

A Text Study of Online Medical Reviews of Traditional Chinese Medicine Based on LDA Model

-- Taking Good Doctor Platform as an Example

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Abstract. With the development of the Internet, online medical platforms have become a new way for people to access medical services conveniently. Chinese medicine, as an important part of our traditional culture, is also gradually applied to the online medical field. In this paper, we first crawled and cleaned the TCM consultation comments on the Good Doctor platform using a Python web crawler, then used the jieba library to classify the text, used the HIT deactivation word list for word filtering and drew a word cloud map using wordcloud, and finally used Scikit-learn to build an LDA topic model to explore the online medical platform. The LDA topic model was constructed using Scikit-learn to explore the topic classification of TCM user comments on online medical platforms, further discuss the opportunities and challenges for the development of TCM business on online medical platforms, and give suggestions for the development of TCM business on online medical platforms.

Keywords: TCM; LDA topic model; online medical platform; text recognition; word cloud map.

1. Introduction

With the continuous development of "Internet+" and the gradual popularisation of TCM, online TCM treatment has become an important way for people to obtain medical information and solve health problems. 2021, Xi Jinping, the General Secretary of the Chinese People's Political Consultative Conference (CPPCC), when attending the joint meeting of members of the medical and health sector and the education sector at the 4th Session of the 13th CPPCC National Committee, stressed: "Traditional Chinese medicine is a treasure of Chinese civilisation and brings together the vast wisdom of the Chinese people and the Chinese nation. We must do a good job of keeping the righteousness and innovation of TCM and its inheritance and development, and establish a service system, service model, management model and talent training model that meet the characteristics of TCM, so that traditional TCM can flourish." By the end of 2020, the number of Chinese medicine hospitals in China had reached 5,482. The number of beds per 1,000 population in public TCM hospitals was 0.68, and there were 0.48 practicing (assistant) physicians in the TCM category per 1,000 population in health institutions. In addition, 99% of community health service centres, 98% of township health centres, 90.6% of community health service stations and 74.5% of village health offices provide TCM services. The percentage of public general hospitals above level 2 with TCM clinical departments has reached 86.75%. The number of TCM clinics on record has also reached 26,000. All of the above figures reflect that China's TCM business has made certain achievements and has reached a preliminary scale. However, as the "Internet+medicine" becomes more popular, the public's recognition of online TCM treatment platforms is not yet clear, and the quality of online TCM consultations is particularly problematic.

Hodafu Online is one of the leading internet medical platforms in China, established in 2006. The platform began piloting online medical treatment around 2016, and established the Smart Internet Hospital, which is dedicated to promoting the development of the "Internet + medical health" model. This paper explores the textual theme classification of TCM user comments on the online medical platform based on the consultation comments of 37,443 TCM practitioners on the Good Doctor online medical platform, and explores the prospects of TCM applications in the context of promoting traditional culture.

2. Literature Review

2.1 Analysis of user online reviews

Online user reviews are one of the important channels through which consumers learn about the good or service. Mudambism, Schuffd (2022)[1] argues that for searching for information about a product in an e-commerce platform, the usefulness of reviews is influenced by the extremity of the reviews, the depth of the reviews and the type of product in many ways. Improvement in reviews increases the relative sales of an item and the impact of extreme negative reviews is greater than that of extreme positive reviews [2]. Similarly, Ghose A (2007)[3] found that users tend to read online reviews to decide whether to buy the product or pay for the corresponding consultation. It is thus clear that online user reviews can provide some value in informing consumer decisions.

With the popular application of "Internet+" in various industries, the study of medical online platform reviews has become an emerging hot topic in recent years. For the hot issues of dissatisfaction of online medical platforms, Zhu Mengfan (2021)[4] used LDA model to locate the hot issues based on the user reviews of Good Doctor platform, which provides a reference for the analysis of this paper. For the user reviews of online medical platforms, Zhou Lusha (2018)[5] concluded that both the number of reviews and comprehensive satisfaction indicators have a significant positive impact on patients' medical selection behavior.

