

Integration Mechanism and Practical Path of the “Value Guidance-Professional Empowerment” Dual-Drive Model—A Case Study of the “Baicao Runxin” Education Brand of Yunnan University of Traditional Chinese Medicine

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ABSTRACT The integration of digital educational resources and collaborative intelligence has become increasingly important for cultivating interdisciplinary professionals in modern knowledge-intensive environments. This study proposes a dual-drive framework that combines value guidance with professional empowerment through coordinated resource management, adaptive training strategies, and process-oriented evaluation. Taking the “Baicao Runxin” education brand of Yunnan University of Traditional Chinese Medicine as a representative case, a four-dimensional collaborative architecture consisting of goal coordination, process coordination, resource coordination, and evaluation coordination is established to support systematic talent development. The framework integrates curriculum design, practical training, virtual simulation, digital learning resources, and school–enterprise collaboration to achieve closed-loop optimization of competency cultivation and educational quality. Empirical evidence shows that the proposed model serves more than 2,300 students, increases grassroots employment to 38%, and achieves an employer satisfaction rate over 90%, demonstrating its effectiveness in adaptive resource allocation and collaborative management. This dual-drive model functions synchronizing Party spirit cultivation with professional ability to produce a cohesive educational fabric that serves as a replicable blueprint for reform in TCM universities.

INDEX TERMS traditional chinese medicine universities, value guidance, professional empowerment, integration mechanism

I. INTRODUCTION

The in-depth implementation of the Healthy China strategy and the inheritance and innovation of traditional Chinese medicine have put forward higher requirements for TCM talents: “both moral integrity and professional competence, and the unity of knowledge and action”. In the new era, TCM talents must possess the structural resilience of high-tenacity fibers, balancing solid professional innovation with the interwoven strength of firm ideals, Professional Integrity & Holistic Qualities, and a profound sense of social responsibility [1]. However, some TCM colleges and universities still have the problem of “value guidance and professional education being two separate things”. Party spirit education and professional training lack systematic integration, which makes it difficult to meet the industry’s demand for high-

quality innovative talents. As the main battlefield for the education and training of party members, university party schools play an irreplaceable role in coordinating value guidance and professional empowerment and promoting collaborative education. Yunnan University of Traditional Chinese Medicine, based on its regional characteristics and school positioning, has built the “Hundred Herbs Nourish the Heart and Transmit the Flame of Medicine” education brand by relying on the “Double Leader” teacher party branch secretary studio. It organically integrates party spirit education, professional practice and value shaping, forming a unique “value guidance-professional empowerment” dual-drive education model. The school has established provincial-level “Three-pronged Approach to Education” demonstration department and school-level “Three-

pronged Approach to Education” comprehensive reform pilot projects, with significant practical results. [2] Analyzing the integration mechanism and practical path of this model provides a theoretical loom for intertwining academic rigor with moral grounding, offering vital practical significance for refining the textile-like complexity of TCM educational reforms and elevating the overall caliber of talent training.

II. CURRENT STATUS OF DOMESTIC RESEARCH

Existing research focuses on the construction of ideological and political education in courses or the reform of professional education in Chinese medicine colleges and universities, and has achieved some phased results. Henan University of Chinese Medicine has constructed a college-based “three-pronged education” work model, which realizes all-round education through teacher-student linkage, full-process penetration and resource aggregation. Its dual-college collaborative mechanism provides a useful reference for the innovation of education model [3]. Heilongjiang University of Chinese Medicine has integrated the ideological and political concepts of “great doctors with profound medical skills” and “cultural confidence” into professional English teaching, and constructed a closed-loop teaching model of “learning-discussion-application-evaluation”, which has achieved the synergistic improvement of language ability and value literacy [4]. In terms of the research on dual-drive education model, Xu Mujuan and other scholars proposed a dual-track driving system of “strengthening the effectiveness of autonomous learning + dynamic and precise management of classes”, which forms a closed loop of education through task-driven, process guidance and achievement incentive, and provides a reference for the mechanism construction of dual-drive model [5].

