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# RESEARCH ON THE CONSTRUCTION OF INTEGRITY ETHICS IN CONTEMPORARY CHINESE HOSPITALS

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**Abstract**: Hospitals, as the main entities providing medical services, face the crucial question of how to ensure the fairness and accessibility of medical services in strengthening the construction of integrity ethics. Patient-centered care is the code of conduct for medical services, requiring hospitals to provide high-quality and efficient medical services. This study delves into patients' experiences, needs, and expectations regarding the construction of integrity ethics in hospitals, aiming to offer guidance and practical pathways for protecting patient rights, promoting reforms in the medical service system, and building trust-based doctor-patient relationships. In the context of an aging population and the goal of achieving universal health coverage, it is essential to allocate medical resources reasonably, ensuring the quality and credibility of medical services. Based on the stance of protecting patient rights, this study analyzes the current state of China's medical service system and proposes specific measures to improve the quality of medical services and patient satisfaction, striving to provide valuable references for fostering positive interaction between patients and hospitals.

**Keywords:** hospital governance, integrity ethics, medical equity, health equity, priority of patient interests, humanistic care

**Investigación sobre la construcción de una ética de la integridad en los hospitales chinos contemporáneos**

**Resumen:** Los hospitales, como principales entidades proveedoras de servicios médicos, se enfrentan a un punto crucial: cómo garantizar la equidad y la accesibilidad de los servicios médicos en el fortalecimiento de la construcción de la ética de la integridad. La atención centrada en el paciente es el código de conducta de los servicios médicos, que exige a los hospitales la prestación de servicios médicos eficientes y de alta calidad. Este estudio profundiza en las experiencias, necesidades y expectativas de los pacientes en relación con la construcción de una ética de la integridad en los hospitales, con el objetivo de ofrecer orientación y vías prácticas para proteger sus derechos, promover reformas en el sistema de servicios médicos y construir relaciones médico-paciente basadas en la confianza. En el contexto del envejecimiento de la población y el objetivo de lograr una cobertura sanitaria universal, es esencial asignar los recursos médicos de manera razonable, garantizando la calidad y la credibilidad de los servicios médicos. Partiendo de la postura de proteger los derechos del paciente, este estudio analiza el estado actual del sistema de servicios médicos en China y propone medidas concretas para mejorar su calidad y la satisfacción del paciente, esforzándose por ofrecer referencias para promover una interacción positiva entre pacientes y hospitales.

**Palabras clave**: gobernanza hospitalaria, ética de la integridad, equidad médica, equidad sanitaria, prioridad de los intereses del paciente, atención humanística

**Pesquisa sobre a construção de integridade ética em hospitais chineses contemporâneos**

**Resumo**: Hospitais, como principais entidades fornecedoras de serviços médicos, enfrentam a questão crucial de como garantir equidade e acessibilidade dos serviços médicos no fortalecimento da construção de integridade ética. Cuidados centrados no paciente é o código de conduta para serviços médicos, requerendo que hospitais forneçam serviços médicos de alta qualidade e eficientes.Esse estudo investiga as experiências, necessidades e expectativas dos pacientes a respeito da construção de integridade ética nos hospitais, visando oferecer diretrizes e caminhos práticos para a proteção dos direitos dos pacientes, promovendo reformas no sistema de serviços médicos e construindo relações médico-paciente baseadas na confiança. No contexto do envelhecimento da população e do objetivo de alcançar cobertura universal da saúde, é essencial alocar recursos médicos de forma satisfatória, garantindo a qualidade e credibilidade dos serviços médicos. Baseado na orientação de proteger os direitos dos pacientes, esse estudo analisa o estado atual do sistema de serviços médicos da China e propõe medidas específicas para melhorar a qualidade dos serviços médicos e a satisfação dos pacientes, aspirando fornecer referências valiosas para promover uma interação positiva entre pacientes e hospitais.

