



中药全球化联盟

CONSORTIUM FOR GLOBALIZATION OF CHINESE MEDICINE

16th Meeting, Guangzhou, August 18<sup>th</sup> – 20<sup>th</sup>, 2017

# Summary Report on Education Session

## - Learning from The Publicity and Modernity of TCM

August 18, 2017 (Friday) at 15:45-17:15

Chair	Prof. Zhao Zhongzhen	Hong Kong Baptist University
Co-chair	Asst. Prof. Chiang Hui-Chu**	National Taipei university of Nursing and Health Sciences
Panelist	Dr. Lei Li	University of Hong Kong

# Session Information

No.	Title	Institute	Speaker / Corresponding Author	Oral
90	Promoting Integrative Chinese-Western Medicine Care Models through the Development of an Evidence- Based Electronic Resource and Training Program: Protocol of a mixed method study	Chinese University of Hong Kong	Xin Yin Wu/ Hoi Lam Charlene WONG	*
91	An Analysis of the Tonic Drugs in Shen Nong 's Classic of Materia Medic	University of Hong Kong	Lei Li	
92	Giving Publicity to Chinese Medicinals in Hong Kong via Online Education Column	Hong Kong Baptist University	Ping Guo/ Zhong-zhen ZHAO	*
93	Exploring Outcomes of University Licensing: An Empirical Study Based on Patents of Drug Development	University of Macau	Li peng peng / Yuan-jia HU	*
94	The Chinese Materia Medica for Us	Hong Kong Baptist University	Zhong-zhen ZHAO	*
95	An Introduction to the Serial Lectures on Chinese Materia Medica by Zhongzhen ZhaoAll- Historical Collections : A Material Evidence Base to Clarify The Evolution of Chinese Medicines	Hong Kong Baptist University	Eric brand/ Zhong-zhen ZHAO	*
97	Opportunities and Challenges for Acupuncture & Chinese Medicine Education in the US	New York College of Traditional Chinese Medicine	Libang Zhang/ Ye-meng CHEN	*
98	Correlations among multiple evaluation tools for TCM superintendent doctors of private clinics in Taiwan- a preliminary analysis	National Taipei University of Nursing and Health Sciences	Hui-Chu CHIANG	*
99	Development of a competency-based TCM training program—an example for TCM-SPC	Taipei City Hospital	Po-Yu HUANG	
100	Establishment of an Online Chinese Medicine Examination Question Sharing Platform for Improving Teaching and Learning Experience	University of Hong Kong	Yi-bin FENG	
101	On the Importance and Practical Experience of Medical Cases Teaching in TCM Teaching	University of Hong Kong	Sheng-tao LI	*
102	Pharmaceutical Care for A patient with High Dose Fluconazole	Nanfang Hospital of Southern Medical University	Yan LOU	

# Main issues

- The 8 speeches showed 2 themes
  - Chinese Materia Medica as the agent in TCM globalization
    - 4 speeches from 2 institutes
  - Scientific rationality and contemporary TCM education
    - 4 speeches from 4 institutes

# Chinese Materia Medica as The Agent in TCM Globalization

- Prof. ZHAO and colleagues revealed that Chinese medicinal is not only medicine, but have a new social function
- Experiences of Prof. Zhang indicated the need to letting people know of TCM

# Chinese Materia Medica for Us All

- Videos, produced by Hong Kong Baptist University, demonstrated how the knowledge of Chinese medicine be able to disseminate to lay person through multi-media channels



# Giving Publicity to Chinese Medicinals in Hong Kong via Online Education Column

- Prof. Guo presented the results of a field study
- More than 2000 species of medicinal plants have been identified
- Some of the results have been used into a weekly column at a TV channel
  - Teaching lay person to use Chinese medicine correctly and safely
  - Emphasizing the relationships among Hong Kong environment, medicinal plants and lay persons' behaviors

香港浸會大學  
HONG KONG BAPTIST UNIVERSITY

School of Chinese Medicine 中醫藥學院

## Giving Publicity to Chinese Medicinals in Hong Kong via Online Education Column

Ping Guo (郭平), Hubiao Chen (陳虎彪) and Zhongzhen Zhao (趙中振)\*  
School of Chinese Medicine, Hong Kong Baptist University  
\*zzzhao@hkbu.edu.hk

**Content:**  
Located at the Lingnan region of China, the land area of Hong Kong is about 1,100 square kilometers. About 40% of Hong Kong's land has been zoned for non-development uses (such as country parks) to improve the environment. The local topography and sub-tropical coastal climate have been providing a highly diverse natural ecosystem in Hong Kong. According to official statistic data, there are some 3,300 species of vascular plants (2/3 of them are of medicinal value), 50 species of mammals, 500 species of birds, 80 species of reptiles and 20 amphibian species.

Facilitated by this dynamic natural resource database, the School of Chinese Medicine at Hong Kong Baptist University has been conducting field trips on a regular basis to explore the medicinal resources. Some of the results of field investigation have been used as educational information provided to the public in a weekly column at <https://hk.news.yahoo.com/blogs/hkbu/>. Contents of this online column include knowledges of Chinese medicinals, Chinese medicine therapy and rehabilitation, as well as research progress. Among them, detailed health care information on characteristic medicinal plants distributed in Hong Kong and common medicinal materials circulated at Hong Kong herbal market are provided. Examples include monographs on Hong Kong asarum (*Asarum hongkongense*), Hong Kong croton (*Croton hancei*), westland's birthwort (*Aristolochia westlandii*), red melastome (*Melastoma sanguineum*), common sterculia (*Sterculia monosperma*), microcos (*Microros paniculata*), dianella (*Dianella ensifolia*), Chinese knotweed (*Polygonum chinense*), narrow-leaved screw-tree (*Helicteres angustifolia*), skullcap (*Scutellaria indica*), American ginseng (*Panax quinquefolius*), and maca (*Lepidium meyenii*).

