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A Study on Standardized Approaches for Promoting Traditional Chinese Medicine Culture in the Context of "Internet+"

Jiaohong Jiang, Hong Li

Deyang People's Hospital, Deyang 618000, Sichuan, China

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Abstract: Against the backdrop of the deep integration and development of "Internet+" technological innovation and the National Healthy China Strategy, the traditional Chinese medicine (TCM) culture—as a precious treasure of China's outstanding traditional culture—now faces unprecedented opportunities for contemporary inheritance and widespread dissemination, as well as entirely new challenges. This study focuses on the issue of standardized promotion of TCM culture in the Internet context and innovatively proposes a standardized promotion model for TCM culture that is guided by the "One Center" concept, driven by the "Four Key Tasks," and supported by the "Four Safeguard Mechanisms." It systematically elaborates on the specific implementation pathways for full-chain standardization across four core dimensions: content production, channel development, team building, and international communication.

Keywords: Traditional Chinese Medicine culture; Internet+; cultural promotion; standardized approach; dissemination model

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1. The importance of standardizing the promotion of traditional Chinese medicine culture in the context of the "Internet+" initiative

1.1. Enhancing public health literacy

Enhancing public health literacy is a crucial foundation for advancing the "Healthy China" initiative and strengthening the national health defense line. Standardizing the promotion of traditional Chinese medicine (TCM) culture can help the public develop reasonable expectations regarding TCM therapies, correct previously held cognitive biases, and thereby guide the public in forming a scientific and accurate perspective on TCM-based health management, encouraging them to actively adopt a healthy lifestyle aligned with the principles of TCM wellness.

1.2. Building a Traditional Chinese Medicine cultural brand

Brands are a concentrated manifestation of cultural soft power and serve as the core vehicle for gaining broad public recognition. Implementing standardized promotion of Traditional Chinese Medicine (TCM) culture not only helps highlight TCM's distinctive health preservation philosophies and clinical treatment advantages within a health information market characterized by severe homogenization and overwhelming information overload, but also enables the establishment of a professional, authoritative, and trustworthy brand perception for TCM culture in cross-cultural communication and international exchanges, thereby laying a solid brand foundation for TCM's global expansion [1].

2. Establishing a standardized work model for promoting traditional Chinese medicine culture in the context of "Internet+"

2.1. Always steadfastly uphold the "One Central" principle

"The One-Center Principle" refers to adhering to a development philosophy centered on public health; upholding this principle requires that all content planning and activity design for Traditional Chinese Medicine (TCM) cultural promotion initiatives must be closely aligned with meeting the public's health needs across their entire life cycle. During the content review phase, quality control responsibilities must be strictly enforced; during the promotional effectiveness evaluation phase, the actual improvement of the public's TCM health literacy should always be regarded as the core evaluation indicator.

2.2. Focus on the "Four Key Tasks"

2.2.1. Bringing science and culture into communities

Communities serve as a vital grassroots link between families and society, as well as the final line of defense in combating health pseudoscience and securing a leading role in science popularization campaigns. This initiative aims to leverage the Internet to integrate high-quality online science education resources and combine them with an offline community-based grid management system to develop a standardized digital toolkit for promoting traditional Chinese medicine (TCM) science literacy within communities. The toolkit will include authoritative, unified science education course materials, short science videos tailored to different audience groups, and an online platform for regular expert Q&A interactions. Through this integrated "Internet + Community" outreach model, standardized TCM constitution identification methods, knowledge on the prevention of common chronic diseases, and seasonal health and wellness guidance will be precisely delivered to grassroots residents [2].

2.2.2. Traditional Chinese medicine concepts are becoming deeply rooted in people's minds

This initiative should fully leverage the diverse narrative and communication tools offered by new media—such as producing high-quality micro-documentaries, original animations, and interactive science education games—formats that resonate widely with the public—to seamlessly integrate them with pressing contemporary societal issues, including ecological conservation and psychological well-being. By doing so, it aims to elevate the campaign from mere knowledge dissemination to a deeper level of cultural and emotional resonance, transforming the core principles of Traditional Chinese Medicine into a widespread cultural consciousness—one that is both internalized in the hearts of the people and reflected in their daily actions.