However, existing research still has shortcomings: First, the exploration of the integration mechanism of value guidance and professional empowerment led by the Party School of TCM colleges is not in-depth enough, and there is a lack of systematic analysis of the three-dimensional integration logic of “Party building-professional practice”. Second, there are few empirical studies on the brand of sports, and a practical paradigm that can be promoted has not yet been formed. Third, the problems of insufficient integration of ideological and political education in courses and professional education and the single evaluation system have not been effectively solved [6]. The “Hundred Herbs Nourish the Heart” brand of Yunnan University of Traditional Chinese Medicine deeply integrates Party building work with the characteristics of TCM major. Its innovative form of “field Party class + professional practice + value cultivation” provides a typical case for filling this research gap.

III. RESEARCH DESIGN

A. RESEARCH METHODS

Using the case study method, with the “Hundred Herbs Nourishing the Heart” education brand of Yunnan Uni-

versity of Traditional Chinese Medicine as the core case, we systematically sorted out the practical measures of the dual-drive model by analyzing the school’s official website practice reports, teaching achievement documents, party branch work records and other materials. We used inductive reasoning to extract the integration mechanism and optimization path, combined with the theory of collaborative education to carry out theoretical sublimation, and ensured the scientificity and operability of the research conclusions [7].

B. CRITERIA FOR CASE SELECTION

As the core base for cultivating TCM talents in Yunnan Province, Yunnan University of Traditional Chinese Medicine has a typical “Herbal Heart Nourishment” education brand: First, the brand positioning is clear, closely adhering to the dual core of “TCM inheritance + Party spirit education”, forming a distinctive feature of “Party building leading Youth League building and practice promoting growth”. Second, the practical foundation is solid, relying on the “Fragrant Qi Garden” labor practice base and the “Double Leader” studio, a diversified integration carrier has been constructed [8]. Third, the results are remarkable, covering more than 2,300 students, and the relevant experience has been recognized at the provincial level. MyCOS survey shows that the satisfaction rate of employers of TCM majors in the university over 90%, which has important promotion value [9].

IV. THE INTEGRATION MECHANISM OF THE “VALUE-DRIVEN-PROFESSIONAL EMPOWERMENT” DUAL-DRIVE MODEL

A. THE CONNOTATION AND ROLE OF VALUE GUIDANCE

Value guidance takes Party spirit education and medical ethics cultivation as its core and focuses on the fundamental goal of “cultivating people for the Party and cultivating talents for the country”. Its core meaning is to integrate the core socialist values into the whole process of talent cultivation. By exploring the elements of national sentiment, labor spirit and medical benevolence in traditional Chinese medicine culture, students are guided to establish the professional belief of “respecting life and healing the wounded”, and strengthen their sense of mission to serve the grassroots and revitalize the cause of traditional Chinese medicine. [10] Value guidance provides direction for professional education and ensures that traditional Chinese medicine talents are “not lacking in morality” in the process of growth. It is the key to realizing the fundamental task of cultivating morality and talent. [11]

B. THE CONNOTATION AND ROLE OF PROFESSIONAL EMPOWERMENT

Professional empowerment is based on the characteristics of traditional Chinese medicine disciplines and aims to

improve students' professional literacy and innovation ability. Professional empowerment is categorized into three distinct pedagogical dimensions to ensure logical rigor: (1) Technical-Industrial Skills, focusing on the cultivation and processing of Chinese medicinal materials; (2) Professional Disposition & Comprehensive Capabilities; and (3) Social-Dissemination Abilities, involving science popularization. Although these domains require different instructional methodologies, they are unified under 'empowerment' as they collectively construct the comprehensive professional identity required for modern TCM practitioners [12]. Professional empowerment provides a practical carrier for value guidance, allowing students to deepen their understanding and recognition of value concepts in professional learning and practice, so that their ideals and beliefs "have a basis for action" and lay a solid foundation for career development.

C. THE INHERENT LOGIC OF DUAL-DRIVE MODE INTEGRATION

Value guidance and professional empowerment support each other and work together to form an organic and unified whole for education. On the one hand, value guidance clarifies the direction for professional empowerment, avoids professional education from falling into the misconception of "skills-only", and ensures that students establish correct professional values while mastering professional skills [13]. On the other hand, professional empowerment provides a practical path for value guidance, so that abstract value concepts can be transformed into students' conscious actions through specific professional practices. The two are deeply integrated through the mechanism of "goal coordination - process coordination - resource coordination - evaluation coordination", forming a closed loop of education of "value shaping and soul building, professional training and ability strengthening, and practical training and quality improvement", and finally achieving the goal of cultivating "morally and technically excellent" innovative talents in traditional Chinese medicine.

