

## Research on Hospital Intangible Assets Management

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**Abstract:** In today's era of rapid development of knowledge economy, with the improvement of medical technology and the gradual deepening of the new medical reform, the medical market competition is increasingly intensified, hospitals as knowledge-intensive industry, intangible assets have become an important part. At the same time, strengthening the management of intangible assets can promote hospital modernization and sustainable development. This paper discusses from the aspects of constructing intangible assets evaluation system and perfecting intangible assets management mechanism.

### 1. Introduction

The 21st century is the era of knowledge economy, in the context of the rapid development of information technology and global integration, intangible assets are more and more valued by domestic enterprises and institutions. Different from the past, tangible assets have no absolute dominant position, intangible assets in the asset structure increasingly highlights its own importance. As a knowledge-technology-intensive industry, hospitals not only rely on physical assets such as equipment and capital to enhance their development ability, but also rely on intangible assets such as technological achievements, patents and intellectual property rights to increase their competitiveness. Therefore, it is an important topic to study the management of intangible assets in hospitals. This paper puts forward some countermeasures against the current situation of hospital management intangible assets.

### 2. Hospital Intangible Assets Include Contents

It is clearly pointed out in Hospital Financial System that intangible assets refer to those assets which do not have physical form but can provide certain rights for the hospital. Intangible assets of the hospital include patent rights, Copyrights, land use rights, non-patented technology, goodwill, application software purchased by the hospital that does not constitute an indispensable part of the relevant hardware and other property rights. At the same time, it also includes intellectual capital without physical form that can bring long-term benefits to the hospital, such as human resources and information resources, including organizational capital of hospital culture, leadership and team collaboration.

### 3. Problems Existing in Hospital Intangible Assets Management

#### 3.1 The Management of Intangible Assets is Not Valued

In China, hospitals are graded according to hospital function, scale, facilities and technology. The potential value of intangible assets is not fully reflected in the rating. Therefore, management tends to focus more on tangible assets when considering the long-term development of a hospital. In addition, since intangible assets have no specific form and can hardly create value for the hospital in a short time, the hospital pays less attention to the follow-up management of intangible assets. But in today's increasingly fierce market competition, the rapid development of knowledge economy, only to improve the value of intangible assets management hospital can promote sustainable

development, strengthen their own competitiveness.

### **3.2 Intangible Assets Management Institutions Are Not Unified**

Although some hospitals have the awareness of attaching importance to intangible assets and have departments related to intangible assets management, such as science and technology Department, hospital office, information department, finance department, etc., the management effect is not satisfactory. Because these departments are respectively responsible for a certain aspect of intangible assets, there is no clear and unified leading responsibility department, which is easy to lead to decentralized management, unclear rights and responsibilities, and their own affairs. The new “Hospital Accounting System” and “Hospital Financial System” put forward corresponding requirements for the confirmation, accounting and management of intangible assets, but because of the rough requirements, it is difficult to implement. In addition, the management of intangible assets has not been in the health industry in China has special laws and regulations, as a result, many hospital management of intangible assets are not making special management system and process, result in the intangible assets management in hospital can't depend on, nowhere, hospital itself is lack of supervision over the use, protection and trading behavior of the intangible assets. Although some hospitals have issued relevant regulations, they are wandering in form and have not been fully put into practice. Because intangible assets are “non-physical”, it is difficult to define the details of relevant documents, even if there are formed documents, there are many obstacles in the implementation; Secondly, China's hospitals lack advanced management experience and mature management mode in intangible assets management, and most universities have not even formulated a special intangible assets management system. When the outflow of talents, it is easy to cause the loss of intangible assets.

### **3.3 Intangible Assets Accounting is Not Comprehensive**

Although some hospitals have realized the importance of intangible assets and included them into accounting, the accounting objects are not comprehensive, mainly accounting for application software and land use right. Across the country, the “intangible assets” section of some hospitals is just for show, left blank or used only to account for acquired intangible assets. However, the intangible assets in accounting are amortized monthly, which makes the balance of intangible assets in the account cannot truly reflect its specific value.

