

Coupling Logic and Implementation Path of Integrity Culture and Medical Education under the Background of Healthy China

Xiaoqing Li, Xiangxiang Meng, Zheng Li, Man Jiang

Shandong University of Traditional Chinese Medicine, Jinan, Shandong, 250355, China

ABSTRACT

Promoting the deep integration of integrity culture into medical education is a key measure to cultivate medical talents with both moral integrity and professional competence under the Healthy China strategy. This paper explores the intrinsic coupling relationship between integrity culture and medical education under the Healthy China strategy, and constructs practical pathways for its integration into medical education. Based on the inherent requirements of medical professionalism, this paper systematically expounds the core connotations and educational value of integrity culture, and deeply analyzes the practical challenges currently faced by integrity education in universities in terms of content systematicness, form innovation, and mechanism coordination. On this basis, it proposes integrity education pathways with characteristics of medical colleges from three dimensions: content construction, carrier innovation, and mechanism coordination. These include tapping into integrity resources in traditional Chinese medicine to build a professional education system; innovating communication forms to create a new "cloud integrity" education platform; and strengthening collaborative education to establish a "three-dimensional collaborative education mechanism" integrating curriculum, culture, and practice. This study aims to provide theoretical references and practical paradigms for medical universities to conduct integrity education, contributing to the cultivation of new-era medical talents with high integrity literacy and professional spirit.

KEYWORDS

Medical professional spirit; Integrity culture; Ideological and political education; Educational model

1 Introduction

Against the grand backdrop of building a Healthy China, medical education bears the special mission of cultivating future guardians of health. As an important manifestation of core social values, integrity culture shares profound isomorphism with medical education in terms of educational objectives: both aim to shape noble professional ethics, foster pure service spirit, and uphold the dignity of life. The integrity, fairness, self-discipline, and responsibility embodied in integrity are precisely the ethical core and behavioral guidelines of the "Great Doctor's Sincerity" spirit in the new era. Exploring the coupling logic between the two aims to seek effective pathways for deeply embedding integrity into the entire process of medical education from multiple dimensions such as conceptual recognition, institutional construction, and environmental immersion. This will contribute to the Healthy China strategy by nurturing outstanding medical talents who not only possess superb medical skills but also possess a compassionate and integrity-driven mindset, thereby solidifying the moral foundation for the sustainable development of healthcare.

As the backbone of China's future development, college students' integrity cultivation directly determines the progress and success of socialist modernization. However, current integrity education in higher education institutions still faces practical challenges, including fragmented content, monotonous formats, outdated methods, and underdeveloped collaborative mechanisms, which fail to fully meet the demands of talent cultivation in the new era. Therefore, exploring practical approaches to organically integrate integrity culture into ideological and political education not only holds significant theoretical innovation value but also carries urgent practical significance in strengthening students' ideological foundation against corruption and promoting positive social trends.

2 The Connotation of Integrity Culture

Integrity culture is a vital component of China's outstanding traditional heritage, embodying core values such as self-discipline, frugality, people-first governance, and adherence to law and integrity. The term 'integrity' first appeared in Qu Yuan's **Chu Ci: Summoning the Soul** during the Warring States period. The verse 'I was pure and incorruptible in youth, my body and soul devoted to righteousness without a trace of corruption' not only reflects a noble character of upholding justice and integrity, but also symbolizes the Chinese nation's traditional virtues. It systematically articulated the moral imperative of self-discipline. Over time, integrity culture has integrated modern legal concepts like fairness, honesty, and integrity, forming a contemporary system that blends traditional essence with modern characteristics.

In advancing integrity culture, medical institutions draw wisdom from classical Chinese medical texts. The professional ethics in **The Great Doctor's Utmost Sincerity** — "free from desires and demands, first cultivate a compassionate heart" — and the moral tradition of "a physician's benevolent heart" resonate deeply with the essence of integrity culture.