V. OVERVIEW OF YUNNAN UNIVERSITY OF TRADITIONAL CHINESE MEDICINE'S "HERBAL NOURISHMENT OF THE HEART" EDUCATIONAL BRAND

A. BACKGROUND AND OBJECTIVES OF BRAND BUILDING

The construction of the "Hundred Herbs Nourish the Heart" education brand stems from two needs: First, the needs of the times. Under the Healthy China strategy, the revitalization of traditional Chinese medicine urgently needs high-quality talents who "understand the profession, love labor, and have feelings". However, the problem of the disconnect between value guidance and professional education in the traditional education model restricts the quality of talent training [14]. Second, the needs of school development. As a university with characteristics of traditional Chinese medicine, Yunnan University of Traditional Chi-

nese Medicine needs to take advantage of its geographical location, deepen the reform of "three-pronged education", and solve the practical problems such as students' low professional identity and weak values.

The brand building goal is clear: through the dual-drive model of "value-led and professional empowerment", the organic unity of knowledge transmission, ability cultivation and value guidance is achieved. Specifically, at the value level, students' patriotism, medical ethics and social responsibility are cultivated [15]. At the professional level, students' theoretical level of traditional Chinese medicine, practical skills and innovation ability are improved. At the comprehensive level, a group of traditional Chinese medicine talents with "medical heart towards the Party and both moral integrity and professional skills" are created to provide talent support for the inheritance and innovation of traditional Chinese medicine and rural revitalization [5, 16].

B. BRAND CHARACTERISTICS AND PHILOSOPHY

The "Baicao Runxin" brand takes traditional Chinese medicine culture as its core link and has formed a distinctive feature of "Party building leadership, knowledge and action integration, and dual-drive integration". The brand adheres to the educational philosophy of "cultivating people with medicine, cultivating people with culture, and practicing people with action", deeply integrates Party building work with professional education, and constructs a three-linkage mechanism of "organizational linkage, activity linkage, and education linkage" through the organizational model of "Party building leading Youth League building".

The core feature of the brand is to break the boundaries of the traditional classroom by extending the educational environment to field-based and community-level settings. This approach facilitates the practical application of ideological and political education in authentic vocational contexts. By engaging in medicinal plant cultivation and grassroots medical services, students systematically integrate theoretical values with professional practice, leading to a measurable improvement in both party spirit and vocational competence. Through practical activities such as medicinal plant planting, grassroots medical services, and popularization of traditional Chinese medicine, students can hone their skills in labor and shape their character in service, achieving the simultaneous improvement of party spirit, professional ability and values, highlighting the professional characteristics and political responsibility of traditional Chinese medicine colleges in educating people.

VI. THE PRACTICAL PATH OF THE DUAL-DRIVE MODEL IN THE "HERBAL NOURISHMENT" EDUCATIONAL BRAND

A. CURRICULUM SYSTEM INTEGRATING PRACTICE

1) Integrating Value Elements into Professional Courses

The value guidance points in the TCM professional courses were systematically sorted out and a "course ideological and political elements map" was constructed. The content

of “authentic medicinal materials and rural revitalization” and “ecological planting and green development” were integrated into the “Chinese Medicinal Resources” course, and the industrial poverty alleviation policy was explained in combination with the case of Yunnan authentic medicinal material planting. The concept of “great doctors are sincere” was deeply interpreted in the “Chinese medicine ethics” course, and the modern medical ethics norms and the responsibility of party members were explained in combination with the deeds of anti-epidemic heroes [10]. The spirit of labor and craftsmanship were infiltrated in the “Medicinal Plant Cultivation” course, and the hard work and perseverance of students were cultivated through the arduous process of Chinese medicinal material planting. This integration is not a simple superposition, but a natural integration of value elements into the process of professional knowledge transmission, so as to achieve the effect of “nurturing people silently”.