**Palavras chave**: governança hospitalar, integridade ética, equidade médica, equidade de saúde, prioridade dos interesses dos pacientes, cuidado humanístico

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## Introduction

In the process of deepening the reform of the medical and health system, it is imperative to properly handle the relationship between government and market, enhance the efficiency of medical resource allocation and the quality of medical services, and address the difficulties and high costs of accessing medical care*(1).* Hospitals serve as guardians of people's health and bear significant social responsibilities. With the rapid development of China's medical system, the importance of constructing integrity ethics in hospitals has increasingly come to the fore. The goal of hospital integrity ethics construction is to create a clean and upright medical environment, thereby improving the quality of medical services and maximizing the protection of patients' health rights. The construction of integrity ethics in hospitals helps to overcome unethical practices in the medical sector, such as overtreatment, insurance fraud, misuse of medical resources, and lack of transparency in medical decision-making. It can be said that issues of integrity ethics in hospitals are not only related to the quality and equity of medical care but also directly affect doctor-patient relationships and the development of the medical industry. This study focuses on the actual development of China's medical system, paying close attention to the significant role of hospital integrity ethics construction in achieving medical and health equity. It aims to deeply understand the implementation of integrity ethics in medical practice, with the goal of promoting overall improvements in the medical ecosystem.

## Background

In response to the aging population trend in China, it is crucial to focus on the development of elderly care, make rational use of medical resources, and address various social issues arising from the increasing burden of elderly care. Among these, the continuous growth in medical demand is a significant social issue brought about by the aging population trend*(2).* Moreover, the continuous increase in medical demand signifies a strain on medical resources and increased pressure on the medical industry, potentially leading to unfair distribution of medical resources and providing opportunities for medical corruption. Therefore, how to balance the distribution of medical resources, ensure the fairness of medical services, and better meet the medical needs of the elderly population and other age groups becomes an important issue that hospital integrity ethics must address.

Health plays a fundamental role in economic development, and improving national health has become a necessary condition for achieving high-quality economic development. In recent years, the Chinese government has attached great importance to people's health, incorporated national health into the national development strategy, and is committed to building a Healthy China. People's health is the fundamental goal of building a Healthy China, and to achieve this goal, it is necessary to improve incentives for medical institutions, control medical costs, and improve the quality of medical care*(3).* The implementation of the Healthy China initiative requires enhancing patient trust and support through fair and transparent medical activities in hospitals. Integrity and efficiency in medical services can directly promote the overall improvement of the national health level. Currently, addressing the uneven distribution of medical resources, narrowing the disparities in basic medical services among urban and rural areas, regions, and populations, and ensuring the fairness and accessibility of the medical service system have become the direction of efforts towards building a Healthy China.

The World Health Organization (WHO) is the most significant professional organization in the global health field, playing a crucial role as an advocate and coordinator in global health governance*(4).* With the development of globalisation, WHO continuously promotes international cooperation in the medical field, encourages consensus on health governance issues among countries, and its advocated professional health and safety standards are widely implemented in the international community. Combating medical corruption is closely related to achieving the goal of universal health coverage, and international organisations like WHO are essential in effectively governing medical corruption*(5).* The Chinese government has proposed the concept of a global community of health for mankind and actively integrated this concept into various aspects of the

global health governance system, promoting the orderly development of the global health governance system*(6)*. Currently, China needs to further strengthen cooperation with WHO in the medical field, promote information sharing in the medical sector, foster consensus on hospital integrity ethics, and contribute China's strength to enhancing human health and welfare.