2.2 Analysis of satisfaction and awareness of TCM

Zeng W (2022) et al[6] concluded that race, housing type, previous TCM experience and duration of TCM follow-up may influence patient satisfaction. Ng TKC (2022)[7] found that only 40% of all respondents volunteered information about TCM, and that respondents' own attitudes towards TCM, use of knowledge and satisfaction were positively correlated. Cassidy C M (2008)[8] used acupuncture as an example and found that middle-aged, well-educated, employed, middle-income patients had a high level of approval of TCM physiotherapy and that approval of TCM was positively correlated with the adoption of multiple medical modalities.

Song Ruixue (2023)[9] argued that the public maintained a high degree of emotional awareness of TCM, but in terms of behavioural tendencies, the public had less autonomous motivation. Using the New Crown Pneumonia epidemic as a background, Jin Mingqiao (2023)[10] found a low level of public recognition and awareness of TCM health management services, and also found that the lack of publicity and the scarcity of professionals were key factors affecting the popularity of TCM health management. For the development of TCM career at the grassroots level, Guo Dayao and Pu Chuan et al. (2022)[11] took nine urban areas in Chongqing as an example, and found that the overall utilization of community TCM services among residents in the main urban areas of Chongqing was low, and its utilization was influenced by multiple dimensions and factors.

2.3 Analysis of the future development prospects of Chinese medicine

Wong W C W (2006)[12] noted that for the treatment of certain diseases, traditional Chinese medicine treatment is considered to be an effective form of physiotherapy. However, Fung FY, Linn YC (2015)[13] found that the issues surrounding the efficacy and safety of TCM use in contemporary society remain unresolved, and further in-depth research is needed on the toxicity of TCM and drug interactions.

The development of Chinese medicine in China has taken shape and has good prospects. However, the scientific, standardized and branded capabilities of TCM are all at a disadvantage [14-16]. In the future, we can innovate the method of combining Chinese and Western medicine, accelerate the construction of the overall framework of Chinese medicine, and vigorously promote the characteristics of Chinese medicine in order to better serve the society and the country [17].

2.4 Review of the literature review

Based on the above-mentioned scholars' views, for the recognition and awareness of TCM, foreign scholars focus on the effectiveness of TCM physical therapy modalities and the recognition of TCM by foreign patients, while domestic scholars focus on the influencing factors affecting the development of TCM. For online medical platforms, foreign scholars focus on the textual analysis methods of reviews on commercial platforms, while domestic scholars mainly focus on satisfaction and hot topics for textual analysis of online medical platforms. However, there are still some gaps in the research and data mining of topic analysis in the field of Chinese medicine on online medical platforms, and the classification of user review topics on Chinese medicine is still unclear. Based on this, this paper will innovatively explore the textual topic classification of Chinese medicine user reviews on online medical platforms from the perspective of the development of Chinese medicine business, using the LDA topic model.

3. Pre-processing of data

3.1 Data acquisition

A web crawler was written in Python to crawl the data using the reviews of patients in the Chinese medicine department of the Good Doctor platform as the object of the study. Firstly, the request library was used to send a request to the Hodafu TCM page, and the HTML page was parsed. After that, BeautifulSoup and xpath were used to parse the "region" and "reviews" tags to get the text data. In the end, 37,556 comments from TCM practitioners on the platform were collected, yielding 10,464 pieces of data. In order to facilitate the subsequent analysis, the pandas library was used to store the crawled data in a CSV file, and the text of the medical reviews is shown in Figure 1 below.

