

Analytical study on the current state of development of the companion industry

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Abstract. Chaperone Service are designed to save time and effort by assisting patients with hospital visits, including registration, queuing, and billing. This article summarises the theoretical foundations of the professional escort field, developments, the definition of the concept of the escort service industry, the concept of the escort, the distinction between the escort and the traditional care worker and the "ticket scalper" robbing the number on behalf of the patient, as well as the demand for talents and competencies of the escort and the traditional care worker and the "ticket scalper" robbing the number comparison. The article also analyses in detail the healthcare resource models in the escort service industry, including escort service platforms, hospitals' own escort channels, and cooperation between hospitals and escort agencies. These analyses help to understand the current situation of the escort service industry, the definition of the concept, the comparison of the talent demand, and the different service models, so as to better develop this industry.

Keywords: Chaperone Service, Companion Clinic Attendants, Medical Resource Model.

1. Introduction

1.1. Background

With the rapid development of society, the medical field is also evolving, and the escort service industry has become one of the areas of concern. This paper explores the current situation and dynamics of the escort service industry, defines the concept of escort service, compares the competency needs of escorts with those of traditional caregivers and ticket scalper, and analyses different escort service models. The rapid development of this field is important for improving the patient experience, maintaining the reputation of healthcare organisations and creating employment opportunities. By studying the escort service industry in depth, this paper can better understand its development trend and potential, and provide useful guidance and suggestions for the future.

1.2. Theoretical Basis

1.2.1. Current Status of Domestic and International Research

There are few studies on professional escorts by domestic scholars involving different perspectives. Domestic research on the escort industry has only 37 articles on China Knowledge Network, of which 11 are from academic journals and 22 are from newspapers. First of all, the most research content is from proposing the current problems of the escort industry in the domestic market and predicting the development situation of the industry. Man Ke and Liu Fangqiang (2022) put forward the development trend of the escort service against the background of the increasing number of empty nesters, the aging of society, and the normalisation of social loneliness, and explored how to make the escort service go farther in terms of the industry norms, medical fairness, and the regulatory system[1]; Social Welfare Journals (2022) mentioned in the context of the epidemic the ability to better address the personalised needs of elderly people through escort service for their In the context of the epidemic[2], the Journal of Social Welfare (2022) mentions that the accompanying service can better meet the personalised needs of the elderly for their rehabilitation care[3]; Ma Mingyue (2022)

believes that the future end of the accompanying service industry is to build a specialised accompanying service platform by a third party [4]. Secondly, domestic studies have suggested that escorting medical practitioners is a new type of profession with temperature. Needle Not Tip (2022) suggests that the escort profession should be given humanistic care [5]. The Journal of Workgroup World (2021) suggests that professional companions should compensate for the loneliness of clients [6]. The Journal of Decision Making and Exploration (2021) also mentions the humanistic viewpoint of "not treating this as a purely commercial endeavour"[7]. Again, from the perspective of the regionalisation trend of domestic scholars' research, the research objects are mainly distributed in Beijing, Xi'an and other big cities in the Northeast region, and there is almost no research on other regions. Wang Zhongyuan (2021) found that in cities such as Beijing and Xi'an, there are sporadic companies providing escort services, but most of them are still private individuals taking orders through the Internet [8].

There are even fewer foreign studies on the escort industry. There is only one article on China Knowledge Network from PubMed journal that deals with the content of escort service, but it is only a brief description and a rough conception of the service. Gleveland and Ronald (2005) conducted a study on the "Impacts of accompanying elderly patients to medical appointments"[9]. Gleveland and Ronald (Ronald) and other researchers in (2005) on "the impact of accompanying elderly patients to the clinic", in their research report mentioned that "there can be a group of people to gather to provide accompaniment for those elderly people who live alone to the clinic, instead of relatives, friends to give them humanistic care," although it is only briefly mentioned and not elaborated, but it is not difficult for us to see that the researchers have made the concept of the embryonic form of the companion industry. The researchers' idea is the prototype of the companion industry [10].

