

Research on the Countermeasures of Life and Health Industry in Zhejiang Province under the Background of Common Prosperity

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Abstract: Life and health industry has the obvious advantages of long industrial chain, high technological content and large market demand. It has gradually evolved into one of the key industries on which the states and regions rely to seek sustainable development. It is also the golden card of Zhejiang Province's high-quality construction of "common prosperity demonstration area". Zhejiang Province has made remarkable achievements in the development of life and health industry, forming regional characteristics in the fields of biomedicine, traditional Chinese medicine, healthcare services. This paper analyzed the development characteristics and shortcomings of life and health industry in Zhejiang province, and puts forward a new path to promote the development of life and health industry in Zhejiang province from the aspects of park layout, industrial clusters, R & D services, digital empowerment and innovation elements.

1 INTRODUCTION

The life and health industry is a general term for a series of related products and services based on medical health, biotechnology, and life science, with the goal of serving people's health, including medicine and medical equipment industry, health care industry and health management service industry, etc. (Zhang, 2021) As a strategic emerging industry, life and health industry has huge market potential, which will drive the coordinated development of upstream and downstream industries (Ge, 2020). In 2021, Chinese President Xi Jinping called on China to promote common prosperity in a context of high quality development. Focusing on continuing steady increases in income and high quality development, common prosperity aims to increase the size of middle income groups, raise the earnings of low income groups. (Michael Dunford 2022) In recent years, Zhejiang Province has always adhered to the guidance of scientific and technological innovation, and has developed an innovative development path for life and health industry that meets the requirements of the central government, is full of Zhejiang characteristics

and meets the needs of the masses. Life and health industry has gradually become the golden card of Zhejiang Province's high-quality construction of "common prosperity demonstration area". In order to explore the development status, effectiveness and deficiencies of life and health industry in Zhejiang province, this paper conducts extensive investigations into the fields with significant regional characteristics in Zhejiang Province, such as biomedicine, traditional Chinese medicine and healthcare services. On this basis, the countermeasures and suggestions for the innovative development of life and health industry in Zhejiang province under the background of common prosperity are put forward.

2 CHARACTERISTICS OF LIFE AND HEALTH INDUSTRY IN ZHEJIANG PROVINCE

2.1 Biomedicine Industry

In 2020, the total industrial output value of

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biomedicine in the Zhejiang province reached 215.1 billion yuan, with an average annual growth rate of 12.6% during the 13th Five-Year Plan period. At present, a total of 5 enterprises have been selected as provincial "Eagle Action" cultivation enterprises, 15 have been rated as provincial "invisible champions", and 50 listed enterprises which accounting for 1/7 of the country. In general, the development of the biomedical industry in Zhejiang province presents the following characteristics.

(1) Chain development of characteristic parks to promote the development and clustering of block economy

The magnetic attraction effect of the province's biomedical industry has gradually emerged. It has developed into an industrial pattern composed of 2 "Ten Thousand Mu and One Hundred Billion" platforms of Hangzhou Qiantang District pharmaceutical port and Shaoxing Binhai New Area, pharmaceutical parks such as Linping District Biomedical High-Tech Park and Hangzhou Bay New Area Life and Health Industrial Park, as well as Pan'an "Jiangnan Pharmaceutical Town" and Yuhang Digital Health Town. Among them, the pharmaceutical port has introduced and cultivated more than 1,400 biomedical enterprises, and seven of the world's top10 biomedical enterprises have settled down, with an annual output value of 39.4 billion yuan and an annual growth rate of more than 15%.

(2) Innovation and development in key areas strongly support the construction of Science and Technology Innovation Highland

A number of key enterprises and blockbuster achievements have been gathered in key areas such as biological drugs, chemical drug preparations and medical devices. In the field of small molecule innovative drugs, Icotinib won the first prize of National Science and Technology Progress Award in 2015. Ganovo, the first domestic anti hepatitis C Class 1 innovative drug was developed, which broke the monopoly of the United States. In the field of advanced medical devices, the R&D of cutting-edge products such as implantable heart valves and cochlear implants is leading in the country. Meanwhile, new business formats such as AI + medicine and Internet + medical treatment continue to emerge, and new therapies such as gene therapy and cell therapy have made substantial progress. In 2021, a total of 8 preparations in the province were approved by ANDA, accounting for 10% of national total.

