

Research on the Nursing Management Model of Special Patients Based on the Concept of Active Health

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Abstract

Objective: To explore how to construct and implement an effective management model for special high-end patients under the guidance of the concept of active health. **Methods:** A total of 200 patients who visited the special needs clinic of our hospital from January 2024 to June 2025 were selected as the research objects to conduct questionnaire surveys and were randomly divided into groups, including 100 cases in the control group and 100 cases in the observation group. The control group received routine nursing care, and the observation group received patient-centered humanistic nursing services. The nursing effects of the two groups were compared. **Results:** The satisfaction of the observation group with nursing was significantly higher than that of the control group ($P=0.006$). The observation group scored higher than the control group in terms of the medical environment, emergency response capability, professional capability, and medical service attitude ($P < 0.001$). **Conclusion:** The diversified and multi-dimensional refined humanistic nursing service makes the patients more satisfied with the special nursing ($P < 0.05$), and the effect is remarkable.

Keywords proactive health; special medical care; humanistic nursing; multidisciplinary cooperation

1 Introduction

Driven by the concept of proactive health, people have higher requirements for the medical environment, service quality, and staff quality, and their medical concepts have changed. Special and high-end medical care came into being in this environment. In order to meet the service expectations of patients as much as possible, our hospital opened a special needs clinic in January 2019 and then opened two floors of high-end medical wards and applied the nursing service culture to clinical nursing work. The nursing achieved satisfactory results, and the experience sharing is as follows^[1]:

2 Materials and Methods

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2.1 General Information

Table 1: Baseline data of the two groups of patients

Group	<i>n</i>	Gender (<i>n</i>)		Age (years)	Age prop. (%)	University culture (%)	Follow-up visits (%)
		Male	Female				
Control	100	52	48	30–60	78	62	91
Observation	100	53	47	30–60	88	92.5	77.5
χ^2/t		$\chi^2 = 0.02$		$t = 2.87$		$\chi^2 = 28.21$	
<i>P</i>		0.887		0.0046		< 0.01	

2.2 Methods

After the questionnaire survey on the nursing needs of patients in the special needs outpatient clinic, personalized nursing was implemented for the patients to improve the routine nursing of special needs medical treatment. Except for gender and education, there were no significant differences in age distribution and special medical treatment experience between the two groups ($P > 0.05$). These differences should be controlled as covariates in the subsequent multivariate analysis. The questionnaire survey was based on the project design, covering multiple dimensions such as patient safety, nurse–patient communication ability, nurse professional level, and workload, with a total of 15 items^[2].

3 Nursing

3.1 Construction of Special High-end Medical Care Culture

High-end nursing emphasizes cultural sensitivity. The construction of nursing culture is achieved through personalized nursing plans, strengthening the spiritual culture of nursing, creating a department environment, creating an institutional culture, and optimizing service processes. The improvement of nursing quality is an important factor in building a harmonious doctor–patient relationship^[3]. First of all, we should improve the trust and medical experience of high-end customers, take customers as the center, use information technology to optimize the internal service process, and improve the service quality. Therefore, we provide a “one-stop” solution in high-end medical services, balancing standardized, personalized, and humanized services, as well as full-process management^[4].

3.2 Humanistic Construction of Individualized Service Model of Special High-end Medical Care

In special medical services, the humanization, specialization, and customization of services are particularly important. These include one-on-one consultation services, appointment registration, disease diagnosis, inspection and testing, and payment links to meet the medical needs of high-income people. High-end medical institutions usually provide the latest medical equipment, high-standard service processes, including extended services such as health management^[5].

3.2.1 Overall Assessment

Assess the patient’s health status, psychological needs, lifestyle, family cultural background, support system, etc. Respect individual preferences and choices, including nursing methods, treatment options, activity arrangements, etc. Protect the patient’s personal privacy, respect the individual’s dignity and autonomy, and provide a comfortable and safe nursing environment. Provide appointment coordination, patient education, discharge planning, and follow-up.

3.2.2 Develop Personalized Nursing Plans

Develop personalized nursing plans based on the assessment results to ensure that the unique needs of patients are met and reasonable adjustments are made in a timely manner. Carry out advanced medical care technology and intelligent technology, provide accurate and efficient nursing services, and encourage patient feedback.

3.2.3 Training and Education

Provide continuous education and training for nursing staff to improve their awareness and skills of personalized care. The nursing plan should be clarified, and the communication ability, humanistic care, and health guidance should be emphasized to improve the quality of nursing and the experience of medical treatment^[6]. At the same time, the accompanying inspection personnel and third-party transportation personnel are standardized, their job responsibilities and professional ethics standards are clarified, and services such as life care and auxiliary activities are provided, but they do not engage in professional and technical work to ensure patient safety^[7]. The quality evaluation scale of high-quality nursing service in special needs outpatient clinics includes dimensions such as the department environment, nursing attitude, professional level, and nursing skills, and serves as a quality evaluation indicator for nursing services in special needs outpatient clinics.