Students are guided to study ethical chapters from classics like *Huangdi Neijing* and *Treatise on Cold Damage and Miscellaneous Diseases*, helping them understand that integrity is not merely a moral imperative but the spiritual cornerstone of the medical profession.

3 The Contemporary Value of Integrating Integrity Culture into College Students' Ideological and Political Education in the New Era

The new era marks a pivotal phase for China's high-quality development, where a clean political ecosystem and social environment serve as crucial safeguards for the great rejuvenation of the Chinese nation. As builders and successors of the socialist cause, college students' integrity literacy directly determines the direction and quality of the nation's future development. Therefore, strengthening integrity education for college students in this new era and enhancing their ethical awareness carry significant strategic importance and practical value. Integrating integrity culture into ideological and political education for college students serves dual purposes: it expands and deepens the content system of ideological education, enhancing its systematicness and appeal; it also helps instill the concept of "integrity as honor, corruption as shame" during the critical period of value formation, improving students' moral judgment and behavioral decision-making capabilities. This lays a solid ideological foundation and provides strong talent support for anti-corruption efforts across society. Simultaneously, this integration process represents an important pathway for the creative transformation and innovative development of China's excellent traditional culture.

3.1 Expand the Content System of Ideological and Political Education and Enhance the Effectiveness of Education

While traditional ideological and political education for university students covers themes like patriotism, collectivism, and core socialist values, its systematic integration of integrity education remains inadequate. Higher education institutions are now deeply embedding integrity education into "curriculum-based ideological and political education," introducing specialized modules such as "Integrity in Medical Practice" and "Rational Drug Use" within courses like Medical Ethics and Health Law. These modules incorporate real-world medical scenarios to demonstrate integrity risks through case studies. For instance, hospitals conduct "Integrity in Medical Practice" field training during clinical internships, enabling students to experience firsthand the importance of integrity and self-discipline.

3.2 Promoting the Construction of Harmonious Doctor-patient Relationship and Enhancing Social Trust

The college years serve as a pivotal phase for shaping personal values, where integrity education directly influences students' future career choices. Compared to adulthood, university students are more receptive to internalizing the value system of "integrity as honor, corruption as disgrace." In the new era, integrating integrity culture with medical education holds significant importance. Medical institutions should establish a comprehensive integrity education framework, embedding ethical principles throughout medical ethics courses, clinical training, and campus culture development. Through collaborations with hospitals, schools can organize initiatives like "Integrity in Healthcare" campaigns, "Medical Ethics Forums," and case study workshops. Students should participate in patient rights education and simulated medical dispute resolution to reinforce the consensus that "integrity forms the cornerstone of doctor-patient trust." Themed speech contests such as "Integrity in Healthcare" encourage students to articulate their understanding of ethical practice through internship experiences. This approach not only deepens students' theoretical understanding and intellectual exchange but also strengthens clinical supervision, helping them establish professional values during early clinical exposure. This holistic educational model preserves the traditional Chinese medical ethos of "Great Physicians with Utmost Integrity" while addressing contemporary ethical expectations in healthcare, laying a solid foundation for cultivating morally competent healthcare professionals.

3.3 Enhancing Cultural Identity and Promoting the Modern Transformation of Traditional Integrity Culture

Integrating integrity culture into college students' ideological and political education serves dual purposes: it reinforces students' ideological commitment and behavioral standards by leveraging traditional wisdom on integrity, while simultaneously fostering their appreciation for China's outstanding traditional culture. This approach promotes the creative transformation and innovative development of traditional culture, guiding young students to develop stronger intrinsic beliefs and a sense of belonging at the value level, thereby consolidating spiritual strength for the great rejuvenation of the Chinese nation. By establishing a "Medical Ethics and Integrity" exhibition zone at the Traditional Chinese Medicine Culture Museum, we can showcase historical records and maxims of physicians' integrity in medical practice. Additionally, organizing students to create "Integrity Stories in Traditional Chinese Medicine" micro-videos for new media platforms will make integrity culture visually engaging, emotionally resonant, and widely disseminated.