(3) "Rainforest-style" ecology takes initial shape, consolidating the foundation of world-class industrial landmarks

Zhejiang Province has integrated multiple resources and built a complete full-chain industrial innovation support system. It has deployed high-level scientific research platforms such as West Lake University and Zhijiang Laboratory, gathered leading CXO companies such as WuXi Biologics and Tigermed, integrated clinical resources such as the First Hospital of Zhejiang University. By focusing on clinical transformation needs, the R&D and achievement transformation effectiveness were effectively improved.

(4) The launch of innovative drugs and clinical trials have both reached new records, and the momentum of innovation and entrepreneurship is good

The R&D and registration of innovative drugs in Zhejiang Province are active. In 2021, the proportion of R&D investment in the province's regulated pharmaceutical enterprises to operating income is 4.9%, which is higher than the national average. Zhejiang Province received a total of 69 production approvals, including 3 innovative drugs and 66 generic drugs and a total of 79 clinical approvals were obtained in this year, including 61 innovative drugs. The number of innovative drugs listed and clinical trials had both hit a record high.

2.2 Traditional Chinese Medicine Industry

The traditional Chinese medicine (TCM) industry is one of the seven historical classic industries in Zhejiang Province, with the following characteristics.

(1) Industrial agglomeration is accelerating

Zhejiang province takes Hangzhou, Jinhua, Quzhou and Lishui as the core, vigorously promotes the regional characteristic TCM industry cluster. It has built a number of "Zhejiang Eight Flavor" standardized planting demonstration bases and authentic TCM gardens, including the Jinhua natural drug production base, Lishui characteristic TCM production area, Pan'an "Jiangnan Medical Town". The development pattern of modern TCM industry with industrial agglomeration, regional linkage and distinctive features has basically taken shape. Five leading enterprises such as CONBA and Jolly Pharmaceutical were selected into the top 100 National TCM list, and seven TCM enterprises such as Shouxiangu were successfully listed (ranking first with Guangdong province), forming a number of TCM varieties that enjoy high popularity in China, such as Kanglaite Injection, CORBRIN capsule and Capsule Dendrobii.

(2) The protection and utilization level of authentic local resources has been significantly improved

Zhejiang province is a province with large TCM resources, known as the "treasure house of medicinal plants in southeast China". There are 2385 kinds of TCM resources in the region, with reserves of more than 1 million tons. The number and total amount of authentic local resources rank second in China. It has the only "Dapanshan National Nature Reserve" in the country, which focuses on protecting the germplasm resources of wild medicinal plants, and the "East China Pharmaceutical Botanical Garden", with the most abundant ecological types, and many TCM resource protection parks or bases. During the "13th Five-Year Plan" period, 8 new varieties of TCM materials such as Zhejiang Fritillaria, Zhejiang Ophiopogon japonicus, Dendrobium officinale, and Ganoderma lucidum were cultivated by utilizing the advantages of authentic germplasm resources, and the number of new varieties was listed at the national advanced level.

(3) The cultivation of the new "Zhejiang Eight Flavor" has achieved remarkable results

Zhejiang province is one of the key producing areas of TCM in China, and has always been praised by the industry for its authentic quality and numerous varieties, among which "Zhejiang Eight Flavor" and the new "Zhejiang Eight Flavor" are the most famous. In 2020, the planting area of traditional Chinese medicinal materials in the province was 802,000 mu, with a total output of 262,000 tons and a total agricultural output value of 6.38 billion yuan, an increase of 38.5%, 46.7% and 20.6% respectively over 2015. Among them, the planting area of "Zhejiang Eight Flavor" and new "Zhejiang Eight Flavor" is 216,000 and 270,000 mu, and the actual agricultural output value of Dendrobium candidum is 2.69 billion yuan, and the output value of Dendrobium officinale reaches 2.69 billion yuan, which has effectively promoted industrial efficiency and farmers' income. It has established 73 provincial-level "Authentic TCM Garden" demonstration bases, and Pan'an Xinwo, Chun'an Linqi and Yueqing Dajing have become the national TCM characteristic town. The standardization and intensive production of TCM have been significantly enhanced.

2.3 Healthcare Service Industry

The healthcare service industry in Zhejiang Province developed earlier and achieved remarkable results, showing the following characteristics.

