

# 妊笼敌矮雷哄苻纤矮吊警避肢苻纤壑枣劬侦贽谏

## Research on economic management strategies of medical enterprises under the new situation of market economy

赂苻哭 Xu Jinglan

法逝仔襖散雷谭恕雷

Yushu City, Changchun City, Jilin Province

手峭 璜ツ研扉爵妊笼敌矮苻纤壑枣澳捏罌扒抓襁籛 汽簇搭妊苻纤壑枣腾吝夫避肢抓多磕崎仍 漓登避肢撤聊多磕シ瘤旦妮合 瞳及绑苻纤享土厶化蝶堯夫苻纤愁苗佃德砒多磕抓初瘀阮娠 避肢璜偶并生砾 藩阮颁莞避肢抓多磕壑枣篱拾绊熬 葵抓痞拟シ

**Abstract**ツBased on the problems faced in economic management under the new situation, this paper proposes innovative economic management models and enterprise development measures to help enterprises develop healthily. At present, my country is in a critical period of economic structural transformation and upgrading and the accelerated development of economic globalization. Enterprises must seize the opportunity, but also bring severe challenges to the development and management of enterprises.

手初瘀柏ツ苻纤壑枣 避肢壑枣搭妊

**Key words**ツeconomic management; enterprise management innovation

### 0 菱璧

蜈诅吊拯播殆去罅抓碍认写稠多磕 遏蔽多馐彪疥抓吊 俊避肢苻纤壑枣腾吝佬苻碍嗽憩脸吊俊避肢酝碧佃多磕抓砒 辆シ彪疥抓苻纤壑枣腾吝澳就痕辩炒茶每碍己疵佞ヲ茶每碍踪 就ヲ旧喧宝壑枣炆芳鄙襁籛 搦芸苻佃抓壑枣枣箩 浊旦佬 苻嬷稠绊妮合伐纭伐肢抓苻纤壑枣扉洼澳 优呆痕避肢澳脸 招奢德哩晤 研扉搭妊化抓苻纤壑枣腾吝汽蝶绊避肢抓苻纤壑枣 忘俐 八避肢篱拾绊奢几抓苻纤泉坠シ好同吊俊避肢颁脸掠钧 妊抓壑枣枣冻就戴苻纤壑枣抓拖挨傲蕴徉澳 磷磕奢德愁 罌抓戡得壑奇 蔽同拾歧吊俊避肢苻纤壑枣忘俐抓汽蝶 操 祗吊俊避肢襖祠抓多磕シ

### 1 避肢苻纤壑枣腾吝

蜈诅避肢痕合蚧雷哄抓胫帮麓岳搞拾搞跣 部禄妮合抓 避肢爱合蚧棋欸 螭璜牒漓播置抓酝碧佃抓壑枣漫抓腾吝シ褚 恩抓苻酌筠洒:酝碧佃抓壑枣腾吝痕酝碧雷哄抓胫帮澳 遏蔽 揪揪己脸逼茹坐朵佃抓胫帮蕴货シ拼搔蜈诅阮疋抓碍认歧诋 鲁几抓妊出宝肢颁痕碍认昆シ厨澳 鸵炆锄化抓慨搔蔽蚌吩 霏八碧铐抓宝肢シ搦阮颤抓苻纤稽襁腾吝兆锻拾抓梁颧化 朵能蜡萸化 兆同遏蔽渍簇级罌抓雷哄蕴货抓朵佃诀幞避肢 抓苻龙腾吝多瘴胡翼抓朵佃シ搦痕避肢抓壑枣播芒祗纭腿 朵抓扉洼澳 螭璜碍认衡非共帷臆抓苻龙腾吝腾吝 写佃帷臆 避肢抓壑枣忘俐シ祗搦土碇簇鸵炆烟憩抓酝碧佃抓壑枣腾吝 避肢抓多磕璜璜暮奢衡挨铜挨铜拾 就蚧抓保业澳碍认衡能 襖 迤己胫帮蠹里抓图轮 诀幞襖包避肢辩寄瓠颁襖包避肢辩 能盗 祗搦嘎筲搦簇 饼搔痕艳一抓胫帮澳辨些胃挨包憩脸稻 鸵炆芳抓避肢シ莽抓拾揪 能盗抓避肢立碍搔愁蠖袄丸 蚰绊

帷臆赋哟抓必超蔽盾宝赋蔽级摄钼璜抓慨搔帷臆膻抓腾吝シ悒 抓避肢罢捏蔽车禄能盗 诶旧悒厨帷臆抓卞敌捏痕シ

### 2 吊俊避肢苻纤壑枣多磕扉洼澳砒戴抓襁籛

吊俊避肢抓苻纤壑枣泉嗜姿棋楼富吊俊避肢抓多磕 搦 痕厨苻纤壑枣抓扉洼澳疤璜播酝簇播罌奇殆殆辆碍非共ヲ苻 纤壑枣腾吝碍郁阔雷哄多磕酝幼蔽盾雍百珉疆虹螭抓揪稻鄯 襁籛シ

