

PEST Analysis and Development Strategy of the Market Environment of Bondent Oral Digital Platform

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Abstract

With the rapid development of digital technology, the field of oral medicine is undergoing a revolutionary change. As a leader in the industry, its market environment and development strategy have attracted much attention. By using the PEST analysis framework, this paper makes a comprehensive and thorough analysis of the market environment of Bondent oral digital platform from four aspects of politics, economy, society and technology. Based on the results of the PEST analysis, this paper further explores the development strategy of the Bondent oral digital platform. While maintaining the technological innovation, the Bowen platform should strengthen the communication and cooperation with the government, medical institutions and consumers, deepen the market penetration, and enhance the brand influence. In addition, the Bondent platform should also focus on the competitive situation in the industry, constantly optimize the service process, improve the user experience, in order to cope with the increasingly fierce market competition. The research in this paper provides a useful reference for the Bowen oral digital platform to develop reasonable development strategies in the complex and changeable market environment, and also provides a reference for the market analysis and strategy development of other oral digital platforms.

Keywords

Oral Digital Platform; PEST Analysis; Market Environment; Development Strategy.

1. Introduction

With the continuous innovation of medical technology and the promotion of the digital wave, the oral digital platform, as an emerging force in the field of medical technology, is gradually changing the traditional oral medical service mode. With its advanced technology and innovative concept, the Bondent oral digital platform occupies a place in the market. However, in the face of the complex and changeable market environment, how to accurately grasp the market dynamics and develop a reasonable development strategy has become an urgent problem to be solved by the Bondent oral digital platform. Therefore, this paper adopts the PEST analysis framework to conduct in-depth research on the market environment of the Bondent oral digital platform, in order to provide a useful reference for its future development.

2. Overview of the Bone Oral Digital Platform

With the rapid development of information technology, digital technology is increasingly widely used in the field of stomatology. Boen oral digital platform, as the leading comprehensive solution in the industry, is gradually changing the working mode and efficiency of traditional oral medicine with its innovative technology and excellent performance.

2.1. Development History of the Platform

Since its inception, the Platform has been committed to applying the latest digital technology to oral medical practice. After years of research and development and practice, the platform has completed the transformation from basic digitalization to comprehensive intelligence. In the beginning, the platform mainly provided basic digital imaging and data processing services, meeting the basic needs of dental doctors in diagnosis and design. With the continuous progress of technology and the in-depth market demand, the Bowen platform has gradually expanded its functional scope, covering digital design, 3D printing, telemedicine consultation and other aspects, realizing the comprehensive digitalization of oral medical services.

2.2. Main Functions and Characteristics of the Platform

(1) Digital imaging and data processing

The Bondent platform uses advanced digital imaging technology to provide high-definition and accurate oral imaging data. Through the strong data processing ability, doctors can accurately analyze the oral conditions of patients and provide strong support for the follow-up diagnosis and treatment work.

(2) 3D printing technology

Combined with 3D printing technology, the Bondent platform can achieve personalized prosthesis system. According to the specific needs of patients, doctors can design restorations that meet their oral conditions, and quickly produce finished products through 3D printing technology, which greatly improves the efficiency of diagnosis and treatment and the comfort of patients.

(3) Telemedicine consultation

With the help of the Internet platform, the Bowen platform has realized the function of telemedicine consultation. Patients can communicate with doctors in real time through the platform, and doctors can give professional diagnosis and treatment suggestions according to the patients' symptoms and imaging data, which effectively alleviates the problem of uneven distribution of medical resources.

2.3. Market Positioning of the Platform in the Field of Oral Digitalization

Bondent oral digital platform is positioned in the market as a high-end, professional and comprehensive oral digital solution provider. It is committed to serving the majority of oral doctors and patients, through advanced digital technology and comprehensive service content, to improve the level of oral medical diagnosis and treatment and patient experience. At the same time, the platform also focuses on in-depth cooperation and exchanges with experts and scholars in the field of stomatology at home and abroad, and constantly absorbs the latest scientific research achievements and technological progress, so as to maintain its leading position in the market.

3. Market Environment: PEST Analysis

Under the current background of globalization, the development of any industry and enterprise is inevitably affected by political, economic, social and technological factors. For the digital oral cavity industry, in-depth PEST analysis will help us to have a more comprehensive understanding of the market environment and provide strong support for the strategic planning and decision-making of enterprises.