(1) An elderly care service system of "home-based, community-supported, institution-supplemented, and combination of medical care and nursing care" is initially formed

Zhejiang province has continued to innovate and develop healthcare services, and promoted the reform and innovation of healthcare services in accordance with the three main lines of ensuring the bottom type of elderly care, expanding inclusive elderly care and supporting socialized elderly care. A set of policy systems and mechanisms have been formed to promote the development of business industries, and a home-based, community-supported, institution-supplemented, and combined with medical care has been initially established (Huang, 2017; Wang, 2020; Han, 2021). The overall development level of elderly care services is among the top in the country, the layout of elderly care facilities has been basically completed, the elderly care service policy has been initially established, and the development concept of elderly care services has been significantly changed.

(2) Both the quantity and quality of healthcare services have increased, becoming the main way to build an "Common Prosperity" demonstration area

In recent years, the number of health care services in Zhejiang Province has made historical breakthroughs, and the quality of services has entered the road of transformation. By the end of 2020, there were 2,485 elderly care institutions with 475,500 beds, including 252,000 nursing beds, accounting for 53%, and 1,689 private elderly care institutions, accounting for 70% of the total number of elderly care institutions (Zhou, 2021). There are 1106 home-based care service centers in Zhejiang province, covering more than 75% of towns and sub-districts. 7,511 families of the elderly in difficulty have been retrofitted for aging, with an excess of 10% completed. 111 health care joint ventures have been launched, distributed 11 cities in the province. In terms of urban and rural basic old-age insurance, by the end of 2020, 43.55 million people in Zhejiang province participated in basic endowment insurance, and 55.57 million people participated in basic medical insurance (Statistical Science and Practice, 2021), and the "Zheli Yang" smart endowment service platform was developed with a framework of "1+5+N". The main indicators are in the forefront of the country, and it has been supervised and encouraged by the State Council for two consecutive years. The healthcare service system has become the main way to build a "Common Prosperity" demonstration zone.

(3) The business model of elderly care services is becoming clearer, and the enterprise track is competitive

At present, Zhejiang's health care industry has formed a relatively mature and diversified business model, among which typical models include monthly fee system, long-term rental single payment system, membership system, property rights sales and combination of financial products. Among them, the monthly fee system is a typical business model adopted by traditional elderly care institutions, especially elderly care institutions that face just-in-demand customers. The single-payment system for long-term rentals is based on the monthly fee system. Elderly care institutions receive a one-time fee for beds ranging from 5 to 15 years, and thereafter, according to the health status of the elderly, they charge monthly nursing fees. The membership system is an innovative model created by a large number of companies entering the health care industry through heavy asset investment. The elderly pay a certain membership fee to lock in the rights to live in a senior care institution, and then pay a monthly fee after entering the senior care institution. Property rights sales are the organic combination of the real estate industry and the health care industry. After the company sells the property rights of the old-age housing, it provides old-age services to the elderly and earns service fees on a monthly basis. The combination of financial products means that the elderly can purchase financial products, such as insurance products or trust products, to lock in the eligibility for occupancy in old-age institutions, and enjoy insurance benefits and old-age services at the same time (Anke Hassel, 2019; Gao, 2021). After years of development, these five models have their own advantages and disadvantages, and are suitable for different types, backgrounds and positioning of institutional pension projects.

3 DEFICIENCIES IN THE DEVELOPMENT OF LIFE AND HEALTH INDUSTRY IN ZHEJIANG PROVINCE

3.1 Biomedicine Industry

(1) The magnitude and energy level of the industrial cluster dimension needs to be further improved