**Theoretical Framework**

Integrity is an important guarantee for the construction of a Healthy China. Traditional Chinese medical ethics advocate the concepts of benevolence and integrity, demanding honesty without deceit, prioritizing ethical values over profit, and applying treatments based on differential diagnosis. These principles reflect a deep concern for the life and health of patients*(7,8)*. The ethics of integrity transcend the mere dimension of medical technology, contemplating and addressing issues of patient rights, doctor-patient relationships, and medical safety from a perspective of humanistic care. In contemporary medical practice, the ethics of integrity remain a fundamental principle for regulating medical behavior. To achieve the desired outcomes of reforms in China's medical system, it is essential to target the governance of medical corruption as a critical goal of the reform, continuously enhancing the public welfare of medical services*(9)*. Reforms in the medical field must adhere to the correct principles, take into account both fairness and efficiency, give full play to the enthusiasm of both the government and the market, improve the regulatory system, seriously investigate and deal with illegal acts in the process of medical services, and safeguard the people's health rights and interests*(10)*. Medical corruption significantly increases medical costs, wastes national medical resources, and severely harms the welfare of the people*(11)*. Only when the medical industry is clean and upright can it provide high-quality health services for the people and thus better promote the construction of a Healthy China*(12)*. To manage medical errors and safeguard patient safety, medical institutions should not only educate individual medical staff on professional ethics*(13)*, but also introduce the perspective of organisational ethics and build an organisational culture centred on patient safety*(14)*. Hospitals should be patient-centred, strengthen internal construction, curb excessive medical treatments, establish a new type of doctor-patient relationship, and ensure the provision of high-quality medical services for patients*(15)*. Enhancing the consciousness of practicing medicine with integrity and ensuring the quality of medical services requires the establishment of new medical practices and effective supervision*(16)*. Under the conditions of deepening reform, a profound grasp of the value and path of the construction of ethical integrity in hospitals can better promote the fairness and accessibility of medical services, and thus enhance the credibility and social reputation of the healthcare system.

Integrity is an important foundation for the sustainable development of global health initiatives. The international community and governments attach great importance to improving health governance policies, strengthening anti-corruption cooperation, and resolutely combating medical corruption and medical fraud*(17)*. The WHO has integrated transparent and accountability mechanisms into its health policies and governance structures to prevent corruption from impeding the achievement of global public health goals*(18)*. Only by creating an environment of oversight, transparency, and trust within the healthcare system can the integrity of the healthcare system and the fairness of healthcare services be ensured*(19)*. The experience of healthcare reform in countries like the United Kingdom and the United States offers valuable insights for the construction of ethical integrity in Chinese hospitals, especially in promoting the openness of healthcare service information and the control of healthcare costs. The National Health Service in the UK emphasises both the responsibility of the government and the role of the market, striking a balance between fairness and efficiency*(20)*. The reform of the UK's healthcare system, focusing on the introduction of competition mechanisms and strengthening the disclosure of service information, has resulted in a strong guarantee of the quality of healthcare services and the people's right to health*(21,22)*. The reform of the healthcare system in the United States has emphasised the expansion of health insurance coverage, control of healthcare costs, and promotion of the quality of healthcare services*(23)*. In order to improve

the service quality of hospitals and nursing homes, the U.S. government actively promotes the disclosure of information, which strengthens the role of market competition in promoting service quality*(24,25)*. The governments of both the UK and the US have adopted policies to regulate the development of their healthcare industries and to achieve healthcare goals by actively improving the healthcare security regulatory system*(26)*. In-depth analysis and grasping of the successful experiences of healthcare reform in countries such as the UK and the US can broaden the horizons of Chinese hospitals in strengthening integrity and ethical construction, which in turn will facilitate the formation of a cross-border framework for cooperation on integrity and ethical construction in hospitals.

**Value**

Strengthening the ethical construction of hospital integrity, adhering to the principles of honesty and fairness, and integrating the integrity requirements for hospital behaviour into the development of the medical system will help to safeguard the people's health rights and interests, deepen the reform of the medical system, improve the medical insurance system, and build a harmonious doctor-patient relationship.