2.2.3. Enhancing the overall competitiveness of Traditional Chinese Medicine (TCM) health science popularization efforts

This initiative focuses on the supply-side structural reform of Traditional Chinese Medicine (TCM) science popularization efforts, requiring the establishment of an authoritative, unified TCM science popularization expert database and a high-quality content resource pool. A rigorous qualification review and admission system shall be implemented for all science popularization experts enrolled in this database; additionally, peer review and scientific content scrutiny shall be conducted on all produced science popularization materials—such as articles and video scripts—thereby ensuring the quality of science popularization content from the outset [3].

2.2.4. Traditional Chinese medicine culture goes global

Against the backdrop of deepening globalization, traditional Chinese medicine (TCM) serves as an important cultural vehicle for promoting China's outstanding cultural heritage. Relevant authorities should establish unified and standardized translation standards for the international dissemination of TCM, leveraging mainstream overseas social media platforms to elucidate, from a localized perspective, the scientific mechanisms and cultural significance behind representative TCM symbols—such as acupuncture, Tai Chi, and dietary therapy—that enjoy widespread recognition. By harnessing the "Internet+" approach, we can break down geographical barriers to cultural dissemination across nations and facilitate the seamless integration of TCM culture into the global public health system.

2.3. Emphasize the "Four Guarantees Initiative"

2.3.1. Maintain the hospital's brand advantage

Hospitals should leverage their official websites, WeChat public accounts, and other official promotional platforms as exemplary models for standardized TCM publicity in the digital landscape. By authentically showcasing the entire collaborative TCM diagnosis and treatment process for complex and severe cases, as well as the detailed high-quality TCM nursing services provided by public hospitals, they can continuously strengthen the brand image of public hospitals as authoritative channels for TCM dissemination. Additionally, this approach can help guide the public in accurately verifying the authenticity of information when seeking medical advice or treatment through online platforms.

2.3.2. Promote the coordinated development of healthcare institutions across the region

Within the same administrative jurisdiction, establish a medical consortium publicity network led by a local leading Traditional Chinese Medicine (TCM) hospital with the participation of primary healthcare institutions at all levels; this network will standardize the messaging and content guidelines for TCM science popularization and education across the region. By leveraging methods such as publicly showcasing remote consultation demonstrations on the platform, promoting the two-way referral service workflow, and sharing publicity resources from the regional TCM expert database, the cluster effect generated through standardized publicity initiatives can be fully utilized.

2.3.3. Promote the scientific dissemination of Traditional Chinese Medicine (TCM) culture and its clinical advantages

During promotional activities, relevant authorities should objectively describe the applicable indications and

limitations of Traditional Chinese Medicine (TCM), avoiding the exaggeration of its therapeutic effects or claims; they must also clearly indicate the historical origins and current research advancements associated with TCM. Through innovative and optimized communication strategies, abstract and complex TCM foundational theories can be transformed into accessible, visual, and data-driven content, thereby enhancing the scientific credibility of the information and ensuring the scientific rigor of its dissemination.

2.3.4. Ensure the sustainable development of Traditional Chinese Medicine (TCM) cultural promotion

On one hand, it is essential to establish a systematic training framework specifically designed for internet-based TCM promotion teams, with the aim of cultivating versatile communication professionals who possess both solid TCM expertise and a thorough understanding of online dissemination dynamics; on the other hand, robust copyright protection mechanisms for science popularization content and positive creative incentive policies should be established and implemented to encourage healthcare professionals and TCM researchers to proactively create high-quality, professionally produced TCM science popularization materials.

3. Standardized approaches to promoting traditional Chinese medicine culture in the context of "Internet+"

3.1. Standardization and precision-based approach to content production

Content production standardization refers to the establishment of a comprehensive, unified management framework covering the entire lifecycle of online Traditional Chinese Medicine (TCM) science popularization content – including key stages such as topic selection and planning, content editing and review, and content presentation. During the topic selection and planning phase, relevant entities shall take into account the evolving disease patterns among the Chinese population as well as the seasonal characteristics associated with traditional health preservation practices. During the content editing and review phase, a "professional dual-review system" shall be explicitly implemented: editors with experience in new media operations shall conduct an initial review of the content's writing conventions and suitability for science popularization; subsequently, TCM specialists with formal professional qualifications shall conduct a secondary review of the content's scientific validity and potential medical ethical risks. During the content presentation phase, it is stipulated that science popularization content must employ a unified set of standardized TCM terminology; additionally, unified requirements shall be established regarding the subtitle format for audiovisual science popularization content and the visual elements for the covers of text-and-image-based science popularization content.

