

## **Medical Media:**

### **Industrial Impact and Development Strategy**

#### **Abstract**

Medical Media plays a very crucial role in the pharmaceutical industry nowadays. It is particularly important to explore the development of Medical Media theoretically and practically.

This study is based on the concept of Medical Media, which involves a series of studies such as the impact of Medical Media in pharmaceutical industry, external and internal environment for medical media policy, and the development of Medical Media. It views that the Chinese medical media, which transfers the medical information from sender to audience, is a carrier and a channel, and affects the pharmaceutical industry through pharmaceutical companies, R & D institutions and consumers.

However, there are many loopholes in medical media management for the relevant laws and regulations are limited on information dissemination, management of Medical Media hasn't been separated from mass media, and management functions has been restricted.

The management system of Chinese medical media now is far behind the growth of Chinese medical media itself. In addition, the current development of Chinese medical media is facing challenges such as trade-off between popularization and specialization, sub-specialization, and the development of medical product in China is faster than the scaled development.

From the analysis above, this study raised that Chinese Medical Media should focus on the collectivized business, specialized division of labor, and improvement of working quality. It recommends the combination of medical products, establishment

of pharmaceutical Media Group and specialization of audience segmentation. It also suggests offering enough medical information to the audience, and establishing the evaluation and feedback mechanisms to ensure high-quality medical information.

**Key words: medical media; pharmaceutical industry; industry competence**