Firstly, safeguarding the people's health rights and interests is an intrinsic requirement. It is necessary to improve the national health policy and ensure the universality and fairness of medical services. Through the provision of universal medical services, the realisation of the goal of universal health can be promoted. In recent years, the government's investment in health has been increasing and the medical service system has been improving. The government plays an important regulatory role in the development of the medical industry, with policy support being a crucial function of the government. The implementation of policies related to the medical industry requires strong institutional support as well as profound cultural backing. Hospital integrity ethics is a vital part of hospital culture, which emphasises that medical institutions and their medical personnel should adhere to the patient-centered value norms and implement the hospital's mission of serving patients wholeheartedly. Compliance with hospital ethics in medical services not only enhances the overall image of the medical industry, but also enhances the credibility of the government. When formulating and implementing policies related to the medical industry, the government should balance legal provisions and ethical considerations, and ensure that medical behaviour complies with the principle of fairness and justice through the joint constraints of law and ethics.

Taxation is the main source of state revenue, and the effects of tax distribution and utilisation should be reflected in the continuous improvement of people's happiness. The happiness of the people calls for their health. Taxation serves as a crucial lever for governments to regulate economic development, and placing people's health as a priority for economic development is not an empty slogan, but requires that the people-oriented nature of taxation is always adhered to, and that the regulatory role of taxation in the public health sector is brought into play. The feasible way to improve people's health is to rationally allocate and use tax revenue and increase tax support for health care. The use of tax-based revenue for medical services, such as the prevention and treatment of infectious diseases, the management of chronic diseases, health education, psychological counselling and so on, is the concrete practice of safeguarding the people's health and well-being. Increased tax support must be accompanied by transparent use of tax revenue to ensure that it is used to meet the basic healthcare needs of the people. By abiding by the ethics of integrity, hospitals can eliminate the misuse of medical resources, optimise the allocation of medical resources and ensure the coverage of medical services. The adherence to integrity ethics by hospitals aligns with the principle of taxation serving the people, thereby strengthening the tax-based safeguard for the rights and interests of the people.

Secondly, it is an objective need to deepen the reform of the medical system. Developing the economy and creating wealth are fundamental to enhancing the modern medical system. This necessitates the improvement of the market economy system to promote sustainable economic development. Medical system reform is a critical component of economic system reform, requi-

ring the use of market mechanisms to optimize the allocation of medical resources, thus maximizing the benefits and efficiency of medical resource distribution. Introducing market mechanisms into medical services can foster fair competition among different medical service providers, especially ensuring fairness in terms of the quality and price of medical services. It is noteworthy that, while market mechanisms provide momentum for medical system reform, they may also introduce challenges. For instance, inflated drug prices and excessive medical treatments are the results of market failures and poor competition. Such disorder in the medical sector inevitably leads to higher drug prices, increased medical costs, and thereby affects patients' access to medication and treatment, which contradicts the inclusive intent of medical system reform. Therefore, in the reform of the medical system, it is necessary to focus on the role of hospital integrity ethics in regulating medical behaviour, maintaining the order of the medical market, and achieving win-win results for hospitals in terms of economic and social benefits.

With the continuous growth of medical demand, the people will also have higher expectations for medical supply. To solve the contradiction between medical supply and demand, it is necessary to deepen the reform of the medical system and correctly handle the relationship between the government and the market*(27,28).* On the one hand, the government should strengthen public services to compensate for market failure and maintain fairness and justice. Increasing government financial investment and compensation to public hospitals can effectively eliminate the profit-seeking motives of public hospitals, leading to the development of their public welfare nature. On the other hand, the market should play a regulatory role, optimise the layout and structure of medical resources through the competition mechanism, and promote the development of private hospitals. Encouraging social capital to participate in medical supply in an orderly manner can promote fair competition in the medical market, provide multi-level and diversified medical services, and prevent the emergence of medical monopoly. Constructing a medical market system that balances fairness, efficiency, and quality should be the direction of efforts to push forward medical system reform. In the context of globalisation, it is necessary to start from the common well-being of human health, integrate integrity ethics into the rules of global health governance, promote effective cooperation in global health governance, which can better provide impetus and resources for the reform of China's medical system.