To sum up, there is a lack of domestic and international research on the escort service industry in most parts of the country. This study provides an overview of the escort market situation in Chengdu, analyses market demand through investigation, identifies problems in the escort services market, and makes targeted recommendations for the development of the escort industry, so that it can develop in a clearer and more specific way. In addition to the escort service in the hospital environment, the escort service can be expanded. At the same time, the escort service can also be linked to more medical and elderly services, and continue to become an escort service with a wider audience coverage and a larger scope of business, so as to realise a deeper social value. The study has a strong topicality and a certain degree of innovation; the analysis of the current situation and the exploration of the path is based on literature research and empirical research, which is more scientific, relevant and feasible.

1.2.2. Development Dynamics

With the aging of the population and the continuous acceleration of medical informatisation, new services such as medical consultation accompaniment have become a popular demand in society. In the past two years, researchers have paid extensive attention to the emerging escort industry and achieved rich research results. In the future, this market is bound to receive more attention and application, such as the study of local escort service market demand and existing problems, research on how to reflect the professional temperature of the industry to improve social and humanistic care. In the field of market economy and social humanities, there are possibilities and necessity of research on the escort industry. It can be foreseen that the future research of escort service industry will have important academic value and broad application prospects.

2. Definition of the concept of the escort service industry

2.1. The concept of accompanying service industry

According to the existing information, accompanying patients is to accompany patients in the hospital, specific content: instead of registration, queuing, charging, etc., can save a lot of time and energy. Hospital escort is a product of the rapid development of today's service industry. Accompanying

services can be divided into about six categories: accompanying medical treatment, advance registration, on behalf of the consultation, on behalf of the results, on behalf of running errands, the case to home. It is a kind of technical accompanying work carried out by professionals after obtaining accreditation.

This paper argues that the definition of the accompanying service industry should be with a formal business certificate, focus on the protection of patient privacy, no hidden consumption, diversification of service types, with a perfect management system, and the construction of accompanying service platforms in cooperation with offline hospitals.

2.2. The concept of escort

According to the existing information, the companion is a new type of occupation, whose main job is to help others in the hospital, to provide others with relevant companion services. When the patient can not go to the hospital alone or can not independently complete the registration, consultation, medication and other aspects of the consultation, you can hire a professional companion to accompany and assist in the consultation.

In this paper, the definition of the companion for the professional companion training, holding medical knowledge-related certificates, with good communication skills and rich work experience, the overall quality of the companion service industry practitioners.

2.3. Distinction from escort and "ticket scalper" robbing numbers on behalf of the patient

(1) Nursing staff. In the hospital, employed for the patient or the patient's family, to assist the nurse to the patient's daily care and help the staff, but also most engaged in domestic service work. The main work of the nurse is more focused on assisting patients to clean personal hygiene, grooming and other basic life care work and non-technical nursing work.

(2) "ticket scalper" snatching numbers on behalf of patients. The term "ticket scalper" refers to the intermediary who monopolises and sells limited participation rights and commodities for profit outside the legal sales channels. It is a kind of "scalping" software with the function of illegally adding data to the computer information system, which impedes the order of management of the hospital's network registration, wastes medical resources, and exacerbates the difficulties of the general public in seeing a doctor. This behaviour seriously affects the citizens' equal enjoyment of basic medical protection, the patient can be through the normal steps, reasonable price for medical treatment, forced to "one is difficult to find" pressure, had to buy a number from the hands of "ticket scalper", and to bear a higher cost of medical treatment.

3. Comparison of the competence of escorts with that of traditional carers and "ticket scalper" in robbing numbers

3.1. The traditional nursing staff talent ability demand

(1) Nursing ability. Nursing worker refers to the hospital to provide non-clinical medical care within the scope of life care-based, auxiliary nursing services. Nursing workers need to have a certain nursing ability to take care of the patient's daily life and living hygiene and other aspects. Efforts to improve the quality of life of patients, to ensure the normal life of patients, to complete the basic nursing work rather than technical nursing work.

