

Research on the Sustainable Development of Huimin Insurance within the Multi-Level Health Security System: A Case Study of C City

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Abstract

The inclusive commercial health insurance model of Huimin Insurance plays an important role in improving the multi-level security pattern and reducing the economic burden of healthcare for the general public. This paper applies a mixed research method that involves questionnaires and interview methods to investigate the current situation and sustainable development paths for the Huimin Insurance model in City C from both supply-side and demand-side perspectives. The research shows that the gap between income levels and supply guarantees affects the scale and enthusiasm for insurance. Meanwhile, the phenomenon of asymmetric information between insurers and consumers has led to cognitive biases and trust gaps between insurers and consumers. Furthermore, the gap between consumer demands and service qualities affects the depth of insurance coverage and satisfaction rates. Based on the research findings, relevant recommendations are put forward in this paper, aiming to provide theoretical support for the sustainable development of inclusive insurance products in City C and similar areas.

Keywords

multi-level health security system, Huimin Insurance, welfare triangle theory

1. Introduction

Considering the increasing awareness of health among the population, the development of a multi-level health security system has become a national strategic priority. Relevant policy documents, particularly the “Healthy China 2030 Planning Outline” actively advocate for the development of supplementary medical insurance. Based on this, a new form of market-based medical insurance, known as “Urban Customized Commercial Medical Insurance” or “Huimin Insurance” has emerged[1]. It is a form of medical insurance that bridges the gap between basic social insurance and high-end commercial insurance. It is characterized by low enrollment thresholds, extensive coverage, and low premiums, as well as the integration of individual medical insurance accounts[2]. Since the development of “Shenzhen Supplementary Insurance for Serious Illness” in 2015, this form of medical insurance has rapidly expanded beyond major cities to second- and third-tier cities. However, this form of medical insurance is also facing a number of development challenges, including a decrease in enrollment, adverse selection, a risk of mortality spirals, and suspension of sales[3]. Thus, the

development of a multi-level health security system and the effective implementation of the “Healthy China” strategy will depend on the development challenges of affordable health insurance.

2. Literature Review and Theoretical Basis

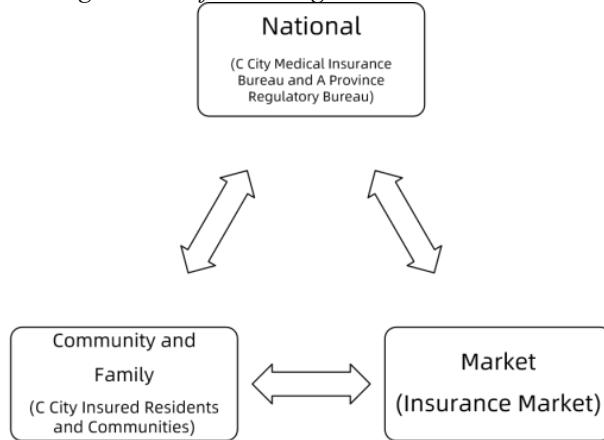
Existing literature on Huimin Insurance mainly revolves around a number of major dimensions related to policy evaluation and participant behavior. By using the PMC (Policy Modeling Consistency) model, Gu Dongming et al. [4] and Luo Jinping et al. [5] found that there are a number of operational challenges, such as unclear cycle delineation, insufficient functions in peripheral domains, and stagnant resources. On the other hand, from a quantitative perspective, Liu Yang et al. [6] used the entropy method based on the TOPSIS method and found that sustainability and compensation capacity are crucial for system sustainability. Moving on to the demand side, Li Gaojie et al. [3] found, based on analysis related to the full lifecycle of insurance participation, that certain decision-making factors are crucial for policyholder behavior. Furthermore, based on field testing, Liu Wendi et al. [7] and Wu Yuxia et al. [8] found, based on psychological behavior analysis, that policyholder behavior is driven by a combination of factors related to knowledge levels, satisfaction, and psychological dynamics. However, as regards external motivating factors, Wu Jian et al. [9] and Wang Qun et al. [10] agree that government intervention remains the major motivating factor for enrollment, while information breadth remains a secondary enhancing factor.

Most of the discussions on the paths of sustainable development focus on mitigating the risk of a “death spiral” and optimizing the institutions. According to Hu Hongwei et al. [11], the current bottlenecks can be attributed to unclear institutional arrangements, thus the need to develop new policy instruments. Wang Qiongyang et al. [12] argue that for effective governance to take place, there is a need to differentiate between the roles of the government and commercial enterprises. In order to improve participant satisfaction, Sun Jie et al. [13] suggest that new payment mechanisms should be implemented. In terms of international benchmarking, Lin Miao et al. [14] use Singapore as a reference and recommend a comprehensive settlement system and a multi-tiered risk pricing framework, while Zheng Yangyang et al. [15] use the analysis results of the US Medicare Social Commercial Partnership Model. In terms of technology, Zhang Chenghe [16] investigates the reform of actuary protocols and service methods based on the application of AI algorithms and blockchain principles, while Mengting C and Xiao Z [17] recommend a dynamic optimization framework for specialty drug coverage.

