services and the evaluation of consumers' confidence in the health management industry.

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