2) Value-Based Courses Combined with Professional Examples

Ideological and political education and humanities courses actively use examples from traditional Chinese medicine to enhance the attractiveness of the courses and the effect of value transmission. In the course “Ideological and Moral Education and the Rule of Law”, the academic spirit and patriotism of Lan Mao, a local Yunnan physician, are used as a case study to explain the contemporary value of excellent traditional Chinese culture. In the course “Current Affairs and Policy”, the mission and responsibility of traditional Chinese medicine talents under the rural revitalization strategy are analyzed in combination with the achievements of the school’s “Traditional Chinese Medicine Serving Rural Revitalization” special action. Through the combination of professional examples and value theory, value-based courses are made closer to students’ professional practice, and students can deeply understand the important significance of value guidance for professional development.

B. INTEGRATING PRACTICAL TEACHING WITH PRACTICE

1) Value Guidance of Professional Practice Activities

Relying on the “Fragrance and Qi-regulating Garden” labor practice base, we carry out regular medicinal plant planting practice activities and integrate value guidance into the whole process of labor. At the planting site, teachers and party members not only teach professional techniques such as seedling cultivation, transplanting and fertilization of Chinese medicinal materials such as Baiqian and Shegan, but also explain the Party’s three rural policies and the requirements of ecological civilization construction, so that students can improve their party spirit and professional skills at the same time in labor such as turning the soil, sowing and watering. In the past three years, in excess of 40 planting practice activities have been carried out, with more than 1,800 students participating. Students have experienced the

value of the Chinese medicine industry and the significance of labor in the labor, and their professional identity and labor spirit have been significantly improved.

2) Professional Support for Value-Based Practical Activities

The school formed the “Agarwood” Volunteer Team, where student Party members actively apply their professional knowledge to serve the public. Rather than just “carrying out activities,” students diagnose common ailments, demonstrate TCM health preservation techniques in communities, and educate villagers on chronic disease management. By directly engaging with primary and secondary schools, these students transform abstract medical theories into tangible community health benefits. The volunteer service team went to communities, villages and primary and secondary schools to carry out health education, TCM characteristic technology experience and other activities. Over the past three years, social practice activities have benefited more than 8,000 people. In the activities, students used professional knowledge such as TCM health preservation and Chinese materia medica to explain seasonal health preservation and chronic disease management to the public, which not only improved their professional practice ability, but also strengthened their sense of social responsibility and service awareness.

In conjunction with local governments, a special campaign of “Traditional Chinese Medicine Serving Rural Revitalization” was launched, and teachers and students were organized to go to Nujiang, Luxi and other places to carry out medical. Demonstration bases for the planting of Chinese medicinal materials were established, which promoted the local Chinese medicinal material production to increase by more than 20%. In the process of serving the grassroots, students not only transformed their professional skills into the ability to serve the society, but also deeply appreciated the social value of the cause of traditional Chinese medicine and strengthened their belief in rooting themselves in the grassroots and serving the masses.

C. PRACTICE OF INTEGRATING FACULTY MEMBERS

1) Enhancing Teachers’ Ability to Guide Values

To build a new model of “Party building + curriculum ideological and political education”, and to enhance teachers’ value guidance ability through various means. The school regularly holds curriculum ideological and political education teaching competitions and teaching design competitions, and organizes teachers to deeply explore the ideological and political elements in professional courses. In the past three years, multiple excellent curriculum ideological and political education cases have been selected. The “Double Leader” Teacher Party Branch Secretary Studio was established to bridge these roles; however, to mitigate the “time poverty” and potential burnout of academic researchers, the school implemented a ‘role-integration’ mechanism. Instead of adding separate administrative tasks, the studio repurposes existing departmental research seminars for collaborative lesson preparation, effectively merging Party

spirit cultivation with academic discourse. Furthermore, the university adjusted the performance appraisal weightings to credit ‘Value Guidance’ activities as equivalent to professional teaching hours, ensuring that faculty can sustain these overlapping responsibilities without compromising their research productivity. Ideological and political experts and industry role models were invited to give lectures to share teaching methods and practical experience of value guidance, and to enhance teachers’ awareness and ability to integrate value guidance into teaching.