While the current literature does form a basic foundation for the understanding of the subject, a significant gap has been identified within the current knowledge base in relation to the synergies that exist within the multi-stakeholder coordination system. More specifically, the role of community engagement in the context of the tripartite model of the state, the market, and civil society has not been adequately explored. Within this context, the current study seeks to address the above-stated research question through the application of the Welfare Triangle theory as a tool of analysis, with the empirical context of the study being the Huimin Insurance program in City C.

The research aims to explicitly examine the dynamic interactions between the three major stakeholders within the context of the welfare provision process: (1) the government, which is responsible for the formulation of policies, regulatory oversight, and the establishment of operational equity, (2) market entities (commercial entities/insurers), which are responsible for the implementation of the targeted initiatives for product and risk management, and (3) community entities, which are responsible for the mobilization and bridging of the social context within the context of the enrollment phase.

Figure 1. Welfare Triangle Theoretical Framework



3. Empirical Analysis of Supply and Demand Dynamics for Huimin Insurance in City C

3.1 Overview of C City Huimin Insurance

The pricing strategy of the Huimin Insurance program in City C is based on a differentiated two-tier pricing structure. In particular, the Basic Plan of the Huimin Insurance program is priced at 69 RMB per year, covering a benefit limit of 2 million RMB. On the other hand, the Enhanced Plan of the same program is priced higher, amounting to 159 RMB per year, covering a benefit liability of 3.5 million RMB. In addition to the commercial viability of the program, there is also a focus on social equity. In 2025, 25,600 specialized insurance policies are donated to economically disadvantaged people through corporate and government donations, targeting people with autism and other diseases, such as children. In particular, as far as coverage scope is concerned, the Basic Plan of the Huimin Insurance program covers medical expenses, certain medical expenses on drugs, and hospitalization allowances strictly within the statutory medical insurance system. On the other hand, the coverage scope of the Enhanced Plan of the same program is significantly broader, covering non-reimbursable medical expenses and advanced medical technology, including proton and heavy ion therapy.

3.2 Empirical Analysis of Demand-Side

3.2.1 Survey Overview and Descriptive Statistics

For this research, data collection was carried out in the region of City C from March to September 2025. The study adopted a mixed research design that enabled the collection of data using an online questionnaire and interviews, which ensured that the data collected was diverse. A total of 409 valid responses were obtained from the data collected, giving the study a valid response rate of 97.84%. As shown in Table 1, the questionnaire consisted of four major dimensions, which included sociodemographics, product cognition, purchasing behavior, and satisfaction assessment. Demographically, the sample displayed a balanced gender ratio (females: 50.6%; males: 49.4%). Age distribution was concentrated primarily in the 36–55 cohort, followed by the 18–35 group, with 55.3% of all respondents reporting their marital status as married. Regarding educational attainment, over half of the participants held an associate or bachelor's degree, while 10.5% possessed postgraduate qualifications. Economically, the monthly income distribution skewed towards lower-to-middle brackets: 31.3% earned below 3,000 RMB, and 30.3% earned between 3,000 and 5,000 RMB. In terms of baseline social security coverage, the majority (57.2%) were enrolled in the Urban and Rural Resident Basic Medical Insurance (URRBMI), whereas 41.3% participated in the Urban Employee Basic Medical Insurance (UEBMI).

Table 1: Demographic Characteristics of the Survey Participants

Variable	Number	Percentage/%
Gender		
Male	202	49.4
Female	207	50.6
Age		

Under 18	17	4.2
18–35	240	58.7
36–55	118	28.9
55 and above	34	8.3
Marital Status		
Married	226	55.3
Single	183	44.7
Education		
Junior high school or below	46	11.2
High school or vocational school	80	19.6
College diploma or bachelor's degree	240	58.7
Master's degree or above	43	10.5
Monthly Income		
Below ¥3,000	128	31.3
¥3,000–¥5,000	124	30.3
¥5,000–¥8,000	95	23.2
¥8,000–¥10,000	40	9.8
Above ¥10,000	22	5.4
Basic Medical Insurance Enrollment		
Basic Medical Insurance for Urban and Rural Residents	234	57.2
Basic Medical Insurance for Urban Employees	169	41.3
Other	6	1.5
Huimin Insurance Enrollment		
Yes	155	37.9
No	254	62.1