Thirdly, it is an important measure to improve the medical insurance system. Medical insurance forms an essential foundation for the welfare of the people, as it provides necessary medical services that enable individuals to participate in social production in a healthy state, thereby fostering the development of social productivity and laying a solid economic foundation for better safeguarding and improving people's well-being. To improve the medical insurance system, it is necessary to strike a balance between the market mechanism, social participation and governmental intervention, strengthening the linkage between medical insurance and pension, employment, and educational securities to prevent impoverishment or re-impoverishment due to illness. Medical practices are directly related to the rights of patients and the fairness of the medical system. The application of integrity ethics throughout the process of medical care establishes ethical standards for medical practices. Normative medical practices inevitably reflects the requirements of ethical integrity of hospitals, which helps to ensure the rational use of medical insurance funds and improve the capacity of medical insurance.

The medical insurance system is hierarchical, comprising both high-level and basic healthcare coverage. The primary goal of the former is to fulfill the medical needs associated with high welfare, while the latter aims to ensure that everyone has access to basic medical services. The bottom-line medical insurance, established by the government, is designed to target patients from special groups and those in difficult circumstances, providing necessary medical assistance to reduce their economic burden and safeguard their fundamental medical rights. From the perspective of maintaining social equity, bottom-line medical insurance plays an indispensable role in meeting the basic medical needs of these groups. Integrating hospital integrity ethics into the design of

the bottom-line medical insurance system helps to narrow the medical disparity between social classes, eliminate discrimination, and promote equality within the medical field. To improve the medical insurance system, it is essential to base efforts on meeting the basic medical needs of vulnerable groups, actively learning from international advanced practices, promoting the construction of a multi-tiered medical insurance system, and upgrading the international level of China's medical insurance system.

Fourthly, it is an important guarantee to build a trusting doctor-patient relationship. Ideally, the relationship between doctors and patients should be a community of positive interaction, within which both parties achieve a state of mutual trust and cooperation. Constructing such a community relationship can bridge the cognitive and emotional distance between doctors and patients, improve the effectiveness of medical services and patient satisfaction. Doctors, as the guardians of patients' health, should stand with their patients consciously, strengthen communication, accurately grasp the patients' conditions and needs, and devise reasonable and effective treatment plans for them. Good communication between doctors and patients is a crucial element in establishing a trust-based relationship. Doctors need to understand the principles of communication and specifically improve their communication skills, respect patients' rights to know and choose, attend to and respond to patients' needs, and reduce the risk of medical disputes. Hospitals encourage and support patients to participate in medical decision-making, allowing patients and their families to fully understand treatment plans and their risks, which helps to avoid conflicts of interest between doctors and patients and reduces the risk of medical corruption.

Information symmetry plays a significant role in building a trust-based doctor-patient relationship. In reality, information symmetry in the doctor-patient relationship needs to be further improved. At present, there are still a few doctors who, based on self-interest considerations in the process of diagnosis and treatment, make private profits through excessive treatment, false advertising, drug rebates, misuse of medical devices and other improper ways. Such unethical medical behaviours will not only increase patients' medical expenses, but also have a serious negative impact on their health. Thus, to resolve doctor-patient conflicts and reduce medical disputes, it is necessary to improve information symmetry and provide patients with comprehensive and accurate medical information, such as diagnostic and treatment processes, drug prices, fee schedules, treatment plans, and patient satisfaction, in order to improve patients' recognition of the hospital. With the development of Internet hospitals, online medical care has developed rapidly and become an important supplement to offline medical care*(29)*. Internet hospitals can provide telemedicine services, which helps to break the time and space limitations of traditional medical services and improve the effectiveness and efficiency of doctor-patient interaction. It should be emphasised that Internet hospitals should follow the ethics of integrity when providing medical services, strengthen the management and protection of patient information, and prevent the risk of medical corruption caused by the leakage of patient information.