In terms of cluster magnitude, the overall scale of Zhejiang is less than that of Jiangsu and Shanghai, and the gap will still be large in the future. In 2020, the industrial scale of Zhejiang Province is 215.1 billion yuan, which is lower than Jiangsu's 448 billion yuan. Suzhou proposed to build a world-class biomedical industry landmark, and strive to exceed 400 billion yuan in 2025, which is twice the target of Hangzhou. Shanghai proposed to double the industrial scale during the "14th Five-Year Plan". Zhejiang Province also lacks characteristic industrial parks such as Shanghai Zhangjiang Medicine Valley, Beijing Changping Zhongguancun Life Science Park and Suzhou Biobay. In terms of the cluster level, the layout and number of the national industrial clusters in Zhejiang province need to be further increased. No park in Zhejiang Province was selected into the Top 10 Comprehensive Competitiveness List of the "2020 China Biomedical Industrial Park Competitiveness Evaluation and Analysis Report" released by the China Biotechnology Development Center (see Table1). Hangzhou High-tech Zone, the highest-ranked in the province, only ranked 13th in the country. In the "2021 Top 100 Biopharmaceutical Industrial Parks" jointly released by CCID Consulting's Pharmaceutical and Health Industry Research Center and Sina Pharmaceuticals, only 3 parks in Zhejiang Province entered the Top50. Hangzhou High-tech Zone ranked 18th in the list.

Table 1: List of national industrial clusters in the Yangtze River Delta.

Region	The strategic emerging industry clusters of the National Development and Reform Commission	The innovative industrial clusters pilot or cultivation of the Ministry of Science and Technology	The advanced manufacturing cluster of the Ministry of Industry and Information Technology
Zhejiang	Hangzhou biomedicine	/	/
Jiangsu	Suzhou biomedicine	Kunshan RNAi Innovative Industrial Clusters, Taizhou Biomedicine Innovative Industrial Clusters, Suzhou National High-tech Zone Medical Device Innovative Industrial Clusters (all pilots)	/
Shanghai	Pudong New Area biomedicine	Zhangjiang Biomedical Industry Cluster (cultivation Class)	Zhangjiang Biomedical Industry Cluster

(2) The cultivation of innovation resources in the dimension of industrial innovation needs to be further improved

In terms of talent aggregation, Zhejiang Province has 910 provincial talents in the field of biomedicine, which is lower than 1,517 in Shanghai and 1,061 in Jiangsu. In terms of enterprise innovation ability, Zhejiang province has 10,460 key enterprises (with products and patents), lower than 16,240 in Jiangsu province. Shanghai is favored by international leading enterprises. At present, 18 of the world's top 20 pharmaceutical companies and 17 of the top 20 medical device companies have set up the China headquarters or R&D headquarters in Shanghai. In terms of corporate financing capacity, the number of biopharmaceutical companies in Zhejiang Province is lower than that of Jiangsu, and less than half of Shanghai. The disclosed amount is 23.75 billion yuan, which is only 53.5% of Shanghai's 44.35 billion yuan. Lack of innovation resources has resulted in the weaker innovation ability of life and health enterprises in Zhejiang Province, and the less leading enterprises. In the list of China's top100 pharmaceutical enterprises, the number of Zhejiang companies has dropped significantly due to the lack of innovation capabilities, from 13 in 2004 to 9 in 2019. There are few leading biomedical funds in Zhejiang Province. Hillhouse, Sequoia, and Lilly Asia Ventures (LAV) and other international capital's Chinese headquarters are located in Shanghai.

(3) Clinical research capacity is weak, and the policy support for innovative drug research and development needs to be further strengthened

From the perspective of research ability, the top experts in clinical research of innovative drugs

mainly work in Beijing, Shanghai, Guangdong and other places. Zhejiang Province lacks experts with national influence, especially in the field of tumor drug research that is currently the most concerned. Moreover, the number of research results of Zhejiang Province is significantly less than Jiangsu and Shanghai. By 2020, the innovative drugs applied in Jiangsu and Shanghai were 3.2 and 2.7 times that of Zhejiang respectively, and the number of "third class medical devices" were 2.1 and 1.3 times that of Zhejiang respectively. From the perspective of investment, the cost of clinical research accounts for the majority of new drug research and development. In order to attract high-quality projects, local governments have launched policies to increase clinical research support in recent years. For example, Guangzhou will increase the reward amount by 50% for new drug projects commissioned by the city's institutions to carry out clinical trials, up to a maximum of 15 million yuan. In Shanghai, the maximum support for innovative drugs that carry out Phase I, Phase II, and Phase III clinical trials in China is increased to RMB 5 million, RMB 10 million, and RMB 30 million respectively.

In contrast, Zhejiang's policy only specifies development plans, such as "providing support through provincial key R&D programs for innovative drugs that companies obtain registration certificates and realize production or sales, as well as new drugs that have been registered in the United States or the European Union." Wait. It can be seen that the clinical research foundation in Zhejiang Province is relatively weak, and the strength and breadth of clinical research support for innovative drugs needs to be further improved.