\*These educational and publicity efforts in promoting conservation of the biodiversity as well as the publicity of Chinese Medicine have received positive feedbacks from ordinary residents in Hong Kong.



*Aristolochia westlandii*      *Melastoma sanguineum*      *Scutellaria indica*

# An Introduction to the Serial Lectures on Chinese Materia Medica by Zhao Zhongzhen

- TCM not only is the science of human health, but also has been gripping the economy, changing the environment, integrating the culture, processing the course of human.
- PhD. Eric Brand introduce his interesting study, titled as historical collections : a material evidence base to clarify the evolution of Chinese medicines.
- Using the confusing Chinese herbal medicines as the entry point, he investigated the ancient Chinese medicinal specimens preserved at a Museum and discussed lots of aspects of the transformation during diffusion of medicine using behaviors.

# Opportunities and Challenges for Acupuncture & Chinese Medicine Education in the US

- Prof. Zhang, talked about the difficulties and Challenges on promote TCM in the US.
- A lot of patients came to TCM clinic and ask help.
- Patients would question the safety of taking Chinese herb medicines with western medicines, as soon as TCM doctors advised a formula.





# Scientific Rationality on TCM Education

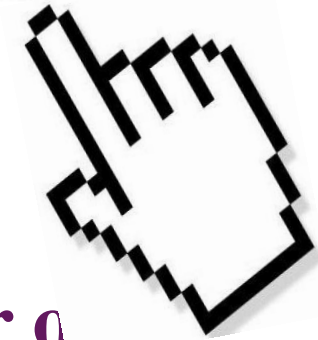
- Studying to different particular area, the 4 investigations disseminated specialization of work division
- Pursuing empirical facts and reasoning causal links, instrumental Rationality is a verbal and social act of contemporary Chinese medicine

# Promoting Integrative Chinese-Western Medicine Care Models through the Development of an Evidence- Based Electronic Resource and Training Program: Protocol of a mixed method study

- Prof. Wu, from Institute of Integrative Medicine in The Chinese University of Hong Kong.
- 視證中西醫理( the integrative medicine clinical evidence portal, [CEIM](#) ) --the first open access bilingual website of Evidence resources on complementary and alternative medicine
- The first articles rating system titled as the [Chinese and Integrative Medicine Evidence Rating System \(CHIMERAS\)](#)



Integrative Medicine  
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中西醫理



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# Exploring Outcomes of University Licensing: An Empirical Study Based on Patents of Drug Development

- To identify the main factors associated with 369 university licensing on the drug patents, Mr. Li showed that
  - Characters of universities and drugs play important role in the licensing of university patents during drug development
  - University level variables, including research capability, research breadth and research age have significant impact on the likelihood of patent licensing agreements.



# On the Importance and Practical Experience of Medical Cases Teaching in TCM Teaching

- Dr. Li emphasized the importance of medical case reports in TCM
- To cultivate students' ability of clinical competencies, ancient and contemporary medical case reports were used to develop lectures.
- In the real clinical encounter, medical problems are complex in which solutions depend upon TCM doctors' experience and knowledge.



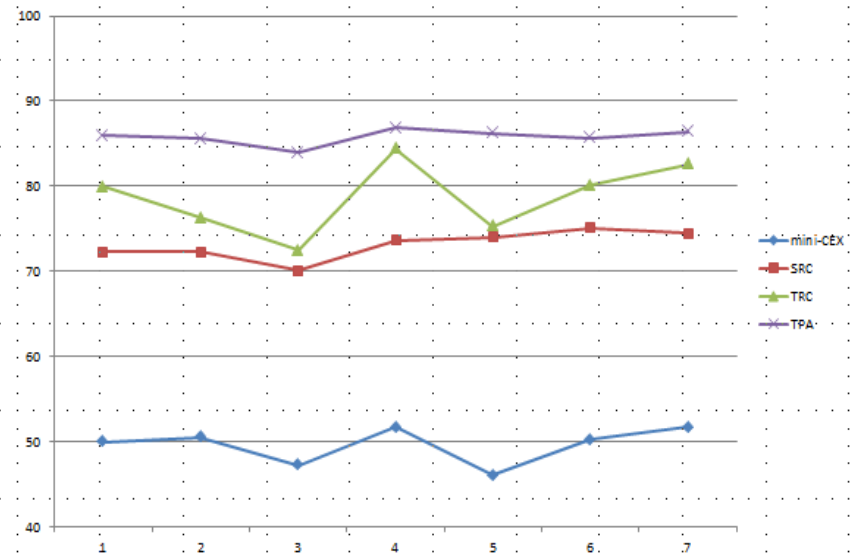
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SCHOOL OF CHINESE MEDICINE

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# Correlations among Multiple Evaluations for TCM-SPC Training Program in Taiwan

- Ms. Chiang talk about the reflections on the preliminary analysis of a TCM superintendent doctors of private clinics training program in

Trends In the scores of evaluation tools by month



# Conclusion

- Modernity of TCM has been presented to pursuit empirical facts and instrumental rationality
- Experiential and evidence-based knowledge of Chinese Medicine, should be disseminated to lay persons and healthcare professionals
- While giving publicity and modernity, Chinese Meteria Medica could become the best agent in globalization of TCM



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Thanks for your attention