**Pathway**

In medical practice, adhering to the value orientation of integrity ethics requires adhering to the supremacy of patients' interests, promoting the fairness of medical services, enhancing the medical insurance, promoting the spirit of medical mutual assistance, and making humanistic care permeate the whole process of high-quality medical services.

Firstly, it is necessary to adhere to the supremacy of the interests of patients. The implementation of the Healthy China strategy requires the firm establishment of the concept of "The first wealth is health", placing people's health in a strategically prioritized position for development, and facilitating the shift from a disease-centred to a health-centred approach*(30)*. This comprehensive protection of people's health rights and interests requires not only an improved medical service system but also a purified medical environment. Hospitals play a crucial role in strengthening health education and promotion, where an environment of integrity can provide strong support for the construction of a Healthy Chi-

na. The government should adhere to the people-oriented principle, prioritize patient interests, advance medical system reforms, promote the rational allocation of medical resources, and ensure the provision of high-quality medical services by hospitals. Only by maintaining integrity in the medical sector can the level of medical services be continuously improved, thereby safeguarding patient interests and achieving the goal of universal health. The construction of a Healthy China and the universal health coverage initiatives actively promoted by the WHO share the same philosophy, both committed to improving health coverage, achieving health equity and safeguarding patients' right to health. In implementing the Healthy China strategy, the Chinese government should strengthen its cooperation with the WHO, sharing the success stories of the Healthy China initiative and learning from the successful experience of other member countries in promoting universal health coverage to foster global cooperation in health governance practices.

Constructing a service-oriented government is a strategic goal of the Chinese government. In recent years, the Chinese government has continued to deepen the reform of "simplification of administrative procedures, decentralization of powers, combination of decentralization with appropriate control, and optimization of services", optimized government function allocation, strengthened the construction of e-government, advanced the openness of government affairs, rectified bureaucracy, and improved administrative efficiency. A service-oriented government is committed to providing high-quality and efficient public services, and the implementation of the Healthy China strategy requires the support and promotion of such a government. For instance, in preventing and responding to public health emergencies, the government should protect patients' health and safety to the greatest extent and maintain social stability; in formulating and implementing national health policies, the government should adhere to a problem-oriented and goal-oriented approach, prioritize patient interests, reduce medical costs for patients, and address the issues of "difficulty in obtaining medical services and high medical expenses". In other words, improving patients' healthcare experiences and satisfaction is inseparable from efficient and integrity-based government services. It is necessary to strengthen policy and management coordination, optimise service content and processes, clarify the responsibilities and boundaries of governance entities, continuously reduce the opportunities for power rent-seeking, and resolutely punish and prevent corruption in healthcare.

Secondly, it is important to promote equity in medical services. From the supply side of medical services, medical services can be categorized into basic medical services and non-basic medical services. Basic medical services constitute the foundational component of healthcare, focusing on meeting the basic medical needs of all the people. Non-basic medical services, on the other hand, serve as a vital supplement to basic medical services, aiming to fulfill the diverse and personalized medical demands of the people. In formulating and implementing medical service policies, the government must not only delineate the boundaries between basic and non-basic medical services but also consider the development of both. Specifically, regarding basic medical services, the government should clarify the objectives and tasks of these services, allocate fiscal resources judiciously, enhance the construction of medical infrastructure, and improve the provision and quality of basic medical services. For non-basic medical services, it is essential to introduce competitive mechanisms, promote diversified development, encourage investment from social capital, and foster innovation in medical technology. Advancing supply-side reforms in medical services requires guarding against the dominance of capital and promoting the coordinated development of basic and non-basic medical services to achieve the goal of equitable and accessible medical services. Improving the medical service system also entails innovating service models, implementing a tiered diagnosis and treatment system, developing telemedicine technologies, and addressing the uneven distribution of medical resources between urban and rural areas, as well as among regions.