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Anonymous patient [Tianjin Hedong] Highly skilled, sincere, warm reception, kind attitude, careful examination, authentic medicine, warm service is praised
Anonymous patient [Tianjin Nankai] I went to Dr. Wang for a bad headache and he was decisive in his diagnosis and accurate in prescribing medication to control the condition in time.
Anonymous patient [Tianjin Hedong] It's really good, a miracle doctor, director Wang, after taking a course of treatment, there is an improvement, must insist on drinking it to finish, to cure the disease
Anonymous patient [Tianjin Xiqing] The medical ethics are high, the attitude is kind and patient, the level of treatment is very high, and the relief of our pain is a real saviour for the patients. I am very grateful
Anonymous patient [Tianjin Nankai] Excellent medical skills. Kind and friendly. Friendly and approachable. Teaching and educating people. Hard work for myself. Warmth to patients.
Anonymous patient [Tianjin Hebei] Director Wang is a serious and responsible doctor with excellent medical skills.
Anonymous patient [Tianjin Beichen] Director Wang is very kind, patient and answers patients' questions and is a good doctor that patients can trust!
Anonymous patient [Hebei Cangzhou] I can see hope in Director Wang, I've had this difficult disease for 17 years and it should be very difficult to treat.
Anonymous patient [Tianjin Xiqing] Good attitude, good medical skills, careful consultation, detailed explanation of the condition, clear diagnosis, answers to all questions and requests.
Anonymous patient [Tianjin Hexi] Experienced and able to prescribe reasonable medication for health conditions.
Anonymous patient [Tianjin Hebei] The patient was asked carefully and listened carefully. I was able to determine the cause of the disease and develop a treatment plan!
Anonymous patient [Tianjin Hexi] Director Wang's attitude was very good, no attitude at all, listened carefully during the consultation, patient perception was very good, the medicine prescribed was not expensive, but it was too troublesome to boil the medicine in the heat
Anonymous patient [Tianjin Nankai] Director Wang is a very responsible doctor, smiling, and always reminding patients of the purpose of each treatment
Anonymous patient [Tianjin Hexi] Director Wang is a very good doctor, he is very good at Chinese medicine, he is very kind to his patients and he uses precise medicine.
Anonymous patient [Tianjin Hexi] Dr. Wang Jingui treats his patients with spring-like warmth. He is a good doctor in our opinion.
Anonymous patient [Tianjin Nankai] I feel better after taking the medicine! Thank you, Director Wang, for your patience with my mother and for going back for a follow-up appointment this week!
Anonymous patient [Tianjin Hexi] Very patient and experienced, prescribed several pairs of Chinese herbs and her condition has improved, answered all questions online
Anonymous patient [Tianjin Hexi] Very experienced and patient in explaining clearly when patients have questions about their condition. Prompt response to online questions
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Figure 1. Comment data

3.2 Text segmentation

The large amount of invalid text in the review text is filtered beforehand (e.g.: when the user's evaluation results in websites or punctuation without any real value, the authors clean and sort the data for this information) [17]. Using the pandas, jieba library in Python, the full text of the comments crawled was extracted and the text was divided into words. Since deactivated words can affect the text classification effect of machine learning algorithms, deactivated word filtering is performed after the word separation. In this paper, the deactivation word list invented by Harbin Institute of Technology is used for deactivation word filtering.

4.2 Selection of the number of topics

In this paper, we use the LatentDirichletAllocation library in the Scikit-learn package in Python to construct the topic model, where the parameters $\alpha = 0.1$, $\beta = 0.01$ and the maximum number of iterations is $\text{max_iter} = 2000$. At coarse granularity (the number of selected subjects is 3-10), we obtain different perplexity curves for different numbers of subjects are shown in Figure 3 below:

