

以“国际中医药服务能力提升工程”为抓手，促进中医药国际传播与发展

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众所周知，中医药学经过几千年的积淀，已经形成了较为完善的理论体系，在人类繁衍发展过程中发挥了重要作用。进入二十一世纪以来，随着医学模式的转变，中医药更以其人文与科学的统一、理论与实践的交融，越来越受到世界各国民众的欢迎，中医药国际传播与发展势不可挡。中医药在世界范围内能否得以健康传播并可以持续发展，归根到底依赖于国际中医药服务能力的提高，其中中医药国际人才队伍的建设、中医药综合服务手段的运用以及中医药国际认可度的提高又是当前最为紧要的关键所在。

2013年5月在中国沈阳召开的世界中医药学会联合会（以下简称：世界中联）第三届理事会第四次会议上，讨论并通过了世界中联《国际中医药服务能力提升工程规划纲要（草案）》（以下简称：提升工程），标志着世界中联在全球范围内启动了以提升中医药服务能力为标志的中医药国际传播与发展计划。以世界中联提升工程为抓手，充分考虑世界各国中医药发展的实际情况与需要，结合世界中联的资源优势，将能够有力推进中医药的国际传播与健康发展。

一、中医药服务能力是中医药国际传播与发展的立足之本、生命力之所在

1、中医药的价值在于疗效，在于为民众健康保健服务。中医药几千年不衰并得以不断发展的关键是其确切的临床疗效，虽然在其历史发展过程中历经磨难，但是因为其有效、能够为广大民众解除病痛，所以不仅没有消亡，反而逐步在世界范围内得以传播。从各国中医药传播与发展史中可以看出，中医药的传播与发展也无一不是因为中医药有效，能够为所在国民众提供健康保健服务，受到所在国民众的热爱与欢迎，才最终获得政府支持或认可的。美国最早中医立法的内华达州，就是因为中国香港著名针灸师在州立法院对面“打擂”，针灸的卓越疗效不仅征服了民众，也使州政府议员在疗效面前折服，从而使得全美国第一部中医法获得通过。因此，中医药的价值在于疗效、在于中医药能够满足广大民众日益增长的多样化医疗保健需求。有价值就会被接受和被传播。

2、提高中医药服务能力并惠及民众是中医药立足之本。提高中医药疗效并惠及民众，关键则在于中医药服务能力的提高。国际中医药从业人员业务水平的提高、广大民众中医药服务的可及性及可得性的提高以及在保证中医药安全规范下多种治疗手段的综合应用将在更大范围内满足广大民众对中医药服务的需求。世界各国民众希望从中医药中得到帮助，渴望更多的高水平中医药从业人员能够更加方便地提供更多安全、规范的中医药治疗方法，从而为他们解除病痛。中医药服务能力提升，并最终能够为广大民众提供有效的医疗保健服务正是中医药国际传播与发展的宗旨和目标。

3、提高中医药服务能力是一项系统工程。提高中医药服务能力涉及方方面面，包括从业人员业务水平、中医药服务技术及手段、中药药品使用及其质量、所在国中医药政策环境等多方面因素。这些必要因素构成相互促进、相互制约的关联链，任何环节都很重要，都关系到中医药服务能力的体现。因此，中医药服务能力的提升是一项系统工程，需要各个环节共同发挥正性作用，这也决定了提高中医药服务能力是一个长期的过程，绝非朝夕可为。因此，提高中医药服务能力需要在总体设计的基础上，针对具体问题进行分析研究并逐步落实。在强调近期利益与长远利益相结合，社会效益与经济效益相结合的前提下，夯实基础、循序渐进、逐步突破，需要有长期、不断学习和提高的意识，需要世界各国中医界的共同努力，需要中医药从业人员业务水平、国际中医执业的外部环境、中医药服务手段多样化的同步发展。

世界中联从中医药国际传播与发展的实际出发，适时提出提升工程，为中医药国际传播与发展提供了行动指南。提升国际中医药服务能力，不仅是国际中医药从业人员自身发展的

需要，也是保障中医药服务规范、提高中医药应用安全性、有效性、扩大中医药国际认可度的需要。提升工程对提高国际中医药从业人员全面地提高综合服务能力、满足国际患者中医药医疗保健需求、提升中医药国际影响、促进中医药国际传播与发展具有重要意义。

二、以提升工程为切入点，推进中医药的国际传播与发展

中医药的国际传播与发展以中医药服务能力的提高为基础，其中高水平的国际中医药从业人员是提高中医药服务能力的核心。在人的因素确定以后，中医药服务技术、诊疗设备、中药药品（保健品）等的合理运用则是提高中医药服务能力的重要手段。