Public hospitals hold a dominant position in China's healthcare system and are pivotal in promoting equity in medical services. The reform of public hospitals, aiming to better meet the medical needs of the people, centers on eliminating

profit-driven mechanisms, preventing excessive medical treatments, and strengthening their public welfare attributes to ensure equitable and accessible medical services. In recent years, the government financial support for public hospitals has gradually increased. However, the rising costs associated with updating medical technology and increased market competition pressures have, to some extent, affected the financial balance of public hospitals, leading some to excessively focus on economic benefits at the expense of patient interests. If public hospitals opt for a market-oriented mode of operation pursuing maximum profit, and tend to offer expensive treatment options to increase financial revenue, it will inevitably exacerbate patients' medical expense burden and affect their access to optimal treatment opportunities. Only by maintaining their public welfare orientation can public hospitals provide high-quality and affordable medical services*(31).* Deepening the reform of public hospitals requires steadfast adherence to their fundamental public welfare positioning, improving incentive mechanisms that reflect this public welfare orientation, and establishing a performance evaluation system primarily based on patient satisfaction.

Thirdly, the medical insurance capabilities should be enhanced. Medical insurance serves as a critical link between the supply and demand sides of medical services and is an integral component of medical insurance capabilities, playing a fundamental role in the reform of the medical system*(32).* Although China's health insurance system has essentially achieved the goal of covering all the people, its role in controlling medical costs and promoting the improvement of medical quality still needs to be further strengthened. The payment method is a crucial means by which health insurance can play its foundational role, and promoting reform of the health insurance payment system is an inevitable requirement to enhance the capacity of medical insurance. It is necessary to improve the health insurance payment mechanism, adjust the health insurance payment standards periodically, reasonably expand the scope of health insurance payments, implement a diversified payment method primarily based on payment by disease type, guide patients to make rational choices and use medical resources wisely, promote the establishment of a medical order that encourages initial consultations at primary care facilities and bi-directional referrals, and motivate hospitals to improve the quality of medical care. To enhance China's medical insurance capabilities, it is also essential to reasonably draw on the successful experience of countries such as the UK in constructing medical insurance systems, such as strengthening the capacity building of primary healthcare institutions, constructing a multi-level medical insurance system, introducing competition mechanisms, and controlling medical costs.

To improve medical insurance capabilities, it is crucial to strengthen medical supervision to ensure the safe and effective use of medical insurance funds. If the capacity and level of supervision is not high, and there are loopholes in supervision, it will provide opportunities for fraudulent activities such as excessive medical treatment and repeated reimbursements. Fraudulent practices inevitably lead to the loss and misuse of medical insurance funds and directly affect the quality of medical services and the rights and interests of insured patients. Strictly combating fraudulent practices can provide practical support for further improving the medical insurance system. It is necessary to promote cooperation among various supervisory entities such as the government, society, and patients, comprehensively utilize intelligent supervision, routine supervision, and special supervision, improve the timeliness of detecting and punishing fraudulent practices, take the initiative to prevent and mitigate the risks of medical corruption, and continuously enhance the credibility of the medical insurance system.

Fourthly, the spirit of medical mutual assistance should be promoted. The effectiveness of medical treatment depends not only on medical technology, but also on humanistic care*(33)* "Great doctors possess sincerity" encapsulates an important concept in traditional Chinese medical ethics, embracing mutual assistance, love, equality, and benevolence. This philosophy demands that doctors possess both excellent medical skills and noble medical ethics. When employing advanced medical technologies, it is imperative to fully consider the patients' emotions and needs, providing personalized and humanized medical services to create a strong sense of humanity. Patient-cente-

red humanistic care, focusing on serving patients with dedication, highlights the medical spirit of reverence for life and health protection. Ensuring that patients are fully cared for in the medical process is the concrete embodiment of the spirit of medical mutual assistance in the doctor-patient relationship. Ethics committees should be set up in hospitals, professional codes of ethics should be formulated and enforced, and members of the medical team should be encouraged to cooperate with each other, so as to improve the patients' medical experience as a whole. The value concept of "Great doctors possess sincerity" also embodies the spirit of mutual assistance in strengthening international cooperation. In the era of globalisation, addressing public health crises and maintaining national health security require a collective responsibility and action from countries worldwide*(34)*. This also means that the construction of a human health community must carry forward the spirit of mutual medical assistance to form a strong collaborative force against global public health crises.