(2) Communication skills. Nursing staff need to have a certain level of communication skills, timely communication with patients, to maximise the satisfaction of the patient's needs, to assist the patient to complete the daily needs, for example: ask the patient's physical condition, assist in communicating the patient's meal time, and so on. And assist patients to be comfortable and relieve anxiety.

(3) Good physical quality. Carers need to complete morning and evening care, clean instruments, send and receive clothes and a lot of other work, need to have a certain physical quality as a foundation.

In addition, carers need to invest a lot of time and experience in patients, should maintain their own physical health, physical and mental pleasure.

3.2. Demand for "ticket scalper" robbing talent ability

The "ticket scalper" should be resisted, strictly speaking, "ticket scalper" this behaviour has been suspected of disturbing the normal business order of the hot pot restaurant, belongs to the law and order offence. Government should increase the crackdown and punishment of "scalping" according to the law, hospitals should also strengthen the technical support to enhance the level of information management. For example, broaden the number of channels, upgrade the registration system, through big data technology to analyse the different departments and specialists booking situation, dynamic adjustment of the key number of sources, so that the rate of release more reasonable, more scientific way. At the same time, to strengthen their own construction and management of the doctor team, the process can be in the first consultation directly after the appointment, not only to avoid repeat patients to register again, but also to curb the "ticket scalper" to exploit the loopholes. Experts said, 'ticket scalper' snatch number problem, in the final analysis, or uneven distribution of quality medical resources. In recent years, many places to implement hierarchical diagnosis and treatment and medical model, conducive to patients close to the doctor, enjoy the convenience of telemedicine, looking forward to a better promotion, to avoid patients piled up to the big city hospitals, reduce the burden of medical care.

3.3. Demand for the talent ability of accompanying clinicians

(1) Familiarise yourself with the basic situation of each hospital in your city. Including a total of how many departments, outpatient clinics, corresponding experts, physicians, etc.; at the same time, to be very familiar with the internal layout, to be able to quickly and accurately find all the places. Familiar with the consultation process of each hospital, it is best to also be able to grasp the number of patients in each time period during the week, etc., for customers to better plan and save time for consultation.

(2) Strong sense of service, patience and empathy. Sick people are easily irritable or depressed, and may have many requests during the consultation. Only a patient and empathetic companion can satisfy the customer, and only through word-of-mouth referrals can the customer be satisfied and get more orders.

(3) Medical expertise. On the one hand, patients and their families will inevitably take the accompanying clinician as a person who is more professional than themselves, and they will have all kinds of questions to consult. On the other hand, in case of some emergencies in the process of accompanying Jane, with a certain degree of professional medical knowledge, you know how to deal with better. This will not only increase the customer's trust in themselves, but also be able to avoid a lot of risks.

(4) Ability to expand clients. If the escort as a full-time career to do, will inevitably need to expand the business, as a freelance escort, business, do service delivery and other related work. As a freelance escort, you will need to do all the work yourself, and your ability to expand your clientele, in addition to service delivery, determines whether or not you will be able to continue in this career for a long time.

4. Analysis of medical resource models in the escort industry

4.1. Accompanying service platform

Accompanying service platform is a platform specialised in providing various accompanying services for patients, in which the services provided are diversified to meet the needs of patients of different price levels. At present, the accompanying diagnosis order taking platform has accompanying diagnosis platform, fine service accompanying nursing app, superior accompanying diagnosis app, gold medal nurse app official, peace of mind accompanying diagnosis (accompanying diagnosis

service), peace of mind accompanying diagnosis nurse terminal (peace of mind nurse), the first accompanying diagnosis, new Kang accompanying nurses, small pulse accompanying diagnosis app, and so on.

Take e accompanied diagnosis as an example, e accompanied diagnosis is a health care service software, e accompanied diagnosis app users can easily help patients to find health care accompanied to help patients conveniently see the doctor. No one accompanied by the doctor, the application has a nurse accompanied by the doctor, reduce the time in the hospital running around queuing, looking for departments. Accompanying by the clinic as a mobile medical O2O platform for the majority of patients to provide booking registration, pre-diagnosis reminder, car pick-up, clinic accompaniment, booking examination, pick up and deliver the report of the post-diagnostic health management and other services.