Table 2: List of enterprise innovation achievements in the Yangtze River Delta.

Achievements	Zhejiang	Jiangsu	Anhui	Shanghai	Explain
Clinical applications	1708	5670	954	4651	Statistics by acceptance number As of 2020-12-31
Clinical applications (innovative drugs)	383	1228	58	1387	
Clinical trials	3029	5171	1707	4437	Statistics by registration number As of 2020-12-31
Clinical trials (innovative drugs)	1014	1601	549	1572	
Number of drugs approved	5336	8760	4228	3141	Statistics by approval number As of 2020-12-31
Number of innovative drugs approved	8	42	5	10	
Number of generic drugs approved	4995	8086	4066	3012	
Number of Class III medical devices approved	829	1772	76	1096	According to the registration certificate statistics As of 2020-12-31

3.2 Traditional Chinese Medicine Industry

(1) The shortage of rural labor forces restricts the production and cultivation of TCM

TCM industry is a labor-intensive industry. In Zhejiang Province, the people engaged in the cultivation of TCM are mainly the elderly, resulting in the prominent problems of labor shortage and structural imbalance (Anke Hassel, 2019). This restricts the large-scale development of TCM and affects farmers' enthusiasm for planting. In addition, TCM in Zhejiang are mainly planted in mountainous areas. It is difficult to implement mechanical replacement, and to popularize large-scale machinery.

(2) Insufficient standardized management, heavy metal and pesticide residues in some medicinal materials exceed the standard

At present, China lacks pesticides suitable for TCM, and there is little corresponding dose standard. "Chinese Pharmacopoeia" stipulates the limit standard of 9 kinds of pesticide residues in TCM, but the amount of pesticides used in production is far greater than this number (Ma, 2018). It is the lack of standards that makes it impossible to judge the real situation of excessive pesticide residues in TCM. In addition, there is also a problem that some pesticide residue limits are too high. For example, in the "Chinese Pharmacopoeia", the pesticide residue limit of quinic acid is relatively high, which affects the production and sales of Tongxiang Hangbaiju, and also affects the market reputation.

(3) Insufficient production scale of Chinese patent medicine

By 2020, there are 39 Chinese patent medicine manufacturers and 76 decoction piece manufacturers in Zhejiang province, accounting for 25% of the pharmaceutical manufacturers. However, the revenue and profit scale only account for 9.8% and 9.2% of the drug production scale in the province, respectively. In contrast, the revenue and profit of the national TCM industry accounted for 29.1% and 25.0% of the pharmaceutical production, respectively. Compared with other provinces, the main business income of the processing of TCM materials in Jiangsu Province alone reached 15.6 billion yuan, and the profit was 4.1 billion yuan, which were 3.3 times and 13.2 times that of Zhejiang Province respectively.

3.3 Healthcare Service Industry

(1) Insufficient implementation of policies and relatively limited incentives

The government have introduced a large number of policies and measures to encourage the development of healthcare service industry, but the implementation effect is not satisfactory. On the one hand, the support policies of elderly care institutions mostly focus on principle and macro guidance, and lack specific implementation rules, which affects the effectiveness of the policy to a certain extent. On the other hand, the development of healthcare services involves multiple departments, and there is a lack of scientific and effective connection, interaction and coordination mechanism between the policies of different management departments, and sometimes even falls into the embarrassing situation of mutual preconditions, which affects the effective implementation of policies (Huang, 2016). Compared with public elderly care institutions, private institutions are also faced with difficulties such as lack of policy support and ineffective implementation of support policies (Cui, 2017).

(2) High operating costs and insufficient sources of funds

The construction costs, labor costs, maintenance and management costs of various elderly care services, the development and application costs of smart and innovative elderly care products and services, and the growing cost of personalized and high-quality services are relatively high in Zhejiang province. The imperfect capital security system, including insufficient funding channels and low capital operation efficiency, has become an important reason for the lack of self-sustainable development capabilities, operation difficulties, and inability to achieve sustainable development of elderly care enterprises, especially private elderly care institutions. At the same time, there are problems of policy arbitrage and serious deviation from the original intention of the policy existing in some investors.