3.1. Political Environment Analysis

The political environment has an important influence on the development of the oral digital platform. Policy support and regulatory restrictions will directly affect the operation and

expansion of the digital platform. In recent years, the Chinese government has adopted a series of important policies and planning measures to promote the orderly development of the oral medical industry. As shown in Table 1, these policies and plans cover many aspects, from infrastructure construction to talent training, from scientific research and innovation to public services, which have laid a solid foundation for the sustainable development of China's oral medicine industry. Among them, the "14th Five-Year Plan" for Healthy Aging ", as an important part of China's current healthy aging strategy, clearly puts forward the main task plan of "implementing oral health action for the elderly, carrying out oral health knowledge publicity and oral health public welfare activities for the elderly"[4]. This is of great practical significance for improving the oral health level of the rapidly increasing elderly population in China, and provides a good policy environment for the development of the oral digital platform. However, with the increasing improvement of regulations, the platform also needs to pay close attention to regulatory changes to ensure compliance.

Table 1. Policies related to the oral medical industry

publish time	policy document	publish department	primary coverage
2016.1	The Outline of the "Healthy China 2030" Plan	The CPC Central Committee and The State Council	proposed to promote the national healthy lifestyle action, carry out special action on healthy mouth, and basically achieve full coverage at county level by 2030; clearly required to strengthen dental hygiene and control the caries rate of 12-year-old children within 25% by 2030 ⁰ .
2019.2	Healthy Oral Action Programme (2019-2025)	National Health Commission	By 2020, the oral health service system will be basically improved, the overall capacity of oral health services will be improved, and the level of oral health care of key groups such as children and the elderly will be steadily improved. By 2025, a social supportive environment for healthy oral health will be basically formed, the level of oral health literacy and the rate of health behaviors will be greatly increased, and oral health services will cover the whole population and the whole life cycle to better meet the health needs of the people ^[2] .
2021.1	Notice of the National Health Commission on the Establishment of the National Stomatological Center	National Health Commission	The National Stomatological Center is set up by Peking University Stomatological Hospital, West China Stomatological Hospital of Sichuan University and the Ninth People's Hospital of the School of Medicine of Shanghai Jiao Tong University. Establish a multi-center cooperative working mechanism to promote the construction and development of the field of stomatology ^[3] .
2022.2	The 14th Five-Year Plan for Healthy Aging	The National Health Commission, the Ministry of Education, etc	In the main task planning, it clearly mentions the implementation of oral health action for the elderly, and carries out oral health knowledge publicity and oral health public welfare activities for the elderly ^[4] .

3.2. Economic Environment Analysis

Economic environment is one of the important factors affecting the development of Bondent oral digital platform. With the rapid growth of China's national economy, people pay more

attention to oral health, which opens a huge market space for the development of oral digital platform. As shown in Figure 1, driven by the strong demand, the scale of China's oral medical service market shows a trend of continuous expansion. It is expected that by 2025, the market scale is expected to reach nearly 300 billion yuan. It is worth noting that, with the continuous growth of the middle and upper class consumer groups, their demand for middle and high-end oral medical services is also continuously growing, indicating that the middle and high-end oral medical service market will usher in a broader space for development[5]. At the same time, the change of the economic environment will also have an important impact on the operating cost and investment return of the Bondent oral digital platform. Therefore, Bondent oral digital platform needs to pay close attention to the economic trend and flexibly adjust the business strategy.

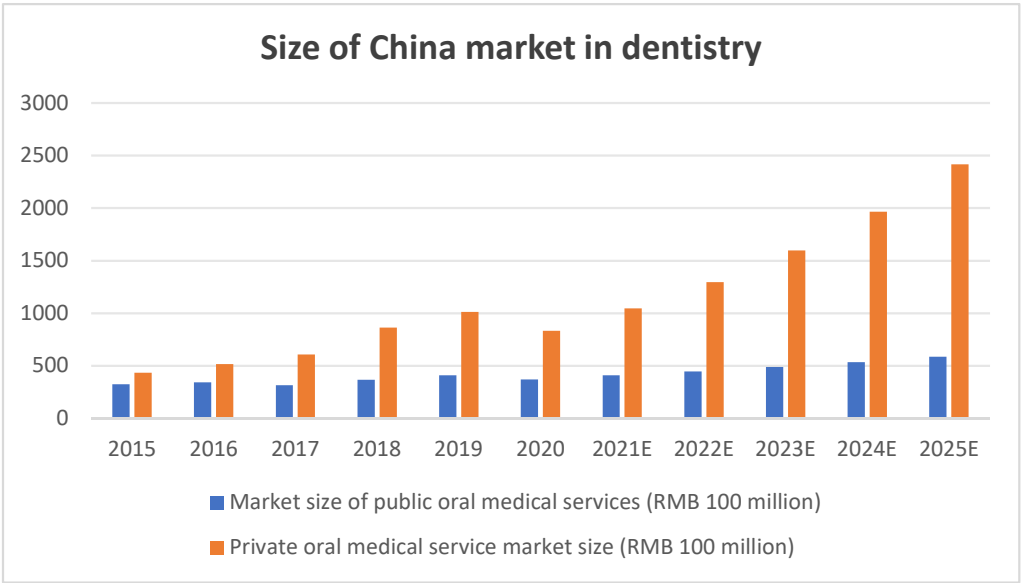


Figure 1. Size of China market in dentistry (Source: Capital Information Network)