4 The Realistic Difficulties Faced by the Integrity Education in Colleges and Universities

With the development of society and the change of times, the current integrity education in colleges and universities is facing many challenges, which are mainly concentrated in the following three aspects.

4.1 Fragmentation of Content and Insufficient Integration with Medical Specialty

Currently, integrity education in many universities lacks a comprehensive and systematic framework. It often relies on isolated chapters from ideological and political courses or scattered thematic activities, with limited integration into specialized and general education. For instance, while medical ethics content is included in traditional Chinese medicine courses, it remains largely theoretical and fails to address contemporary integrity risks in healthcare settings. This fragmented approach results in disjointed knowledge dissemination and inconsistent value guidance, making it difficult for students to develop a systematic understanding of integrity culture. Consequently, the educational purpose of integrity education cannot be fully realized.

4.2 Traditional Education form, Failing to Give Full Play to the Role of New Media

While some universities have launched initiatives like integrity-themed lectures and essay contests, their adoption of modern educational technologies such as VR/AR and virtual simulations remains in the experimental phase. Existing cloud platforms offer limited functionality with insufficient interactivity and experiential elements. For digital-native college students, traditional teaching methods lack engagement and appeal, failing to motivate active participation in integrity education. This results in diminished educational outcomes and fails to meet the diverse learning demands of today's students.

4.3 The Coordination Mechanism is not Perfect, and the Resources of All Parties Have Not Formed a Joint Force

In the institutional development of integrity education, the collaborative mechanisms among schools, hospitals, families, and society remain underdeveloped. For instance, during clinical internships, the coordination between hospital instructors and school supervisors in integrity education remains insufficient, lacking effective communication and collaboration mechanisms that fail to create synergistic educational outcomes. Additionally, some educators demonstrate weak awareness and inadequate capabilities in integrity education, which adversely impacts its quality. Currently, the comprehensive educational framework that spans students' entire growth process and integrates all aspects of school education has yet to be fully established, making it challenging to ensure the sustainability and stability of integrity education outcomes.

5 The Integration of Integrity Culture into College Students' Ideological and Political Education in the New Era

In the new era, the integration of integrity culture into the ideological and political education of college students can be promoted from three dimensions: content, carrier and mechanism.

5.1 Content Dimension: Mining the Resources of Integrity in Traditional Chinese Medicine and Building an Education System with Professional Characteristics

We will conduct in-depth research on integrity elements within China's outstanding traditional culture and revolutionary heritage, systematically analyze the contemporary relevance of traditional integrity concepts such as self-cultivation, frugality, people-oriented governance, and rule of law, and organically integrate these principles into ideological and political education curricula. Furthermore, by aligning with the talent development objectives and industry-specific characteristics of different disciplines, we will systematically compile integrity elements from traditional Chinese medicine culture into the "Case Studies on Integrity Culture in Traditional Chinese Medicine," incorporating them into general education and specialized courses. For instance, the concept of "medicine administration as strategic warfare, with integrity as its foundation" will be integrated into "Prescription Studies," while the acupuncture and massage specialty will emphasize professional ethics like "holding needles with the same care as one holds their heart, maintaining inner integrity." This approach promotes the integration of integrity education into textbooks, classrooms, and students' minds, achieving a harmonious unity of knowledge transmission and value guidance. Through this method, students can systematically receive integrity education while acquiring professional knowledge.

5.2 Carrier Dimension: Innovate Communication Form and Build a New Position of "Cloud Integrity" Education

We will actively leverage new media formats like micro-videos and animations to create a series of integrity-themed works with clear themes, engaging content, and innovative formats, developing education products that combine

technological sophistication with artistic appeal. An open online platform for integrity education will be established to integrate high-quality resources, featuring outstanding integrity-themed works for resource sharing and teacher-student interaction. By harnessing the convenience and reach of new media platforms, students can participate in "cloud-based integrity" and "internet-based integrity" learning activities anytime, anywhere, free from time and space constraints.