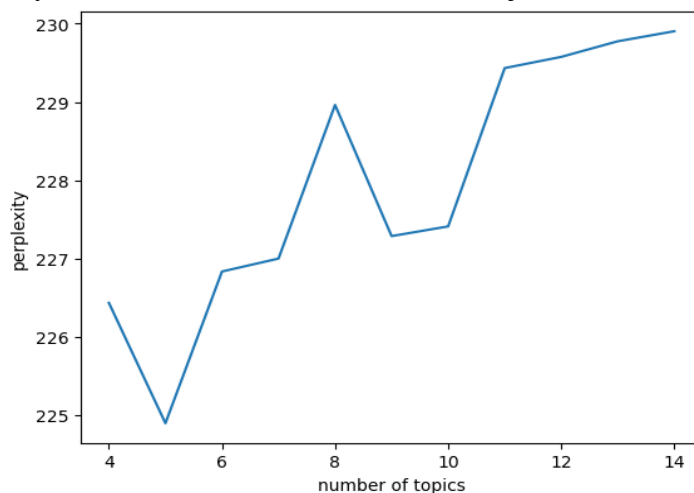


Figure 3. Confusion graph

The graph shows that as the number of topics increases, the confusion curve first decreases and then gradually increases in a zigzag fashion. The Gibbs sampling method was used to tune the parameters of the LDA, and the graph shows that when $n_topics = 5$, the confusion level is the lowest and the words under each subject are the easiest to summarise.

4.3 Theme generalisation analysis

The results of the LDA topic modelling by selecting $n_topics = 5$ are shown in Table 1 below:

Table 1. TCM Section evaluation theme names and the words

Type	Topic name	words
Topic0	Chinese medicine treatment methods	Looking, smelling, asking, looking at the tongue, asking for advice, soaking the feet, Chinese medicine, drinking, prescribing, acupuncture, looking at and taking medicine, dragon bone, tui na
Topic1	Type of patient condition	Rhinitis, Headache, Coughing, Drowsiness, Insomnia, Allergies, Sinusitis, Stool, Cerebral, Excessive, Sweating, Belching
Topic2	Gynecology Consultation	Pregnancy, Preparation, Kidney, Deficiency, Multiple Polycystic, Child, Prolactin, Postpartum, Baby, Reproduction LW
Topic3	Evaluation of the attitude	Thanks, kindness, attitude, improvement, peace, ethics, friendly, kindness, professional, quality, meticulous
Topic4	Feedback on treatment results	Improvements, Effectiveness, remedy, Superb, Relief, Recovery, Comfort

The naming strategy for the themes was to group words with similar meanings to identify entities [17]. For example, the authors identified the entities in Theme 1 as Chinese medicine (Chinese herbal medicine, keiki, look and see) and treatment methods (tui na, look and see, acupuncture, look and see).

The key words in topic 0, "Chinese medicine treatment methods", were: look for the nose and ask for the tears, acupuncture, tui na, Chinese medicine. The following are representative comments: "Tui Na and acupuncture, cervical spondylosis is much better, not very painful anymore", "Dr. Ji is not only a skilled doctor, but also a good acupuncturist and a kind-hearted doctor", "When inquiring about the condition, he adheres to the Chinese He is very good at acupuncture and moxibustion and is a

kind-hearted doctor", "When asking questions, he adheres to the most basic method of Chinese medicine, which is to look, smell, ask and see, and the smoothness of the tui-na technique gives a clear sense of relaxation. I can't help but think that Chinese medicine is a very profound culture.", "The director was very careful in looking, feeling and feeling, and found the cause of the disease precisely. I was very impressed with the medical skill of the director. After taking four or five doses, my body was basically cured." This theme focuses on the evaluation of traditional Chinese medicine treatment methods.

The key words in topic 1, "Type of patient's illness", were: rhinitis, headache, allergy, insomnia and drowsiness. The representative comments were: "Now I can sleep for about 5 hours every night, and a series of persistent problems such as bloating, gas, night sweats, unformed stools, staining, and rhinitis have all improved significantly. The allergic skin prominence went down by half in one pair of herbal medicines, and was cured in a week." The medicine has been used for four weeks and has relieved most of the symptoms of discomfort, especially stomach pain and belching. After a period of treatment by Dr. Su, I have basically recovered", "After Yang Kang, I had difficulty sleeping, dreaming and waking up, and lost weight. Massage plus TCM treatment after New Crown AFL, remarkable recovery effect". The theme is mainly focused on the type of illness to be evaluated.