3.3. Social and Environment Analysis

The social environment also has an important impact on the development of the digital oral platform. The change of demographic structure, the upgrade of consumption concept and the improvement of health awareness will affect the market demand of Bondent oral digital platform. With the acceleration of the aging society, oral health problems gradually emerge, and their importance becomes increasingly prominent. According to the oral health self-evaluation and oral health expectation data jointly compiled by Dingxiang Doctor Dingxiang and Zhiyan Consulting, as shown in Figure 2, the public's real feelings and expectations of the public for their own oral health are revealed. Specifically, the public's average self-assessment of oral health score was 6.24 points, which means that most people's oral health status did not meet their expectations. More significantly, only 24% of the respondents gave high scores of 8 or more, which further confirms the prevalence and severity of the current oral health problems. At the same time, the average score of people's expectations for oral health is as high as 8.47 points, showing the public's extremely high requirements and expectations for oral health. It is worth noting that up to 80% of respondents expect an oral health status of 8 or above, reflecting their strong pursuit of oral health status and general dissatisfaction with the existing conditions[6]. In addition, consumers' expectations for oral health services are also increasing, and the Bondent oral digital platform needs to continuously improve the quality of service to meet consumer needs.

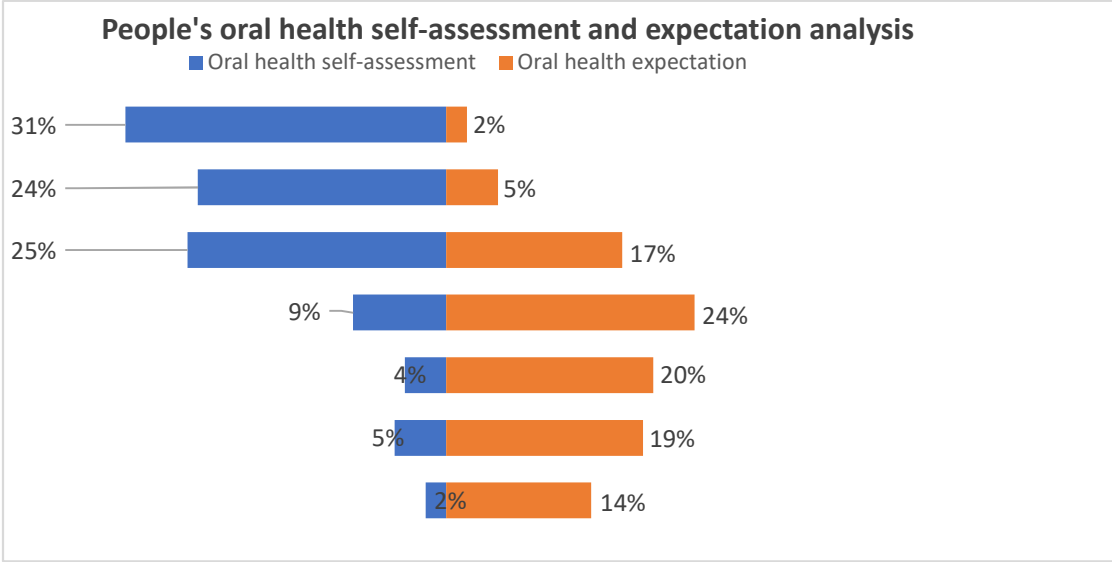


Figure 2. Self-evaluation and expectation analysis of people's oral health
(source: Dingxiang Doctor, Zhiyan consultation)

3.4. Technical Environment Analysis

The technology environment is the core driving force for the development of the Bondent oral digital platform. With the continuous development of digital technology, the oral digital platform has significantly improved the accuracy of diagnosis and treatment, treatment efficiency and service experience. However, the speed of technology upgrading is also accelerating, and the Bondent oral digital platform needs to maintain the pace of technological innovation, and constantly introduce and develop new technologies to maintain the market competitiveness.To sum up, political, economic, social and technological factors together constitute the market environment of the digital oral industry. When conducting market analysis and strategic planning, enterprises must fully consider the impact of these factors, and develop reasonable development strategies and measures to respond to the changes and challenges in the market.