Furthermore, developing micro-videos and short films, and uploading exemplary integrity-themed works online to facilitate resource sharing and interactive learning, enables students to transcend time and space constraints and experience "cloud-based integrity" and "internet-based integrity" anytime, anywhere. This approach promotes the application of VR/AR technologies in integrity education scenarios, integrating integrity culture with students' favorite art forms to enhance the interactive experience, contemporary relevance, and appeal of education.

5.3 Mechanism Dimension: Strengthening Collaborative Education and Constructing a Three-dimensional Collaborative Education Mechanism of Curriculum-culture-practice

We will establish a three-dimensional collaborative mechanism for integrity education that integrates classroom instruction, campus culture, and social practice. This framework embeds integrity education into all aspects of professional teaching, campus culture development, club activities, and social engagement, achieving deep integration of theory and practice. At the curriculum level, we will promote the dual-track integration of ideological-political courses and curriculum-based ideological education. Culturally, we will continue initiatives like the "Integrity Fragrant Campus" Cultural Festival and the Integrity-themed Traditional Chinese Medicine Calligraphy Exhibition. Practically, students will participate in "Integrity Medical Ethics Volunteer Services" at affiliated hospitals and communities, extending integrity education into social service. By building a long-term educational mechanism with multi-party collaboration and full-process integration, we will enhance the relevance, appeal, and effectiveness of integrity education, ensuring its sustained impact and long-term success.

Integrating integrity culture throughout the medical education process is a fundamental requirement for universities in the new era to fulfill their mission of "cultivating virtue and nurturing talent." Through content restructuring, innovative delivery methods, and coordinated mechanisms, a distinctive integrity education model with traditional Chinese medicine characteristics has been established. Moving forward, we should further strengthen interdisciplinary integration, technological empowerment, and systemic coordination to enhance the relevance, appeal, and effectiveness of integrity education, thereby providing a solid foundation for cultivating medical professionals with high ethical standards.

Funding

Special Research Project on AI Empowering Innovation and Entrepreneurship Education; Special Research Project on Integrity Culture Construction at Shandong University of Traditional Chinese Medicine (NO: LJWH2024017)

References

- [1] Chen Chaofan, Pan Yuteng. The Theory and Path of Integrating Integrity Culture into the 'Comprehensive Ideological and Political Education' in Universities under the Perspective of Ideological and Political Guidance [J]. *Chinese University Teaching*, 2025(03):16-23.
- [2] Long Xiaonan, Li Dapeng, Zou Binhong. The Contemporary Value, Practical Challenges and Implementation Strategies of Integrity Education for College Students [J]. *Higher Education Management*, 2024(3):157-160.
- [3] Sui Lingling, Li Xiaoxue. The Value Implications and Practical Approaches of Integrating China's Excellent Traditional Culture into University Students' Integrity Education [J]. *Journal of Qiqihar University (Philosophy and Social Sciences Edition)*, 2024(1):168-172.
- [4] Yang Wenhui, Chu Xia. The Theory and Path of Strengthening Integrity Culture in Universities in the New Era [J]. *School Party Building and Ideological Education*, 2024(21):93-96.
- [5] Chen Chaofan, Pan Yuteng. The Theory and Path of Integrating Integrity Culture into the 'Comprehensive Ideological and Political Education' in Universities under the Perspective of Ideological and Political Guidance [J]. *Chinese University Teaching*, 2025(03):16-23.
- [6] Wei Bianzhu, Gao Pei, Zhang Youwu. Building a Clean Culture in Schools in the New Era: Value Implications and Implementation Dimensions [J]. *Journal of Shanxi University of Finance and Economics*, 2025,47(S1):217-219.