为此，提升工程针对当前中医药国际传播与发展中存在的问题，本着从实际出发的原则，提出了通过 5 到 10 年的努力，达到以下具体目标：①通过培训、认证，使现有国际中医从业人员普遍达到高一级职称标准；②培养国际优秀中医临床人才 100 人；③推广应用国际中医适宜诊疗技术 30 项；④推广应用 50 种国际适宜中成药；⑤推广应用 5 种国际适宜中医诊疗设备。

为达到以上目标，提升工程提出了六项主要措施：①完善中医药国际标准体系建设。针对国际中医药服务现状，以标准的形式确定各类国际中医药服务机构的服务能力要求和目标，引导国际中医药服务机构合理有效提升相关服务能力；②建设国际中医药服务示范基地。通过基地的示范、带动作用，培养一批国际中医药服务的骨干机构和专家队伍，推动国际中医医疗保健教育机构形成服务网络；③促进国际中医药技术人才交流。面向世界中联团体会员及合作单位，针对市场需求及发展需要，推荐、派遣优秀中医药专家及专业技术人员，开展交流合作，促进各个国家和地区中医药临床诊疗从业水平的提高，满足各国人民对中医药多样化的服务需求；④推进国际中医药继续教育及职称考评。依据世界中联有关标准，推广中医药办学以及课程标准规范，培育一批具有国际竞争力和中医药特色优势的教育服务项目。开展各类、各级国际中医师的考评，在国际中医医师专业技术职称评审的同时，开展中国中医医师专业技术职称评审，以“双授”模式促进国际中医药从业人员提高专业技术水平的积极性；⑤开展国际中医药网络信息服务。发挥世界中联各专网作用，促进科研成果转化和中医药新技术、新成果以及适宜诊疗技术的推广，为保证国际间中医医疗保健市场同步发展提供支撑；⑥加快国际中医药技术产品推广。组织对现有中医药技术产品安全性、有效性、实用性和成熟程度的评估，促进适宜中药药品、中医医疗器械以及中医保健食品国际推广，充实国际中医药服务内涵。

通过提升工程的有效实施，可以较好地解决国际中医药传播与发展中存在的现实问题，有效促进中医药综合服务能力的提升。在世界各国中医药从业人员诊疗技术水平提高的同时，国际中医药人员的学术地位和国际影响力将大大提高，这也有利于促进世界各国政府对中医药服务的重视，改善各国中医药服务的大环境，带动国际中医药的快速发展。

三、以提升工程项目为载体，分步实施、逐项落实，将中医药服务能力提升工程做大做实

制约中医药国际传播与发展的因素很多，也难以在短时间内有根本性突破。因此促进中医药国际传播与发展，应该从实际出发，本着“总体规划，分步实施”原则，循序渐进、先易后难，从我做起，有所为有所不为。在中医药自身做强做大的基础上通过交流与合作，取得各国主流医学的理解和支持，进而影响政府法律、法规的制定，最终促进中医药进入各国主流医学体系。

目前，世界中联根据国际中医药传播与发展的需求以及现有的资源和能力，以提升工程项目为载体，从以下几个方面开展针对性的工作。

1、加强国际中医药人才队伍建设，提高国际中医药从业人员整体水平

培养、造就高素质的中医药从业人员队伍，重在质量而非数量。其捷径就是从各国接受过正规中医药教育以及接受过较高层次中医药培训的从业人员入手，使他们能够在中国进行

中医药理论的系统学习与实用技术的专项培训，在中医药文化氛围的熏陶下，快速提升国际中医药从业人员的技术水平。同时充分发挥中国境内中医药人才资源丰富的优势，根据各国不同需要，选派优秀中医药人才到相应国家从事短期或长期工作，改善国际中医药从业人员层次结构，带动国际中医药从业人员整体中医水平的提高。

①“国际‘名师带高徒’”项目。注重发挥中医药传统口传心授、重在实践的特点，在优选国际名师的同时，优选有较好中医药基础的国际从业人员，使国际名师与优秀人才结对子，通过“拜名师”、“带高徒”，传承中医药精髓，在良好的中医文化氛围以及实际操作环境中，将跟师抄方、采认草药、习诵经典、针药并施等传统教育实践模式与网络教育相结合，通过3年的基础学习与临床实践，培养、造就一批国际优秀中医药人才队伍，使之成为国际中医药领域的学科带头人，为中医药的国际传播与发展奠定坚实的基础。