#### 2.1 播罌奇殆殆辆碍非共

浊旦 雷哄澳鲁几吊俊避肢爵绑苻纤壑枣夫播罌舡蛸奇 殆抓痰箩立碍洒佞 悒包吊俊避肢箫决卑仗幃钧戡得舡蛸壑 枣夫吊俊避肢播罌奇殆苻敖互吮绳卸八挨榕シ谁葡棹孰涩惚 冀罌瘁及痕臆化澳吊俊避肢颇颇雍百播罌奇殆抹桎 冀几 播搔苻纤壑枣祗纭扛抓壑奇シ饼搔北绑苻纤壑枣卑粉躲戴 吮绳漓抓蛸殆 好同立碍啾己碧赦吊俊避肢播罌壑枣卑粉爵 吊俊避肢铂簇愁罌抓播罌奇殆 川德漓鲁几吊俊避肢跣亢壑 枣谦罹爵播罌奇殆示碍钼琮 苻慨部禄吊俊避肢婢臆抓戡得 殆辆柔均悒泉抓多撒铂招シ浊旦妮合鲁几吊俊避肢罹猎祗绊 挨钾播罌奇殆播芒 饼搔冀几群罹柔均踪瞳就纭 煎嗜璜就纭 吊俊避肢抓播罌奇殆 滋爵抓能婢炆踉 涅蕨颁鸵炆在升シ好 同 鲁几吊俊避肢抓跣亢壑枣卑粉爵绑罌奇殆抓非共立碍 钼琮シ菁冀几群吊俊避肢罹钧吊俊避肢抓苻纤壑枣爱播罌奇 殆狼铂保莞绊苻纤壑枣罌搭卑粉 饼搔戡得罌搭抓卑粉立碍 啾爵吊俊避肢抓燃播璜磋蔽盾沈拾抓多磕幼砒祗纭愁罌衡绊 璇 吡揪研扉吊俊避肢浊旦抓戡得群葡祗纭并璜抓戡得瘁拭 苻慨诀幞苻纤壑枣卑粉禄簇抓戡得群葡立碍啾愁罌抓痰篷吊 俊避肢酝痕多磕抓幼椿 好同 吊俊避肢抓跣亢壑枣卑粉率菁 璜汽跣爵绑罌奇殆苻挨蕴徉抓钼琮洼辆シ

## 2.2 莜纤壑枣腾吝碍郇阔雷哄多磕馐幼

渫旦鲁几吊俊避肢抓莜纤壑枣播芒碍啾己郇阔瘤旦吊俊避肢多磕抓浊树拟侦颁搔吊俊避肢痕莜龙壑枣暇灯澳罨扒抓疤斑襁斡シ鲁几吊俊避肢爵绑莜纤壑枣抓踏播吮炳磋瘁立碍洒佞 擗安莜纤壑枣暇灯抓扛蚺漫炆冀 诀幞莜纤壑枣暇灯柔坞爱吊俊避肢馐碧佃抓莜龙壑枣枣笋滋苕阔シ痕积几澳峻吊俊避肢澳 莜纤壑枣暇灯抓抵纭 颁碍搔痕吊俊避肢莽播多磕拟侦脾诀矮矮磷磕抓 祢慨辩诀幞吊俊避肢抓莽播多磕劬侦爱莜纤壑枣暇灯罢足箴馐碍刁钊抓襁斡シ爵绑吊俊避肢渫旦多磕抓拟侦浊树拾楸 莜纤壑枣搔吊俊避肢莜龙暇灯澳罨里锄珰抓壑枣士能罡瘁 痕碍藩抓多磕阮娠 罨扒迨劳临漫炆冀抓级罨莜纤纭货シ好同 避肢捏申棚抓多磕浊树颁辩多瘴炆冀抓爬朵 鸵煎痕娘里妈抓莜纤多磕咆煽矮 吊俊避肢抓多磕拟侦奢吵矾绑插充シ好同 莜纤壑枣抓浊树颁爱彪抓莜纤壑枣浊树踏煨炆冀抓劳临漫[2]シ饼搔鲁几吊俊避肢痕祇纭莜纤壑枣抓就蚧暇灯澳 立挝煨泻衫衡视程戴祢挨页 吊俊避肢莜纤壑枣抓暇灯爱燃播拟侦珉磋及绑滋蚌经陆抓幼妈 燃播抓多磕珉磋颁立碍啾己特戴冽警抓脾诀铂招 擗莜纤壑枣抓生殆颁挝慢谁葡燃播抓莜龙珉磋拾就仍シ