### **3.4 The Management Mechanism of Intangible Assets is Not Perfect**

The medical industry has its particularity, so intangible assets such as brand image, proprietary technology, proprietary achievements and management system have a great impact on the comprehensive strength of hospitals in the process of operation and development. However, the current “Hospital Financial System” and “Hospital Accounting System” do not provide detailed management methods for the management of hospital intangible assets, and generally lack standardization, integrity and unity in the actual management work. Intangible assets management lack of strict system constraints and control supervision, easy to lead to the loss of intangible assets in hospitals. In addition, in the management process of intangible assets, hospitals tend to invest in the links compared with the management of the use and disposal of intangible assets, and the whole life cycle management of intangible assets has not been carried out.

## **4. Hospital Intangible Assets Management Countermeasures**

### **4.1 Increase the Importance of Intangible Asset Management**

Hospitals must pay more attention to intangible asset management, constantly strengthen the awareness of intangible asset management, and clarify the importance of intangible asset management to the development of hospitals. The leadership of the hospital personnel should actively change the traditional management ideas, thorough understanding about the content of the intangible asset management, internal increase the propaganda of intangible assets management in the hospital, so that the hospital staff to understand the intangible asset management, in the daily

work can actively cooperate with, assist the assets management department to carry out the intangible asset management. In addition, the hospital should pay more attention to the use of information technology in intangible assets management, improving the level of management informatization of intangible assets, with the help of advanced information technology tools to create information management platform, through developing the intangible asset management information platform, let the hospital administrators can query on information management platform in real time the actual usage of intangible asset, The management scheme of intangible assets has never been optimized and adjusted to improve the management efficiency of intangible assets.

#### **4.2 Standardize Intangible Assets Management Institutions and Departments**

As a knowledge-technology intensive industry, the competitive advantage and value creation of hospitals increasingly depend on intangible assets. Paying attention to, studying and managing intangible assets from the strategic point of view is the inherent requirement of high quality development of hospitals. Dispersed, given the current public hospital intangible assets management responsibility is not clear, the present situation of the fragmented, suggest to set up dedicated integrated management department as the lead responsibility for intangible assets management department, from the height of the strategic planning and management of intangible assets, the internal floor to establish “unified leadership, under centralized management and decentralized responsibility, responsibility to the people” management system, To be responsible for investment cooperation related to intangible assets. The management of intangible assets in public hospitals is compatible with the knowledge of many disciplines, such as economic management, medicine, law, etc. Therefore, the comprehensive management department needs to cultivate a team of interdisciplinary talents with high quality and strong ability, so as to extend the breadth and depth of intangible assets management.

#### **4.3 Establish a Reasonable Valuation System for Intangible Assets**

Compared with hospital Accounting System, the promulgation of Government Accounting System, especially the promulgation of Government Accounting Standards No. 4 - Intangible Assets, puts forward higher requirements for intangible assets accounting of hospitals. Hospitals shall, in strict accordance with relevant regulations, include intangible assets into accounting, and conduct confirmation, initial measurement, follow-up measurement and disclosure of intangible assets. Based on the characteristics and classification of hospital intangible assets, compares the applicability of the intangible assets value assessment methods, assessment rules and operation method, standard evaluation process, on the basis of fully considering the time value of money, and build a set of objective, scientific and operability is strong public hospital intangible assets value assessment system, reflect the real value of assets.

#### **4.4 Improve the Relevant Management System of Intangible Assets**

Perfect intangible assets management system and process is an effective guarantee for the smooth progress of intangible assets management. Hospitals should be based on the government accounting system (finance and accounting) [2017] no. 25, the patent law system of the trademark law, copyright law and other laws, combined with the characteristics of hospital management, formulate pertinence and maneuverability strong management system and process, Clarify the rights and responsibilities of intangible assets management, correctly guide and standardize the whole process of intangible assets management, so that there is evidence to follow and rules to follow. In the key links such as registration and filing, transformation of achievements and disposal, we will continue to formulate rules for management and implementation, and clarify the core contents such as the subject of property rights, transfer and income distribution. Maintain the legitimate rights and interests of the hospital and prevent the loss of intangible assets through the control of key processes.

## 5. Conclusion

Hospital intangible assets and tangible assets, as an important part of hospital assets. Tangible assets constitute the basic material carrier of a hospital, while intangible assets are the intrinsic power of hospital development. With the progress of science and technology, intangible assets held by hospitals will be further expanded. Only change the traditional thinking, improve the value of intangible assets, build a reasonable evaluation system, set up a sound management system, realize the whole process of management of intangible assets, to prevent loss of intangible assets, ensure the intangible assets value, thus expanding the hospital total capital, promote the competitiveness of the hospital.

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