The keywords in topic 2, "gynaecology consultation" are: pregnancy preparation, polycystic, pregnancy and dragon and phoenix baby. Representative comments were: "I've had kidney syndrome for six or seven years, and after I got pregnant, I repeatedly had occult blood in my urine, Dr. Jia was very professional and I got better with a few adjustments of herbs", "I've been taking herbs for more than half a year, and now I'm more than 40 days pregnant! Thank you for giving me a chance to be a mother again!" I have been polycystic for over 10 years, but after taking herbs and acupuncture twice, I am now pregnant. I have been pregnant for more than 10 years, but after taking herbs and acupuncture twice, I am now pregnant. After taking Dr. Cui's herbal medicine, the blood was slowly drained out! I have been taking your herbal medicine to regulate insulin resistance, combined with acupuncture to regulate my body. We were going to try in vitro, but we got pregnant naturally." This theme focuses on the evaluation of gynaecological consultations.

The key words in topic 3, "Evaluation of consultation attitude", were: kindness, friendliness, benevolence and delicacy. Representative comments were: "Director Ji is patient and kind to patients", "Director Ji has excellent medical skills, friendly attitude and delicate approach", "Director Wang is very kind and attentive to consultations ", "The director is meticulous and kind in his consultation", "Dr. Shen is kind-hearted and enthusiastic every time he goes for a review", "Director Huang is a kind-hearted doctor with excellent medical skills, a rare and good doctor. He is a good doctor." This theme focuses on the attitude of doctors on online medical platforms.

The key words in topic 5, "feedback on the effectiveness of treatment", were: immediate relief, relief, recovery, comfort. The following are representative comments: "Immediate effect, very good, I feel much more relaxed", "I found the director again for my back pain, immediate effect, very good effect", "Sleep relief, I can sleep I was able to sleep half the night and my hiccups were reduced", "I was given a prescription that went straight to the pathology, and the symptoms were gradually reduced", "The doctor was very responsible and patient with the patient, and the wound recovered very well! ", "After 1 month of taking the medicine, my stomach pain is much better and I am much more comfortable, the effect of the treatment is still very obvious." The theme focuses on feedback from patients on the effectiveness of their treatment after recovery.

5. Conclusion

5.1 Chinese medicine has a diverse and comprehensive approach

The multifaceted and comprehensive nature of TCM treatment methods can effectively improve patients' symptoms, which is one of the reasons why TCM is becoming more widely recognised. Compared to Western medicine, which relies on chemical drugs or surgery to treat diseases, TCM focuses more on integrated treatment, which takes into account the four aspects of prevention,

conditioning, treatment and rehabilitation for patients and treats them through multiple means. For example, for common illnesses such as cervical spondylosis and lumbar disc herniation, TCM treatments such as Tui Na and acupuncture have been proven to provide significant relief to patients, while for illnesses such as insomnia and depression, the therapeutic effects of Chinese medicine are also highly regarded. In TCM treatment methods, the different approaches can complement each other's strengths, creating synergy and improving cure rates. In addition, the traditional Chinese medicine treatment method emphasises the holistic concept, which is the belief that there is a close connection between all parts of the body, and this idea has been well carried forward in modern medicine, attracting the attention of more and more doctors and patients. It can be said that traditional Chinese medicine treatment methods are not only rich in experience and techniques, but also reflect a humanistic and benevolent attitude behind them.