(3) Lack of professional talents, and the level of service standardization needs to be improved

The increase in the aging population has greatly increased the demand for professional service personnel in medical and health care, leisure health care, trustee care, and domestic service. However, at present, there is a relative shortage of professionals and senior management talents such as doctors, nurses, nutritionists, and rehabilitation specialists in Zhejiang Province, and the service quality and management level of the employees are not high

enough. Taking nursing care workers as an example, there are only tens of thousands of people who have obtained the professional qualifications of nursing care in China, and less than 1,000 in Zhejiang Province, which are far from meeting the pension needs of different income groups in the society.

4 CONCLUSION

Based on the development status, effectiveness and deficiencies presented above the conclusions are obtained as below:

(1) Strengthen policy linkage and lead the layout planning of the pharmaceutical park

The first, we should strengthen the guidance of the layout and planning of pharmaceutical parks. Establish a four-level work linkage mechanism of province-city-district-park, and formulate the development layout plan for the province's biomedical industrial parks based on the development foundation of each industrial park. The planning should highlight the industrial characteristics of the park, establish and improve the public service platform and supporting upstream and downstream enterprises, including intermediary service agencies. The purpose is to promote industrial agglomeration, enhance industrial service capabilities, build an innovation and industrial ecosystem, and better attract high-quality enterprises and projects. In addition, attention should be paid to the development of high-quality enterprises in the middle and late stages, and individualized policy support and supporting services should be provided for enterprises with the potential to go public, so as to prevent the outflow of high-quality enterprises in Zhejiang Province.

The second we should focus on advantages to create a demonstration highland. Focus on increasing support for regional parks with good industrial foundation and characteristic advantages. For example, the Yuhang Biomedical High-tech Park located in Linping district, with a total planned area of 21 square kilometers, has gathered more than 20 biopharmaceutical enterprises, including many leading enterprises with wide coverage and strong competitiveness. In particular, this park is close to Shanghai and is in the core position of the Yangtze River Delta metropolitan area. Under the situation of comprehensively promoting the integrated development of the Yangtze River Delta in the province, it has strong advantages and potential. It is recommended to give more attention and policy support to such parks, and promote them to become a

first-class biomedical industry innovation highland in the country.

(2) Focus on key areas, make overall planning and construction of industrial parks to form a cluster effect

The first is adhere to the leadership of leading enterprises. Focus on the achievements of global leading companies, industry invisible champions, top talents in the industry and well-known scientific research institutes in key fields such as biopharmaceuticals, advanced medical device and digital medicine, and increase efforts to introduce and cultivate. With the help of the R&D innovation and market development capabilities of key enterprises, it will drive the improvement of innovation capabilities of small and medium-sized enterprises and improve the overall value chain.

The second is to guide the extension of the industrial chain. We should carry out in-depth industry-university-research cooperation, deploy international frontier fields such as gene editing and biomedical chips (Zhang, 2020). It is recommended to make full use of the leading role of the provincial scientific research special fund, encourage and guide the resources and scientific research strength of Zhejiang scientific research institutes, vigorously support interdisciplinary research in the fields of medicine, pharmacy, life science, artificial intelligence, etc., and strengthen the joint effect of government-industry-university-research.

(3) Focus on source innovation and build a first-class R&D service system

The first is to speed up the overall system infrastructure layout. Relying on research centers such as West Lake University, Institute of Basic Medicine and Oncology of the Chinese Academy of Sciences, Liangzhu Laboratory, etc., and jointly with Shanghai, Jiangsu and Anhui province, we should commit to build advantageous disciplines and senior talent think tanks. Deploy and construct major scientific and technological infrastructure in frontier fields such as brain science and synthetic biology in advance, and strive to create national platforms. Explore the establishment of a subversive technology discovery funding mechanism to lead original technological innovation breakthroughs.

The second is to innovate the full-chain technological achievement transformation mechanism. Accelerate the exploration of the Zhejiang model for realizing the value of knowledge, technology, data and other elements. Focus on deepening the four-in-one cooperation of medical institution, university, enterprise and financial institution, establish an industrial technology

innovation alliance, open up the whole link of production, education, research and medicine, and promote the development of core technologies and the transformation and application of achievements. Strengthen joint technical research and application in the prevention and treatment of major infectious diseases such as COVID-19, tumors, and cardiovascular and cerebrovascular diseases. Encourage the research and development of innovative TCM based on the Chinese classic prescriptions. Accelerate the research and development and industrialization of health care products with TCM as raw materials, Chinese medicine clinical diagnosis and treatment equipment, and health care equipment (Jiao, 2018).