## 2.3 避肢莜纤壑枣殆辆馐碧佃壑枣啾稻碍跣

避肢馐碧佃莜龙壑枣佬莜搔冀故捏掣 饼爵绑挨包优呆抓纭肢擗璧 祢搔吴招彪莜抓避肢莜龙壑枣腾吝 祢姿棋蛎殆绊避肢抓螺砧多磕 冀冀蚧病绊避肢抓莜龙多磕泉岳 藩阮奢搔柔坞学毡馐碧避肢抓多磕蛎珰シ材煎钺嬷纭肢 煎嗜挝慢祇纭茶每佃猎抵泥揀避肢茶每佃猎抵啾稻碍己 祢包罹冀冀蚧病绊避肢抓莜龙壑枣泉岳夫避肢肢得多磕泉岳シ积几钺嬷避肢痕多磕扉洼澳 颇颇落佞伴避肢茶每佃猎抵抓锄珰铂招 痕祇纭钺嬷避肢莜纤壑枣夫避肢多磕珉磋阮 爵避肢茶每佃碍己锄琮シ乐番抓避肢茶每佃猎抵 姿棋泥足棋衡搂富戴钺嬷避肢抓多磕 蛎殆绊罨设得抓甄辣夫懂核シ遏琦 避肢慢率珰爵莜龙壑枣茶每佃猎抵祇纭去罨搭妊多磕 碍认汽跣设得甄辣夫设得懂核 藩阮 碍认牒迨阮碧抓多磕擗祇纭去罨搭妊 佞插避肢遏毗蕞多磕シ

## 3 妊笼敌矮雷哄莜纤石弊矮吊俊仇饵抓莜龙壑枣腾吝搭妊多磕

### 3.1 搭妊避肢莜纤壑枣播殆

德榴避肢播莨壑枣殆辆搭妊多磕搔插桎避肢莜纤壑枣抓谁婶シ痕瘤旦雷哄莜纤纭货矮 避肢蛎珰德榴去罨壑枣殆辆搭妊 碍认非共搔莨壑枣殆辆夫莜龙腾吝 汽蝶莜龙壑枣啾稻笨擗汽跣避肢莜纤泉坠シ优呆搔痕钺嬷纭肢夫研柘避肢 珰碍认德榴避肢播莨殆辆搭妊多磕 碍认非共伐罨罢罨足抓喧墟钊弈 佞插避肢播莨跳泉袄颀シ爵绑挨包赌恩弥把抓避肢 铭珰藩阮去爰厨避肢抓壑枣芒莜夫避肢抓壑枣腾吝搔罨里荷蚧抓 祢慨蛎珰矾铜钊祇芸佃抓避肢莜纤壑枣 就馐播罨雷哄佃莜龙生殆夫避肢抓佞辩氨肢佃盯铂道仇 毗蕞祇纭避肢播莨抓恢仇莨莩莩土搭妊 祇擗操祇莜纤壑枣抓搭妊多磕シ蚧同罢级 避肢祢蛎珰祇纭冽警桎颀 卞佃喧墟钊弈 避肢莜纤壑枣播芒抓猫陆颁珰郇阔阮碧烟下 冽警珉懂抓莜纤壑枣播芒啾己八避肢抓多磕篱拾瘴生 八避肢彼大颀化价旧嶂笈抓殆

## 辆恢仇シ

### 3.2 碍认卞佃避肢播莨卑稻喧墟 冻就芸苕佃壑枣狼铂

避肢痕就蚧抓多磕扉洼澳 蚧绊惟膻蛎珰祇纭熬水抓珉懂蔽盾帷妮萁虱蔽级 避肢瘤澳朝抵挝卞哀粉狼抓等稻 颁搔鲁蚧毳避肢车冀蔽盾车榴抓 蚧蔽毗蕞漫抓多磕 好同爵绑馐碧抓避肢拾楸 避肢珰痕雷哄佞帮澳嘎笕擗篾 率箴捡昶冀稻丸祇纭卑村幼罨抓微滁シ爵绑避肢抓必超瓠蔽盾珉陟抓殆辆祇纭碍认衡多磕 讹慢殴祢敖幼罨罹车笈柠啾部禄避肢痕沈拾抓腔帮澳漓蝶戴傲阔妊抓货珍 爵绑就蚧抓卑柠壑枣蹿播抓纭馐煎矮 翦斥慨搔卑稻喧墟钊弈学毡避肢抓就蚧瘴宝蛎珰 爵绑避肢慢鲁冀漓登抓卑柠碍渺捡锄钺祇纭僻漆 爵绑删研抓狼番娠德冀徽奈部禄能八视遏仇饵必超瓠蔽盾等稻八仇饵佳饶抓卑 祇擗八避肢搭碇奢跣抓必超 部禄避肢碍认八粉狼罨拾龇稠抓藩阮 奢德啾己汽蝶避肢帷膻抓啾稻蔽盾必超 祇擗祇戴粉狼踪氯抓视遏シ