2) Enhancing Teachers’ Professional Empowerment Capabilities

Improve the professional development system for teachers and enhance their professional teaching and practical guidance level through “school-enterprise cooperation, school-school linkage, and scientific research-driven” methods. Establish teacher practice bases in cooperation with Yunnan Baiyao Group and local Chinese medicine enterprises, and arrange professional teachers to participate in enterprise R&D projects and production practices. In the past three years, more than 120 teachers have gone to enterprises for practical training. Encourage teachers to apply for scientific research projects and support teachers to participate in national and provincial TCM scientific research projects to promote the updating of teaching content through scientific research [12, 17]. Establish a “mentorship” system, in which senior teachers guide young teachers to carry out professional teaching and practical guidance, and enhance the professional empowerment ability of young teachers [18, 19].

VII. THE EFFECTIVENESS AND REFLECTIONS ON THE “HERBAL NOURISHMENT OF THE HEART” EDUCATIONAL BRAND DUAL-DRIVE MODEL

A. PRACTICAL RESULTS

1) Students’ Overall Quality Has Been Comprehensively Improved

In terms of values, students have become more determined in their ideals and beliefs, and their enthusiasm for joining the Party has increased significantly. In the past three years, the proportion of students voluntarily applying to join the Communist Party of China has significantly increased, and more than 60% of students have actively participated in volunteer service activities. In terms of professional ability, students’ practical skills and innovation capabilities have been significantly enhanced. Multiple national and provincial innovation and entrepreneurship projects have been approved, and student enthusiasm for participating in scientific research and publishing academic papers has increased significantly. In terms of employment quality, the proportion of graduates employed at the grassroots level has increased from 25% to 38% during the 2024-2026 period. While external factors, such as the provincial “Western Plan” incentives and shifting market demands for rural healthcare, contributed to this trend, the “Baicao Runxin” model

served as a critical internal catalyst. By aligning student values with grassroots service through targeted practical training, the brand enhanced students’ subjective willingness to accept these roles, thereby complementing macro-level employment policies. Many graduates have been selected for grassroots service projects such as the “Western Plan” and “Three Supports and One Assistance”.

2) The Influence of the Education Brand Continues to Expand

The “Hundred Herbs Nourish the Heart” educational brand has become a distinctive educational brand of the school, and the relevant cases were covered by media at the provincial level or above. The third party branch of the faculty of the School of Traditional Chinese Medicine was selected as a “Double Leader” teacher party branch secretary studio, and related experience was presented as a typical speech at the provincial college party building work conference. Numerous universities from both within and outside the province have visited to conduct research and learn from our practices. The brand building has promoted the in-depth implementation of the school’s “Three-pronged approach to education” reform. The school was rated as a provincial safe campus for six consecutive years.

3) The Value of Social Services Is Fully Demonstrated

Through collaborative practice between schools, local governments, and enterprises, the school has cultivated a group of TCM technical talents for the grassroots, promoting the development of Yunnan’s authentic medicinal herb planting industry. In the assistance points such as Yulong Village in Luxi County, technical guidance has increased the per mu income of Chinese medicinal herbs by more than 1,500 yuan, driving employment for more than 100 villagers and contributing to rural revitalization. TCM popular science volunteer service activities have effectively improved the health literacy of the grassroots people, made positive contributions to the national health cause, and demonstrated the social responsibility of TCM colleges and universities.

B. EXISTING PROBLEMS AND IMPROVEMENT STRATEGIES

1) Existing Problems

The dual-drive model of “herbs nourish the heart” brand still faces three bottlenecks: First, the integration depth needs to be strengthened. The ideological and political elements of some courses are only superficially integrated. For example, the course “Traditional Chinese Medicine Processing” only mentions “craftsman spirit” at the end of the course and lacks systematic design. “Field Party Class” is mostly arranged temporarily and has not formed a standardized teaching plan. The degree of curriculum and systematization is insufficient. Second, the evaluation system is not perfect. Although a three-dimensional evaluation framework of “knowledge-ability-quality” has been constructed, there are few quantitative indicators for the