5.2 Online treatment can meet the individual needs of patients

The results of the classification of the topic of "gynaecological consultation" are divided into a separate group, which reflects the specificity and universality of gynaecological consultation in the current online medical platform. In contrast to Western medicine, which uses drugs or surgery as the main means of treatment to combat disease, Chinese medicine focuses on holistic management, taking into account the patient's physical condition and living environment from prevention to treatment to rehabilitation, and treating them through a variety of integrated means. When it comes to fertility and reproductive issues, patients prefer to be treated through traditional Chinese medicine, which is influenced by the traditional Chinese cultural outlook. Especially after the liberalisation of the "3-child" policy, and in the context of the declining birth rate in China in the last three years, eugenics has become the most important issue for every family. Because of the anonymity of the online medical platform, the privacy of the patient is taken care of and the freedom of consultation is facilitated, so that the patient does not have to be confined to the surrounding environment and can talk freely with the doctor and discuss the cause of the disease at its root, meeting the different needs of the patient.

5.3 Significant patient feedback on online medical platforms

The quality of consultation on online medical platforms is closely related to the effectiveness of patient reviews and feedback. For patients, the doctor's attitude towards the consultation is very important, "kind", "relatable", "benevolent", "delicate The words "kind", "kind", "kind", "delicate", "reassuring" are all closely related to the doctor's attitude, and most patients are very satisfied with the doctor's attitude. This good attitude not only relieves patients' tension and anxiety, but also enhances their sense of trust and belonging to the doctor. Moreover, the expertise and skills of doctors are also core competencies of online medical platforms. A high quality healthcare platform requires a high level of quality of care, which can be verified through online patient feedback. Keywords such as "immediate effect", "relief" and "alleviation" further reflect the high quality of treatment in the Chinese medicine department of the Good Doctor platform. It has met the demand of the majority of patients for high-quality medical services and also injected new momentum into the development of the platform.

5.4 Feasibility of Chinese medicine in response to the New Coronavirus

Since the outbreak of the New Coronary Pneumonia epidemic, the feasibility of Chinese medicine to deal with the New Coronary Pneumonia virus has been initially verified as the treatment and protection methods of Chinese medicine have been specified in the last five editions of the New Coronary Pneumonia Prevention and Control Programme. The keywords combined with the text of the comments obtained after text classification show that Chinese medicine has significant improvement in the treatment of persistent diseases such as rhinitis and insomnia, especially in the treatment of the sequelae of the NCCV. Through the user text comments, "I started to suffer from insomnia after the new pneumonia, after a period of treatment by Dr. Su, I am now basically recovered", "After Yang Kang, I had difficulty sleeping, dreaming and waking up easily and lost

weight, after taking the medicine for a month, I can sleep for seven to eight hours at night", "After the new pneumonia, I had a lot of trouble sleeping, but now I can sleep for seven to eight hours, "Massage plus TCM conditioning after Xinguan A flu, recovery effect is remarkable", can be clearly reflected. Many patients have regained their strength and health and reduced their discomfort symptoms through TCM conditioning. In this process, the advantages of TCM have gradually been revealed. This has also broadened the scope of application of Chinese medicine, which is conducive to further promoting the cause of Chinese medicine to the international arena, gaining recognition and use in more countries, and further promoting the excellent traditional culture of the Chinese nation.

6. Recommendations

6.1 Optimise the process and improve user experience

At present, the Good Doctor platform has become the main online medical platform in China, the convenience of consultation is related to the development of online medical platform prospects. As China's population ages and the "silver hair" economy grows, how to improve the user experience of the elderly is a development direction that every platform must consider. Combined with the actual experience of the author's website, online medical platforms such as Good Doctor can make the following system optimization measures. After users enter the website, they can take the lead in dividing the group according to their age. For young users, the online medical platform can use multiple animation effects, sliding menus and other web interaction design elements to increase the development of mobile applications, such as: APP, WeChat applet, Alipay platform. Personalised medical service recommendations can be provided based on factors such as users' browsing history and interests [19]. For older users, large fonts and high contrast designs should be used and clear navigation bars and buttons should be provided. Older people may encounter difficulties with auditioning, so online healthcare platforms should provide multiple channels of consultation and treatment, such as: online chat, video consultation and voice consultation functions. When older people receive the results of their consultations, the online medical platform should provide them with simple and easy-to-understand diagnostic reports and appropriate recommendations to create a more humane and comfortable "medical-nursing" system [20].