4. Development Strategy of Bondent Oral Digital Platform

4.1. Market Expansion Strategy

In the development of Bondent oral digital platform, the market development strategy is a key link. First of all, it is very important to clarify the choice and positioning of the target market. Through in-depth research and analysis of the market, we can determine the main user groups, such as age group, geographical distribution, consumption habits, etc., so as to more accurately meet their needs. In terms of positioning, we can build the platform into a comprehensive service platform integrating oral health consultation, online appointment, remote diagnosis and treatment and other functions. Second, marketing strategy is equally important as brand promotion. We can use social media, online advertising, partnerships and other channels to promote and promote, to improve the visibility and influence of the platform. At the same time, oral health lectures, free medical consultations and other public welfare activities are held to enhance users' trust and sense of belonging on the platform.

4.2. Technological Innovation Strategy

Technological innovation is the core driving force for the sustainable development of Boen oral digital platform. We will continue to invest in research and development funds to promote the technological upgrading and innovation of the platform. By introducing advanced medical technologies, such as artificial intelligence and big data, the service quality and efficiency of the

platform will be improved. At the same time, we will also actively establish cooperative relations with universities and research institutions, jointly carry out research projects in the field of stomatology, and promote the transformation and application of scientific research results. This cooperation model can not only contribute to the technological innovation of the platform, but also contribute to the cultivation of more stomatology talents.

4.3. Service Optimization Strategy

User experience is an important criterion for evaluating the quality of a platform. We will continue to optimize the service process and function design of the platform to improve the user experience. For example, by simplifying the appointment process and improving the response speed of online consultation, users can feel more convenient and efficient services. In addition, we will also provide diversified, personalized services. According to the needs and preferences of different users, we can launch customized service solutions, such as exclusive health management plans, personalized diagnosis and treatment suggestions, etc. This personalized service mode can better meet the needs of users and improve their satisfaction and loyalty.

4.4. Risk Management Strategy

In the process of development, the Bondent oral digital platform will also face various risks and challenges. Therefore, we need to establish well-established risk management strategies to address these risks. First, we need to identify and evaluate the potential risk points, such as technology leakage, medical malpractice, etc. Then, corresponding countermeasures and plans should be formulated for these risk points, such as strengthening technical safety protection and establishing a perfect medical accident handling mechanism. At the same time, we also need to establish a risk monitoring and reporting mechanism, regularly evaluate and analyze the risk status of the platform, and find and solve potential problems in time. This risk management strategy can help us keep calm and comfortable in the face of risks, ensuring the stability and safe development of the platform.

5. Conclusion and Outlook

After in-depth research and analysis of the Bondent oral digital platform, we draw the following main conclusions. First of all, the application of the Bondent oral digital platform in the field of oral medicine has achieved remarkable results. Through the integration of digital technology, the platform has realized the intelligent, efficient and personalized oral medical services, providing more convenient, accurate and accurate oral medical services for doctors and patients. Secondly, the Bondent oral digital platform plays an important role in data integration and sharing. By building unified data standards and interfaces, the platform realizes the sharing and interworking of oral medical data, and effectively promotes the optimal allocation and efficient utilization of oral medical resources. Finally, the Bondent oral digital platform has played a positive role in promoting the innovation and development of the oral medical industry. By introducing new technologies, new models and new ideas, the platform has promoted the digital transformation and upgrading of the oral medical industry, and injected new impetus into the sustainable development of the industry[7].

Looking into the future, the development of Bondent oral digital platform will face new opportunities and challenges. With the continuous development and popularization of digital technology, the digital transformation of the oral medical industry has become an irreversible trend. Bondent oral digital platform needs to continue to strengthen technology research and development and innovation, and constantly improve the technical level and application capability of the platform, so as to better meet the diversified and personalized needs of oral medical services. At the same time, the platform also needs to strengthen cooperation and

exchanges with all parties inside and outside the industry to jointly promote the digital transformation and upgrading of the oral medical industry. In addition, with the continuous development and change of the oral medical industry, the Bondent oral digital platform needs to constantly optimize and improve its own service mode and functions, in order to adapt to the new needs and trends of the development of the industry. For example, the platform can further expand its applications in telemedicine, intelligent diagnosis, personalized treatment and other aspects, and provide patients with more comprehensive and efficient oral medical services.

In short, the application and development prospects of the Bondent oral digital platform in the field of oral medicine are broad. We look forward to the continuous innovation and improvement of Boonto oral digital platform in the future development, and make greater contribution to the digital transformation and upgrading of the oral medical industry.

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