Integrity is the ethical foundation for establishing and maintaining trust in doctor-patient relationships*(35)*. In the process of medical treatment, medical decisions may encounter risks of side effects and adjustments to the plan. In such cases, mutual trust between doctors and patients can promote better cooperation to address health challenges*(36)*. The process of doctors and patients overcoming diseases together is also a process of building trust between them. A doctor-patient relationship based on integrity helps to create a joint force to overcome diseases. Establishing a good trust relationship between doctors and patients can improve medical outcomes and reduce medical disputes. Practicing medicine with integrity is an important way to demonstrate medical sincerity and is central to gaining patients' trust. Doctors practicing with integrity, not driven by greed, and treating patients as family can better protect patients' rights and win their trust. A sound incentive mechanism should be established to recognise and reward doctors who practice with integrity, to ensure that doctors serve patients wholeheartedly and to promote the spirit of mutual assistance in the medical field.

## Conclusion

Adhering to the principle of prioritizing patient interests is a must-follow rule in the practice of integrity-based medical care by hospitals. Upholding patient interests and adhering to ethical integrity go hand in hand. Humanistic care is an intrinsic requirement of hospital integrity ethics. High-quality medical services are not only about treating diseases but also about protecting patients' health rights and personal dignity, which requires a comprehensive focus on and better fulfillment of patients' needs. Enhancing patients' health and welfare requires not only the promotion of medical technological innovation but also significant attention to humanistic care and emotional investment in patients*(37)*. Prioritizing patient interests necessitates preventing conflicts of interest between doctors and patients. If conflicts of interest arise, with doctors placing personal gain above patient welfare, it can affect the objectivity of medical decision-making. Adhering to ethical integrity means treating patients with sincerity, caring for their physical and mental health as well as their quality of life, and striving to provide the highest quality of medical services. This study suggests that protecting patient interests in medical practice requires cooperation among governments, society, hospitals, industry organizations, and patients to create a clean and upright medical environment.

Hospitals are special institutions that bear the important responsibility of saving lives and helping people. The transparency of medical services provided by hospitals affects both patient trust and medical equity. High transparency in the medical decision-making process can enhance patient trust and satisfaction. During medical decision-making, it is essential to explain treatment plans, risks, and expected outcomes to patients in detail, break down information barriers, and fully protect patients' rights to be informed and to participate. Medical equity means that all patients should have access to comprehensive medical information, regardless of their economic status or social position. Public disclosure can foster healthy competition among hospitals and promote the improvement of medical service quality. Asymmetry of information can easily induce medical corruption and undermine medical equity.

This study concludes that improving the fairness and accessibility of medical services requires a comprehensive consideration of institutional, legal, technological, and cultural factors and the construction of a transparent operational mechanism for the medical system.

In the context of globalisation, cross-border medical cooperation is crucial. To cope with global public health problems and maintain human life and health, we should establish a global community of health for mankind and improve the global health governance system*(38)*. Hospitals are an important part of the global health governance system and play an important role in promoting the equitable distribution and efficient use of global medical resources. Hospitals should participate in and support global health projects, strengthen cross-border medical cooperation, and promote the balanced development of the global health governance system. This study indicates that hospitals should adopt a global perspective, promote global medical and health equity, and better serve patients worldwide.

**Author Contributions**

The authors confirm being the cooperative contributor of this work and has approved it for publication.

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