3.2.2 Single-factor analysis of insurance participation willingness and renewal willingness

Based on the above samples, this study selected 12 variables for single factor analysis, including gender, age, marital status, education level, average monthly income, whether suffering from chronic diseases, whether having major disease experience, the type of basic medical insurance, whether buying other commercial insurance, whether obtaining claims of Huimin Insurance the degree of understanding of Huimin Insurance, and the degree of satisfaction with Huimin Insurance. The findings indicate that the three factors of “Experience with Critical Illness”, “Understanding of Huimin Insurance”, and “Satisfaction” significantly impact respondents' willingness to participate in insurance, as shown in Table 2. Regarding the willingness to renew insurance, “education level”, “History of Claims Compensation”, “Understanding of Huimin Insurance” and “Satisfaction” were found to significantly affect renewal decisions, as indicated in Table 3.

Table 2: Single-Factor Analysis of Respondents' Willingness to Participate in Huimin Insurance

Variable	Willing to buy		χ^2	P-Value
	yes	no		
Gender			0.213	0.644
Male	71	98		
Female	87	131		
Age			1.426	0.700
Under 18	16	16		
18–35	86	125		
36–55	38	60		
55 and above	18	28		
Marital Status			0.002	0.963
Married	69	100		
Single	89	129		
Education			2.385	0.497
Junior high school or below	19	25		
High school or vocational school	40	45		
College diploma or bachelor's degree	73	122		
Master's degree or above	26	37		

Monthly Income			5.682	0.223
Below ¥3,000	54	84		
¥3,000–¥5,000	28	57		
¥5,000–¥8,000	33	35		
¥8,000–¥10,000	31	33		
Above ¥10,000	12	20		
Experience with Chronic Diseases			0.011	0.916
No	131	189		
Yes	27	40		
Experience with Critical Illness			5.852	0.016
No	101	118		
Yes	57	111		
Basic Medical Insurance Enrollment			0.892	0.640
Basic Medical Insurance for Urban and Rural Residents	103	159		
Basic Medical Insurance for Urban Employees	51	66		
Other	4	4		
Purchase of other commercial insurance			0.395	0.530
No	107	148		
Yes	51	81		
Understanding of Huimin Insurance			60.438	0.000
Very poor understanding	42	13		
Poor understanding	55	47		
Basic Understanding	44	99		
High understanding	15	46		
Very high understanding	2	24		
Satisfaction with Huimin Insurance			36.415	0.000
Very dissatisfied	16	6		
Dissatisfied	24	7		
Neutral	76	109		
Satisfied	33	81		
Very satisfied	9	26		

Table 3: Single-Factor Analysis of Respondents' Willingness to Renew Huimin Insurance

Variable	Willing to renew		χ^2	P-Value
	yes	no		
Gender			2.854	0.091
Male	54	146		
Female	46	183		
Age			6.772	0.080
Under 18	5	15		
18–35	45	195		
36–55	31	78		
55 and above	19	41		
Marital Status			0.172	0.678
Married	51	160		
Single	49	169		
Education			12.371	0.006
Junior high school or below	13	27		
High school or vocational school	23	73		
College diploma or bachelor's degree	45	200		
Master's degree or above	19	29		
Monthly Income			7.141	0.129
Below ¥3,000	15	87		
¥3,000–¥5,000	31	95		
¥5,000–¥8,000	25	81		
¥8,000–¥10,000	22	51		
Above ¥10,000	7	15		

Experience with Chronic Diseases			3.555	0.059
No	71	263		
Yes	29	66		
Experience with Critical Illness			3.670	0.055
No	67	185		
Yes	33	144		
Basic Medical Insurance Enrollment			0.922	0.631
Basic Medical Insurance for Urban and Rural Residents	56	192		
Basic Medical Insurance for Urban Employees	43	136		
Other	1	1		
Purchase of Other Commercial Insurance			0.552	0.457
No	55	167		
Yes	45	162		
History of Claims Compensation			7.790	0.005
No	97	3		
Yes	287	42		
Understanding of Huimin Insurance			65.947	0.000
Very poor understanding	24	22		
Poor understanding	28	25		
Basic Understanding	24	95		
High understanding	18	150		
Very high understanding	6	37		
Satisfaction with Huimin Insurance			75.329	0.000
Very dissatisfied	10	2		
Dissatisfied	13	12		
Neutral	57	106		
satisfied	14	151		
Very satisfied	6	58		

3.2.3 Logistic Regression Analysis of Participation and Renewal Determinants

To control for potential confounding factors, variables with $P < 0.05$ from the single-factor analysis were included in the logistic regression. As shown in Table 4, “Understanding of Huimin Insurance” ($\beta = 0.765$, $P < 0.001$, $OR = 2.148$) has a significant positive effect on the willingness to participate in insurance. Similarly, Table 5 shows that “Satisfaction with Huimin Insurance” ($\beta = 0.789$, $P < 0.001$, $OR = 2.201$) significantly positively impacts the willingness to renew insurance.