②“国际中医药人才交流”项目。发挥世界中联59个专业委员会的人才优势，根据各国不同需要为世界中联各会员单位选派优秀中医药医疗、教学人员，到相应国家从事短期或长期工作，通过共同对选拔的中医药人员的管理，保证交流人员的医疗与教学质量，帮助各会员单位提升中医药服务水平，改善国际中医药从业人员的层次结构。

2、注重提高中医药临床疗效，建立国际间中医药互动合作平台

充分发挥中国中医医疗资源丰富、患者多、实践充分的优势，在中国组织建立国际中医药从业人员培训基地，为广大国际中医药从业人员提供良好的学习实践环境，使他们真正了解中医、了解中医优势，提高中医药临床疗效。根据不同的疾病特点，逐步建立完善统一的疾病诊治临床路径，探索疾病发生发展、诊断治疗规律，充分整合有效中医药治疗技术、手段，形成疾病诊疗指南，在世界中联各会员单位之间统一使用，保证患者在疾病治疗过程中，不论何时何地，都能得到标准的、序贯性的治疗，提高临床疗效和国际患者对中医药的信赖度和依从性。

①“国际中医药临床实习及技术培训”项目。以中国优质的中医医疗和教学资源为基础，充分利用各国中医药从业人员假期，在中国国际中医药临床实习与技术培训基地开展中医药继续教育，使之掌握最新中医特色诊疗技术。在安排中国最有特色的中医医院实地参与到针灸、推拿、气功、内科治疗等各实习项目外，还有目的地组织学员参观中医药博物馆，考察中药传统制药技术等，使他们真正了解、掌握中医药实用技术和诊疗方法，促进中医药服务手段的多样化，提高国际学员中医药临床水平。

②“国际患者中医药不间断治疗计划”项目。搭建统一的国际疾病诊疗平台，充分整合国际范围内的中医药医疗资源，在疾病诊疗临床路径标准统一的前提下，建立“统一诊断，统一治疗，统一评估”方案，对一些难治性疾病，通过世界中联会员单位推荐国际患者或国际患者自行来中国医院诊疗，在患者诊治取得疗效后，通过国际疾病诊疗平台将患者诊疗方案传递给患者所在国的世界中联相关会员单位，并建立患者诊疗会诊机制，保证国际患者回国后仍然可以得到有效的、连续性的中医诊治，达到“国际患者中医药不间断治疗”的目标。

3、加强国际间中医药科研合作，快速提升国际认可度

科研合作作为中医药国际传播的重要推手，易于形成中西医学的交融与互认。建立统一的科研标准及评估体系，有利于中医药获得更广泛的认可和支持。世界中联下属的“临床循证研究指导中心”作为国际中医药科研合作的重要平台，致力于联合境内外医药、中医药高校、科研院所、医疗机构的科研协作，联合组织申报、实施国际中医药相关研究课题。同时帮助各会员单位加强研究成果在国际知名期刊（如SCI收录期刊）上发表，促进各会员单位中医药学术水平的提高，吸引更多有兴趣的研究者了解并投身中医药研究领域。

“中医药临床疗效与安全性评价国际科研合作”项目。该项目依托世界中联各会员单位以及各专业委员会，寻求针对中医药领域，如单病种、中药临床疗效及安全性评估、中医卫生经济学评估、实用中医药技术研发、评估、推广等国际间科技合作，为国际中医药疗效

评价、指南制定以及政策管理、法律制定等提供高质量、高等级的证据依据。

需要指出的是，中医药国际化传播与发展中追求国际认可度，并不是要抛弃中医药特色与现代医学强行对接，而是要在坚持中医学学术特色的同时，秉持现代医学通行的学术准则及“国际语言”向国际中医药支持者、参与者介绍、交流与推广中医药，循序渐进地推动中医药国际化、主流化发展。

综上所述，从中医药传播与发展的自身规律出发，实事求是地分析面临的机遇与挑战，根据各国的实际情况，以世界中联“国际中医药服务能力提升工程”为抓手，针对中医药国际传播与发展过程中的主要问题，有的放矢地从多角度、多层面开展工作，以建设队伍、提高疗效、促进认可为先导措施，以切实可行的中医药国际项目为突破，带动中医药的国际传播与发展具有可行性。世界中医药学会联合会作为世界上最大的国际中医组织，成立十周年来已经为中医药国际传播和发展积累了大量的工作基础，来自 61 个国家和地区的 234 个中医团体，遍布世界每一大洲，已经成为中医药国际发展的中坚力量。我们有理由相信，通过世界各国（地区）中医药团体的共同努力，中医药学一定能够在世界范围内得到发扬光大，并为全人类的健康事业做出新的贡献。