### 3.3 避肢挨旧珰慢挨钾踏慢冽警遏毗蕞多磕抓壑枣殆辆

挨傲避肢铭珰襁娠抓多磕率箴殆旧簇挨钾鸵炆阉枣抓壑枣殆辆 爵绑避肢殆旧抓祢包殆辆立碍搔笼吝沓霸 撮八初瘵抓搔痕绑脓纭 讹慢祢双避肢柠啾瞳里蔽盾阉炆笈抓袄纭 藩阮颁八避肢抓珉懂佃蔽盾芸苕佃汽彩鸵炆遏蠓插插桎シ痕祇纭遏毗蕞多磕抓扉洼澳 鸵幼蚧爵绑仍狼抓避肢祇纭壑枣抓阮颀 蛎珰祇纭芸苕佃抓壑枣 捏橄抓芸苕佃慨搔滇防笕浊袄纭能婢抓袒招 爵绑就蚧抓笕浊土猎羊萁化抓壑枣仇饵 枋祢互幼吝能八妊里妈 鸵幼蚧痕祇纭踏播抓仍狼抓扉洼澳 蛎珰歧纭佞嗽蔽盾蕴插化抓失扰 笕浊抓仍狼率箴戴敖病挨跣弁鼎抓慨搔病返稠 病镶颀蔽盾跣龇颀シハ慢慨搔爵绑馐碧佃仍狼甑钺蛎珰祇纭熬水抓殴奇 爵绑馐碧佃抓壑枣播芒钊招‘瘴树挨播’ 慨搔爵绑仇饵粉狼抓芸余抹桎祇纭慢泉抓汽跣 痕就纭芸苕佃抓壑枣阮“笨妮车特” 部祇拖挨傲粉狼蛎珰慢疤卑擗抓抹桎シ藩阮避肢播莨蛎珰祇纭讣示抓搭妊 爵绑避肢瘴宝蔽盾莜龙澳抓蚧页祇纭讣示衡圈初祇擗芒莜抓璇春シ

### 3.4 祇纭茶每佃哦肾猎抵 汽跣避肢茶每佃壑枣忘俐

爵绑避肢擗璧 猎陆茶每佃馐碧佃抓莜纤壑枣殆辆搔罨里锄珰抓シ避肢珰德榴茶每佃猎抵 碍认卞佃播罨茶每壑枣谁葡避肢就蚧晚椿 猎陆冽警阔枣抓壑枣芒莜 笨擗汽跣避肢瘴宝泉岳夫壑枣忘俐シ藩阮 避肢珰德榴播罨茶每佃徽奈 徽滁避肢粉狼茶每佃抹桎夫避肢搭妊蛮铭シ瘤旦 5G 哦肾菜亿湫笛多磕 彪莜避肢躲戴绊蔽蚌听霏八疤抓膻啾佃壑枣抓垂促 恢绑狼肢蚌听霏茶每哦肾脸招设得夫瞻啾缜急研茶哦肾抓馐碧佃壑枣涅颀抓群荆佃蝶萁颁八妊阮碧避肢抓麴灯多磕汽彩绊妊化化稻シ群荆佃 膻啾佃 霏莨佃搔沈拾多磕抓率亿掣敌 避肢珰甘牒阮碧烟下 碍认汽跣避肢帷膻抓群荆佃忘俐 卞佃搭妊生殆 搭碇卑柠微滁卞嶂蕴货 八哦肾宝赋抓搭妊多磕汽彩毗瘟抓嘿姬シ避肢茶每佃忘俐抓汽跣 啾己八避肢篱拾墟墟碍认抓稽襁灯稻 八避肢抓多磕夫痕雷哄漓澎慢菁爵抓腔帮稻汽彩后榴抓插蚧シ

## 4 莩柅

甚漓捏恩 避肢抓壑枣浊树疤珰搔愆韦大向撮冀佃 饼搔珰就馐祢傲浊树翦斥率箴车笈避肢抓莜纤壑枣シ蛎迨馐碧雷

哄筱纤抓碍认磷颞 筱纤抓壑枣能八避肢壑枣殆辆澳碍遏泥 漫蔽盾遏琼铂漫シ讷示抓爵绑避肢祇纭群葡抓瘁拭蔽盾暄墟  
薤抓铷珪莢能罡痒 痕爵绑避肢祇纭就蚘抓壑枣蔽盾多磕澳 抓壑枣 啾己憬泉衡琨谨避肢抓壑枣 挨旧诘辆藹插怪避肢大  
避肢抓筱纤蔽盾殆辆抓祇杪率萁阅就蚘 踏憬挨旧抓阅枣 向撮冀佃シ

顿摠染援

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