The precision-driven content delivery represents a dynamic extension of standardized content production practices; it requires leveraging user profiling data collected and curated through internet platforms, alongside national health big data, to achieve targeted, personalized distribution of TCM science popularization content tailored to users across different age groups, health needs, and cultural backgrounds.

3.2. Matrix-based and collaborative approach to channel development

The matrix-based communication strategy requires relevant entities to proactively establish a comprehensive, cross-platform communication network comprising three components: "official institution-endorsed accounts," "authoritative expert personal accounts," and "specialized vertical-domain professional accounts."

Within this comprehensive online dissemination network, official accounts of Traditional Chinese Medicine (TCM) regulatory authorities and public healthcare institutions are responsible for publishing authoritative policy interpretations and statements refuting misinformation, thereby establishing a compliant and trustworthy baseline for TCM-related content across the internet; authoritative expert personal accounts from accredited medical institutions share in-depth TCM expertise alongside compassionate, human-centered perspectives on wellness and health preservation, gradually enhancing the overall credibility of TCM-related online content; specialized professional accounts focusing on specific therapeutic areas—such as acupuncture and tuina, classical TCM formulas and prescriptions, and traditional therapeutic practices—devote themselves to creating content tailored to these niche fields, meeting the diverse, personalized needs of the public for TCM knowledge.

3.3. The professionalization and multidisciplinary approach to team building

The specialized development roadmap requires the strict establishment of entry thresholds for personnel engaged in online Traditional Chinese Medicine (TCM) promotion, the screening of content creators who meet professional requirements at the source, the promotion of a unified national certification system for online TCM promotion qualifications, and the creation of a clear and verifiable public qualification inquiry mechanism.

The integrated development approach focuses on innovating the talent cultivation model for Traditional Chinese Medicine (TCM) public outreach professionals in the new era. This approach should leverage domestic higher education institutions offering TCM-related programs, align with the actual needs of the industry's development, and establish interdisciplinary majors or specialized training programs in "TCM Communication Studies" to align the supply of talent with the evolving demands of online TCM public outreach initiatives.

Meanwhile, for currently employed healthcare professionals, regular and systematic media literacy training programs should be conducted to help them master basic strategies for managing online public opinion, techniques for presenting professional knowledge in accessible language, and effective online communication skills.

3.4. Systematic and localized approaches to international communication

The relevant competent authorities shall organize experts with a professional background in traditional Chinese medicine (TCM) from both domestic and international sources to conduct systematic review and discussion, and jointly compile and officially release the "Multilingual Translation Specifications for Core Terms in Traditional Chinese Medicine," thereby standardizing the translation practices of core concepts at the professional level. Additionally, the authorities shall take the lead in establishing an open-access, freely available multilingual database of TCM literature. The localized adaptation approach requires that the international dissemination of TCM move away from traditional one-way content dissemination and adopt a "one-country, one-strategy" approach to precise cultural storytelling, tailored to the cultural backgrounds and cognitive habits of audiences in different regions.

4. Conclusion

In conclusion, amid the deep integration of the "Internet+" initiative and the Healthy China strategy,

the contemporary preservation and promotion of traditional Chinese medicine (TCM) culture not only presents new opportunities for development but also faces practical challenges such as non-standardized dissemination practices and uneven quality of content. Establishing a standardized publicity work model characterized by "one core, four key priorities, and four supporting pillars," and building a comprehensive, standardized implementation pathway across four dimensions—content production, channel matrix, talent development, and international communication—is a pivotal approach to addressing the current disorder in the online dissemination of TCM and strengthening the primary platform for TCM promotion. Promoting the standardized development of TCM cultural publicity can not only effectively enhance public health literacy and cultivate an authoritative and trustworthy TCM cultural brand but also help break down communication barriers, facilitate the global outreach of TCM culture, and contribute Chinese wisdom to the worldwide public health sector.

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Disclosure statement

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