effectiveness of value guidance. For example, “Occupational Values” is only assessed through subjective comments and lacks quantifiable basis such as “volunteer service time” and “Assessment Score of Professional Case Analysis”. The scientific nature and operability of the evaluation are insufficient. Third, the integration of resources and teacher collaboration are insufficient. The “fragrant qi garden” on campus only covers planting practice and has not extended to functions such as traditional Chinese medicine processing and popular science display. Most of the off-campus practice bases are short-term cooperation and have not established a long-term mechanism of “school-enterprise joint education”. Some professional teachers have weak ideological and political abilities, Party school teachers lack traditional Chinese medicine professional background, and the “Party affairs + professional” collaborative lesson preparation mechanism has not been normalized.

2) Improvement Strategies

In response to the above problems, and in light of the brand development needs and the characteristics of TCM universities, four optimization paths are proposed: First, deepen curriculum integration, compile the “Herbal Heart Nourishment” practical teaching outline, break down the “Field Party Class” into three modules: “Policy Interpretation - Technical Practice - Value Discussion”, and clarify the teaching time and assessment standards for each module. Develop an online course on “TCM Culture and Party Spirit Cultivation”, and use virtual simulation technology to recreate the Lanmao medical practice scene to enhance the immersive experience. Second, improve the evaluation system, learn from the experience of Chengdu University of TCM, add quantitative indicators such as “medical ethics behavior score” and “Participation in Party building activities”, and adopt a diversified evaluation model of “student self-evaluation (30%) + teacher-student peer evaluation (40%) + industry evaluation (30%)” to improve the scientific nature of the assessment. Third, strengthen resource integration, upgrade the “Aromatic Qi-Regulating Garden” into an integrated base of “planting-processing-popular science”, and jointly build a “school-enterprise joint education center” with Yunnan Baiyao Group to transform enterprise R&D projects into student practical projects. Fourth, we will strengthen the teaching staff, implement the “1+1” pairing mechanism (1 Party affairs teacher + 1 professional teacher), regularly carry out two-way training on “ideological and political ability” and “professional knowledge”, and set up the “Dual-drive education achievement award” to encourage collaborative teaching [6].

VIII. CONCLUSIONS

Centered on the “Baicao Runxin” brand at Yunnan University of Traditional Chinese Medicine, this study presents an educational model that elevates TCM talent cultivation quality via the dual synergy of “value guidance and professional empowerment.” By examining this integration

mechanism, the research reveals a practical path for spinning these distinct elements into a high-strength framework for TCM talent cultivation. First, the essence of the integration of the dual-drive model is “four-dimensional synergy” - goal synergy anchors the “moral and technical excellence” training direction, process synergy realizes the “theory-practice-value” closed loop, resource synergy integrates “in-school-out-school-digital” carriers, and evaluation synergy ensures the comprehensive assessment of “knowledge-ability-quality”. The four together constitute the “soul-building-ability-quality improvement” system for the training of TCM talents. Second, the practical innovation of the “Herbal Heart Nourishing” brand lies in its focus on the characteristics of TCM, taking “Party building leadership” as the link, transforming “fields and villages” into educational classrooms, and transforming “grassroots service” into value carriers, realizing the three-in-one integration of “Party spirit education, professional practice, and value shaping”, covering more than 2,300 students, and increasing the proportion of graduates employed at the grassroots level to 38%, which verifies the feasibility of the model. Third, this model provides replicable experience for TCM colleges and universities: it needs to be linked by disciplinary culture to avoid the disconnect between value guidance and professional education; it needs to be based on practical scenarios to transform abstract values into concrete actions; and it needs to be guaranteed by a long-term mechanism to consolidate the integration effect through institutional design.

AUTHOR CONTRIBUTIONS

Conceptualization – Zhao Yuxue, Li Ang and Qiu Shicheng; methodology – Zhao Yuxue, Li Ang and Qiu Shicheng; investigation – Yuxue Zhao, Ang Li and Shicheng Qiu; writing-original draft preparation – Yuxue Zhao, Ang Li and Shicheng Qiu. All authors have read and agreed to the published version of the manuscript.

CONFLICTS OF INTEREST

The authors declare no conflict of interest.

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