6.2 Turning the knife inwards to improve the quality of treatment

With the popularity of the Internet and the development of online medical platforms, the problem of medical resource allocation between urban and rural areas has been further alleviated [20]. When people use the Internet for medical consultation, the quality of the doctor's treatment is an important indicator of user satisfaction. Online medical platforms should establish a system of "physician evaluation indicators" [21], including indicators for professional competence, communication skills, service attitude, information management, and patient satisfaction, to select high-quality physicians for online medical platforms, and to conduct strict qualification checks and continuous evaluation of physicians who access the platforms. At the same time, the online medical platform can also introduce artificial intelligence technology to assist the quality of diagnosis, using machine learning and natural language processing technology to develop diagnostic models applicable to the type of TCM disease, to improve the efficiency and accuracy of TCM physicians' treatment. The Good Doctor platform can establish a special TCM health knowledge base and Q&A community for users to promote TCM culture, provide scientific and authoritative TCM theoretical knowledge and treatment solutions, and help patients to better manage and solve their health problems [22].

6.3 Inherit tradition and vigorously promote science

At this stage, the recognition and awareness of TCM health management services among the general public in China is low, and the publicity is still not in place [16]. As a medical informatization platform, online medical platforms can innovatively open a TCM propaganda section, create a highly interactive TCM consultation and treatment platform, and popularize the methods of TCM health

management. At the same time, the platform should also be good at using new media technology to promote and popularise TCM knowledge through short videos and live broadcasts, introducing the prevention and treatment methods of common TCM diseases, dietary regimen and Chinese herbal medicine for health, so as to attract the attention of young people. Online medical platforms should also make use of their own platform resources to invite professional TCM practitioners to broadcast live and interact with netizens, so that users can gain a deeper understanding of TCM. Use celebrity endorsement and brand marketing to enhance the visibility and influence of the TCM section of the Good Doctor platform, and hold some "online + offline" TCM medical activities to attract user-patient participation and enhance brand awareness [19]. The Chinese medicine section of the Hodafu platform can be enhanced by using the marketing system of creative products, integrating online live resources and offline popularization activities to create a comprehensive and multifunctional Chinese medicine publicity system.

6.4 Keeping the righteousness and innovation, Chinese medicine advances with the times

For traditional Chinese medicine theories and methods, they, as the excellent traditional culture of the Chinese nation, the primary task is to inherit and develop them. Universities and research institutes should actively offer professional courses in TCM, cultivate medical talents with knowledge backgrounds in Chinese and Western medicine, and promote theoretical and practical innovation in TCM [23]. With the further improvement of the axiomatization system of TCM, online medical platforms should take the initiative to strengthen cooperation with TCM research institutes and medical universities nationwide, increase investment in TCM research and development, carry out TCM research based on artificial intelligence and big data technology, and promote the modernization and industrialization of TCM [24]. Medical units and online medical platforms should also encourage platform physicians to use a combination of Chinese and Western medicine for treatment and clinical application, especially in the treatment of public health diseases such as malaria and New Coronavirus, and encourage physicians to explore the effective compounds in Chinese herbal medicine and combine them with chemical drugs to achieve double the efficacy or reduce the side effects of the drugs. The government, in conjunction with internet companies, can build a TCM health management platform and establish personal electronic health records to guide the public in comprehensive TCM health management [25]. It will also provide demand and data support for online medical platforms and TCM enterprises. The only way to continue the development of TCM is to adhere to the righteousness and innovation and follow the path of TCM development with Chinese characteristics.

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