Take the Chinese Medicine Service Capacity Improvement Project as a Grasper to Facilitate International Dissemination and Development of Chinese Medicine

Chen Lixin, vice secretary-general of WFCMS

It is widely acknowledged that CM has formed an almost complete system of theories after thousands of years' accumulation and has been playing an important role in human history. Since the start of 21st century and as the medical pattern changes, CM has been warmly accepted by people in the world for its integrity of humanity and science as well as the interaction of theory and practice. CM is now developing in an overwhelming trend. However, whether CM can have a good future in the whole world is determined by the ability of CM service and among which the construction of a team full of international talents, the practice of using multiple service methods and the recognition of CM in the world are the most important things.

In the third session of the fourth meeting of WFCMS in Shenyang, China in May, 2013, the Chinese Medicine Service Capacity Improvement Project (draft) was passed, marking the beginning of the plan which aims at enhancing the CM service ability. Starting with this project and considering the situation and needs to develop CM in the whole world and taking advantage of our resources, we can contribute a lot to the international dissemination and healthy development of CM.

1. CM service capacity is the root and vitality of international dissemination and development.

1) The value of CM lays in the efficacy, the service to keep people healthy. The key to the continuous development of CM during thousands of years is the clinical efficacy. Though it has gone through many difficulties in the past, it still exists and is spreading in the whole world due to its effects. We can see this from the development history of CM in many other countries. Nevada is the first state in USA to make legislation for CM because of the outstanding efficacy of acupuncture shown by a famous Hong Kong acupuncturist right before the state court. Not only the common people but also government representatives were impressed by this event and thus a law was passed. So, CM is a valuable part of world medicine and deserves to be accepted and disseminated.

2) To benefit common people, CM service capacity needs to be improved. This includes the quality of CM practitioners, the availability of CM service and the variety of medical treatment. People in many countries want to get help from CM and be provided with safer and former treatment from high level practitioners and get rid of diseases. That's why we need to improve CM service capacity and ensure them the rights.

3) To improve CM service capacity is a huge systematic project. And this includes the quality of practitioners, the methods and techniques of CM service, the use and quality of CM products and policies related to CM. They facilitate and at the same time restrict each other but all these parts are important. So, to finish the project, we need every part to function very well. And we should realize that it would be a long-time process. During the process, long-term benefits should be combined with short-term benefits and social benefits with economic benefits, all countries need to work together, the quality of practitioners, the working conditions and service methods need to be developed at the same time.

By proposing the improvement project, WFCMS provides guidance for the international dissemination and development. To implement the project is not only the requirement for practitioners but also the demand to standardize CM service, improve safety of CM products and expand recognition. The project is important to increase service capacity, meet the needs of patients, enhance CM international influence and facilitate international dissemination and development.

2. Take the project as a grasper and facilitate CM international dissemination and development.

The dissemination and development is based on the improvement of CM service ability, and an excellent team is the core of the improvement. When the team is set, more ways to improve the ability include the rational use of techniques, equipment and health products.

Taking consideration of the present problems, we hope to achieve the following goals by the project in the next five to ten years; the first thing is to make international TCM practitioners achieve a higher level through training and accreditation. Secondly, to develop 100 excellent clinical professionals in the field. Thirdly, to popularize and apply 30 TCM techniques that meet international need. Fourthly, to popularize and apply 50 Chinese patent medicines in the world. Fifthly, to popularize and apply 5 kinds of equipments that meet international need.

To achieve the goal, there are six measures to be carried out:

1) Complete the system construction of CM international standard. According to the present situation, we should confirm the required ability and goal for each kind of CM international organizations and lead them to improvement of service ability.

2) Build up an international demonstration base of CM. With the base as an example, various organizations and a team of specialists would take place and all CM healthcare organizations should be able to form a service network.

3) Promote the communication of international CM practitioners. According to market demand, we should recommend or send specialists and professionals to member societies and cooperation units. By communication and cooperation, the skill level of practitioners in every countries and regions would be able to increase and meet the various needs of people from all over the world.

4) Promote CM continuing education and title appraisal. We should normalize the lessons taught on CM according to standards of WFCMS and develop some events that are of international competitiveness and CM characteristics. Examinations and title reviews should be carried out at the same time to improve the motivation of practitioners.

5) Develop international CM network service. The networks of WFCMS could be able to help make research results turn into new techniques and new products and also help promote suitable treatment techniques. They provide support to assure a simultaneous development among the healthcare markets in different countries.