The third is to strengthen the construction of a collaborative innovation platform for TCM. It is necessary to establish a well-structured TCM collaborative innovation system and mechanism, with the national and provincial TCM scientific research institutions as the core, with university, medical institutions and TCM production enterprises as the main body, and TCM scientific research bases and TCM innovation platforms as the support (Bulletin of The State Council of the People's Republic of China, 2016).

(4) Focus on digital empowerment, and develop digital scenarios for the life and health industry

The first is to consolidate the resources of life and health data and improve the analysis and computing service capabilities. Zhejiang Province has strong ability to process and analyze big data, but it is mostly used in logistics and transportation fields, and the application around life and health has just started. We should further consolidate life and health data resources, collaborate with existing digital life and health-related institutions and innovation platforms, bring together life and health digital resources and technological advantages such as supercomputing and digital processing, and build regional data resource backup libraries to achieve upper and lower linkages. It is necessary to break through the "stuck neck" technologies such as high-performance computing and mass storage, and realize the application demonstration of digital life and health.

The second is to accelerate the integration of TCM industry with advanced technologies such as big data, Internet of things and blockchain. It is necessary to combine big data, Internet of things, blockchain, cloud computing, robotics and other technologies to build an intelligent logistics system architecture for Chinese herbal medicines, build a standardized, intensive and traceable herbal medicine circulation center for genuine herbal medicines, and promote

closer integration of the Internet of things system of pharmaceutical circulation enterprises with the quality traceability system (Jiao, 2018; Bulletin of The State Council of the People's Republic of China, 2016). Chinese medicine hospitals at all levels are encouraged to promote one-stop medical services such as appointment registration, diagnosis and treatment report and electronic prescription query, so as to realize multi specialty joint diagnosis and treatment through big data analysis and realize precision medical treatment (Jiao, 2018).

The third is to enrich smart application scenarios. It is necessary to further promote the digital reform of healthcare services, and improve the ability of digital service decision-making, service supervision, and service supply and demand connection. Promote the connection of healthcare service information with information resources such as household registration, medical care, social insurance, and social assistance, improve the healthcare service payment system, and realize a new leap in the digitalization of health care services (Long, 2022; David, 2019; Pranav, 2021). Health care service enterprises should make full use of the smart elderly care information service platform, undertake the content of elderly care services purchased by the government, provide professional and standardized services to the elderly at home in the surrounding communities, and establish a long-term mechanism for sustainable development of the model (Han, 2021).

(5) Focus on the configuration of innovative elements to build a full life cycle ecosystem

The first is to build a good ecological environment for attracting and retaining talents. We should optimize the ecological environment for innovation and entrepreneurship, and speed up the construction and improvement of biomedical parks. In terms of taxation, house purchase, children's education and other policies, it will be further refined according to the talent levels to improve the attractiveness and competitiveness of the policy. For example, Hangzhou introduced a special reward policy for high-level talents in November 2020. For qualified high-level talents' personal income tax, the portion exceeding 15% will be rewarded by 80%-100% by classification. After the implementation of the policy, the social response has been good, and it is recommended to promote it throughout the province, and further increase the intensity and scope of tax relief.

The second is to consolidate the intellectual support of talents. We should vigorously implement the "Kunpeng Plan" for top talents, draw a talent map for the global life and health industry. It is necessary

to improve the talent supporting system and optimize the "targeted and precise talent service". Focus on the introduction and identification of professional service and financial talents to ensure the talent needs of life and health enterprises in the province. In addition, policies should be formulated to encourage enterprises to cultivate and introduce talents spontaneously.

The third is to improve the construction of the financial system. Provincial, municipal and district governments should set up special industrial funds to guide and gather domestic and foreign leading social capital into Zhejiang. Learning from Shanghai Zhangjiang Venture Capital, Suzhou Yuanhe Origin, etc., we should cultivate and build local professional life and health funds with national influence, and improve the investment and financing system of the province's life and health industry.

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