3.2.4 Multidisciplinary Team Cooperation

Cooperate with doctors, nutritionists, anesthesiologists, and other medical professionals to ensure the comprehensiveness and coherence of the care plan; this includes multidisciplinary team services, personalized and humanized services, and full-process service solutions^[8].

3.3 Professional Customized Communication Service for High-end Medical Care

In special care, communication skills and ability demonstration are essential for building trust, understanding patient needs, and providing high-quality care, and can help nursing staff improve personalized communication skills and ability.

3.3.1 Communication Skills

In special medical services, communication skills can improve nursing satisfaction, treatment compliance, and nursing quality scores; reduce the incidence of nurse-patient disputes; and improve the negative psychology of patients^[9].

3.3.2 Listening Skills

Actively listen to the needs and concerns of patients, not only to listen to what they say, but also to pay attention to their non-verbal signals, such as body language and facial expressions. Communicating with patients in clear, simple language, including the use of translation services, and adapting to different communication styles and non-verbal communication, and building trust with patients and their families through professional knowledge and a caring attitude are essential for high-end medical services^[10].

3.3.3 Personalized Information Delivery

In order to have a deeper understanding of the needs and expectations of patients, we require medical staff to encourage patients to share information, maintain good eye contact, and use positive body language,

such as nodding and smiling, to show that they are paying attention to and understanding them, and to achieve empathy^[11].

3.3.4 Feedback and Confirmation, Continuous Improvement

Give patients feedback regularly, confirm that you understand their concerns, and remain professional and calm when facing patients' emotional fluctuations or challenges. Accurate documentation of communication and patient feedback is essential for adjusting care plans and ensuring continuity of care for patients^[12].

In response to the above nursing, the observation indicators of this study were formulated: 1. Nursing quality control: The nursing quality control scale scoring standard was used for evaluation, including four dimensions of medical environment, service attitude, professional ability, and emergency ability. The score was directly proportional to the nursing quality. 2. Nursing satisfaction survey: There are 5 items in total, which are divided into dissatisfied, generally satisfied, satisfied, and very satisfied. The total satisfaction rate = (very satisfied + satisfied + generally satisfied) number of cases / total number of cases $\times 100\%$.

Statistical methods: Data were analyzed using SPSS 20.0 statistical software; enumeration data were expressed as $n(\%)$, and the χ^2 test was used; measurement data were expressed as t -test; $P < 0.05$ indicated that the difference was statistically significant.

4 Results

Comparison of nursing quality control scores between the two groups: the observation group scored higher than the control group ($P < 0.001$), as shown in Table 2. Comparison of nursing satisfaction between the two groups: the observation group was higher than the control group ($P = 0.006$), as shown in Table 3.

Table 2: Comparison of quality control between two groups of patients

Group	<i>n</i>	Medical environment	Medical service	Professional competence	Emergency response
Control	100	72.5	66.5	66.5	50
Observation	100	70	52.8	15	25
<i>t/P</i>		< 0.001	< 0.001	< 0.001	< 0.001

Table 3: Comparison of patient satisfaction between the two groups $n(\%)$

Group	<i>n</i>	Very satisfied	Satisfied	Generally satisfied	Dissatisfied	Overall
Control	100	75 (75)	23 (23)	1 (1)	1 (1)	99 (99)
Observation	100	0	40 (40)	58 (58)	2 (2)	40 (40)
χ^2/P		83.68/ < 0.01				

5 Discussion

The application of the concept of proactive health in the nursing management of patients with special needs and high-end medical care is a multi-dimensional and interdisciplinary issue. The concept of proactive health emphasizes the individual as the "first person responsible" for health, which coincides with the nursing management of special high-end medical patients, which also requires highly personalized and technology-supported nursing services^[13]. In special and high-end medical care, accurate prediction

through health risk assessment is essential for preventing and managing patients' health conditions. In special high-end medical care, this intervention needs to be designed and implemented based on the specific needs and health status of the patient. Strengthen proactive health education, encourage proactive health management services, and explore service models^[14]. The leading role of the government and policy support are the key to promoting the new model of proactive health management. Carry out diversified nursing services, such as "Internet + nursing service," continuous nursing, helping primary hospitals, and conducting homogeneous training for them to meet the needs of different patients.

Through the comparison of the results of this group, the optimization standard of the "patient-centered" service concept and the improvement of the overall strength of medical care have their important value and effect. In this study, the nursing satisfaction of the observation group was higher ($P < 0.05$). Therefore, for patients with special needs, medical staff should fully apply the concept of full-course humanistic care in the process of nursing, improve nursing satisfaction, and have obvious advantages, so it is worthy of promotion and application in clinical practice.

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