Accompanying medical software features are as following:

- (1) Professional nurses accompany you to the hospital, each nurse holds a nationally recognised practising qualification certificate.
- (2) One-stop accompanying service, nurses provide users with registration and collection, queuing and payment, auxiliary diagnosis, medication consulting, accompanying the whole process and other services, the user only needs to: come to the hospital, state the condition, accept the examination.
- (3) pre-diagnosis reminder, post-diagnosis care services, by the nurse to do the user's health "housekeeper".

4.2. Self-established companion channel in hospitals

Hospitals set up their own accompanying channels, relying on the departments under the hospitals to provide accompanying services specifically for patients in their own hospitals. Take Beijing Cerebrovascular Disease Hospital as an example, it has launched one-to-one free accompanying service for the convenience of patients.

As a "communication bridge" between doctors and patients, the accompanying medical personnel have a good understanding of the hospital's speciality features and doctors' professional expertise. With the authorisation of the patient, the medical companion can prepare the patient's medical complaints before the consultation, assist the patient in presenting the medical history to the doctor, consulting and recording the medical advice, so that the patient can have a smooth and worry-free consultation. In the service scope of the hospital, the medical accompaniment personnel can make an appointment for the patient to register, pay attention to the doctor's clinic dynamics at any time, to avoid the doctor's temporary suspension of patients to avoid the occurrence of a wasted trip. During the consultation process, the accompanying staff will guide the patients to complete the queuing in various departments of the hospital, take the number, pay the fee, get the medicine, get the test results and other matters, helping patients to save time. With the accompanying service, on the day of consultation, patients do not need to deal with a variety of complicated processes in the hospital, just wait in the rest area, all other processes can be handed over to the accompanying personnel for medical treatment; after the end of the consultation, if there is still no test report or related procedures, can be entrusted to accompanying personnel to handle the procedures on behalf of the home after the mail!

4.3. Co-operation between hospitals and escort agencies

On 10 October 2017, Xi'an BlueCare and Xi'an City North Hospital reached a consensus and formally signed a cooperation agreement. Xi'an Lansing Nursing Co., Ltd. is the first Internet O2O nursing platform in Northwest China, focusing on the fields of urban hospital escorting, home nursing, mother and child escorting and hospital escorting. Since its establishment, the company has successfully launched the online service platform of "Dolphin Lanxin" brand, WeChat service platform and mobile APP software platform, with more than 700 employees qualified in training and assessment.

Adhering to the service concept of "sincerity, enthusiasm, patience, love and care", BlueCare is committed to establishing market norms and standards in the fields of medical consulting, scientific and technological elderly care, and health escort. With Xi'an as the centre, our services cover a number of Grade A hospitals in Shaanxi Province, and this paper has accumulated a good reputation. This cooperation with Xi'an Chengbei Hospital will further expand the brand influence of BlueCare in Northwest China.

Behind the cooperation, it has become an industry trend for hospitals to cooperate with third-party escort companies. The presence of professional escort companies helps safeguard the legitimate rights and interests of medical institutions, patients and escorts, thus solving the problems that may arise from the chaos in the escort market. BlueCare ensures the quality of carers through professional training and follows the cultural concept of providing high-quality services, effectively reducing possible disputes between patients, hospitals and carers. This cooperation will also solve the problem of carers for Xi'an Chengbei Hospital and ensure that patients receive attentive care.

5. Conclusion

This article explores the escort service industry within the medical field. The authors provide an in-depth analysis of the theoretical foundations, industry developments, and the role of escort services in enhancing the patient experience.

The escort service industry is gaining prominence as it assists patients during hospital visits, simplifying processes like registration and billing. The study highlights the theoretical basis for their research, emphasizing the limited domestic and international studies on professional escort services. It defines the escort service industry, distinguishing it from traditional caregiving and ticket scalper. Professional escorts are expected to have medical knowledge, communication skills, empathy, and the ability to provide comprehensive patient support. The study also analyzes healthcare resource models in the escort service industry, offering various approaches to improving the patient experience. The research concludes by underlining the potential for further exploration in this field.

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