6) Speed up the promotion of international CM products. We should make assessment about the safety, effectiveness, practicality and maturity, promote CM medicines, equipment and health products in the world and enrich the connotation of international CM services.

In a nutshell, we can settle a lot of difficult problems through these measures and enhance CM integrated service capabilities. When the diagnosis level of TCM practitioners of all countries enhance, the academic status and international position of CM practitioners will increase a lot and more and more countries would pay attention to CM service, thus the condition can be improved and a faster development will be achieved.

3. Enhance CM service capacity with the project as the carrier.

It is hard to make a break through within a short period of time with quite a lot of constrains. So we should start from the reality and take steps to gradually change the situation. First, we need to strengthen CM itself, and then we could win support from medical mainstreams in other countries and have some influence on their law making and finally we would make CM a displaceable part in medical system.

So far, in view of the present situation of CM dissemination and development, WFCMS is working on the following issues.

1) Developing more and more excellent practitioners and improve the overall level of their ability.

A good team of high quality is more important than that of many members. And to build such a team, a short cut is to provide foreign practitioners who have received formal CM education and training with systematic study about CM theories and special training about practical skills. At the same time, our people should be going out to other countries and improve the hierarchy conditions of their working systems.

① The international project of “great masters teaching outstanding students”. The teaching of CM bears the characteristics of direct communication between the teacher and the student, besides, clinical practice is also very important. When we are choosing good teachers, we need to combine them with good students so that they can enhance each other. In this way, after three years’ study and practice, the team would be able to lead people in the field and thus lay a solid foundation of the international dissemination and development.

② The project of “International TCM Talents Exchange”. There are fifty-nine Professional Committees in WFCMS and their members can be sent to other countries according to the country’s demand. And through a joint management of CM practitioners, we would be able to help improve the quality of our member societies and the hierarchy conditions of working system.

2) Improving clinical efficacy and building up a platform for international cooperation

We should take advantage of plentiful resources in China such as a large number of patients and opportunities for practice, and build up a training base for CM practitioners so that they can truly understand CM and its advantages as well as clinical efficacy. Besides, for different diseases, a standard procedure should be set up to study their pathogenesis and treatment and then form a guidance that can be used by all our members to make sure whenever or wherever the patient is, he can get a standard and sequential treatment. And more and more people in the world can trust CM.

① The project of “Clinical Practice and Skill Training”. Based on the medical and educational resources in China, we can make use of the vacation time of practitioners in other countries and teach them about the latest CM special techniques. Involve them not only in the practice of acupuncture, message and qigong, but also invite them to CM museums to study traditional skills so that they can actually learn something.

② The project of “Uninterrupted Treatment Plan”. We should build a standard platform for disease diagnosis and treatment using all CM resources in the whole world. For patients with difficult diseases, we can invite them to China to receive treatment. Even though they will go back to their countries, we can still offer them with uninterrupted treatment through this standard platform.

3) Promoting international cooperation on CM and enhancing international recognition.

Cooperation in researches is a good way to internationalize CM. To set up a standard for all researches and an evaluation system is helpful to make CM accepted by more people. As a subordinate department of WFCMS, Guidance Center for Clinical Evidence-Based Research commits itself to uniting all universities, institutions and organizations in the world to do researches on CM. It also helps member societies to contribute their articles on world-famous journals (for example Science Citation Index) so that more researchers are interested in the field of CM study.

There is another project named “International Scientific and Technological Cooperation on Clinical Efficacy and Safety Assessment of CM” which aims at international interactions in CM field such as the clinical efficacy and safety of Chinese medicine, evaluation of CM health economics, research of functional Chinese medicine and so on. Through those interactions, the efficacy of CM should be able to be assessed, and related policies and laws made.

However, there is one thing to be mentioned. We need an international recognition but that doesn't mean we would abandon our characteristics and join the modern medicine whatever it takes, but to inherit the essence and introduce CM to our supporters and participants. Of course we will use "international language" and observe the academic rules of modern medicine.

In summary, we should consider about the objective laws of CM dissemination and development and get ready for either opportunities or challenges. We could start with the "International CM Service Ability Enhancing Project" and make clear key problems so that the work we do is effective enough to promote the international dissemination and development of CM. As the largest international CM organization, WFCMS has accumulated a lot of work experience in ten years. With 234 Chinese medicine societies from 61 countries and regions, we have become the backbone of CM international development. We have reasons to believe that through the efforts of all societies, CM is able to flourish in the whole world and make new contributions to the healthcare of human race. Thank you!