Table 4: Logistic Regression Analysis of Insurance Enrollment Intentions

Variable	β	S.E.	Wald	P-Value	OR
Experience with Critical Illness	0.394	0.230	2.923	0.087	0.675
Understanding of Huimin Insurance	0.765	0.144	28.229	0.000	2.148
Satisfaction with Huimin Insurance	0.102	0.156	0.425	0.514	1.107
constant	-2.156	0.437	24.326	0.000	0.116

Table 5: Logistic Regression Analysis of Renewal Intentions

Variable	β	S.E.	Wald	P	OR
Education	-0.057	0.155	0.136	0.712	0.944
History of Claims Compensation	0.773	0.630	1.508	0.219	2.167
Understanding of Huimin Insurance	0.312	0.135	5.363	0.021	1.366
Satisfaction with Huimin Insurance	0.789	0.188	17.565	0.000	2.201
constant	-2.132	0.741	8.287	0.004	0.119

3.2.4 Qualitative Analysis of Claim Experiences and Challenges

In addition to the quantitative survey, semi-structured in-depth interviews were conducted with representative claimants to identify behavioral drivers. The thematic analysis reveals three systemic hurdles: administrative efficiency in offline settlements, cognitive understanding of policy terms, and the gap between expected and actual utility of coverage.

Firstly, with regard to process efficiency, respondents complained about the “time-consuming and inefficient process of filing claims manually.” They strongly recommend the integration of the system with medical institutions to improve efficiency. Secondly, with regard to cognitive understanding, respondents were seen to have a shallow understanding of key terms such as deductibles and the policy's premium value. Most of the respondents were observed to have the perception that the actual deductible amount is more than they initially thought, and this can be attributed to the complex process of subtraction and proportionate reimbursement. Finally, there is a difference between the amount received and the economic burden, and this affects the intent to renew the product.

3.3 Qualitative Assessment of Supply-Side Operations

To analyze the dynamics of the supply side, this study employed semi-structured in-depth interviews, which targeted key decision-makers in the insurance firm. The target population specifically included the operational heads of the Huimin Insurance Project in City C and the senior directors of the claims department. The interview guide was designed to target four strategic dimensions: the governance structure of the coinsurance consortium, actuarial performance (enrollment rates and loss ratios), service process efficiency, and the management's perception of consumer sentiment and satisfaction.

The Huimin Insurance Project in City C adopts a coinsurance scheme, in which the insurance is jointly offered by eight insurance companies. The main business operations involve system development, claims handling, network administration, and handling everyday customer inquiries, among others. The leading company undertakes the vast majority of tasks, while the other coinsurance companies allocate compensation solely on the basis of their share ratio. This practice leads to a gross imbalance in the allocation of authority and responsibility, with an unreasonably high concentration of operational expenses and a consequent decrease in synergy efficiency.

This is evident from the enrollment statistics, which show a consistent decline in the portfolio. This has resulted in critical structural bottlenecks in the promotional channels. The portfolio has significantly declined from its peak of 1.13 million insured in 2022 to 580,000 by August 2025. Currently, C City Huimin Insurance uses online and offline co-promotion channels. However, offline promotion efforts are insufficient, with publicity mainly limited to the central urban area. “Offline channels are primarily promoted by employees of the coinsurance body's insurance companies, accounting for 45%-50%.” Promotion in counties, townships, and rural areas is seriously inadequate. These areas are more likely to use face-to-face offline channels for consultations, which has resulted in a significant decline in the coverage of Huimin Insurance.

This has created a sense of dissonance, as the information is often misrepresented. Currently, the process of settling claims for C City Huimin Insurance is done offline. “Claims are mostly processed offline at 22 fully-covered outlets, where users submit documents locally; the internet is only used for consultations, not online submission.” The offline nature of the operations of the company has created a number of problems, as it is prone to distortion and error.

Besides, the general public does not have a clear understanding of the ‘deductibles’ and “scope of coverage” concepts. “Consultations and complaints mainly focus on the insufficient understanding of deductibles, where the general public thinks that there should be no deductibles after the reimbursement of medical insurance, and becomes confused between internal and external medical expenses.” This generates cognitive biases for the general public, where they think that there is a difficulty in the insurance claims and reimbursement process, leading to a lack of trust in the insurance renewal process.

4. Results

4.1 The disparity between supply security and disposable income limits the scope and desire for insurance participation

In spite of the hierarchical security model establishing a Basic and Enhanced version, according to the questionnaire study, 31.3% of groups have a monthly income below 3000 RMB. After paying the premium for basic medical insurance, the capacity for economic payment for the enhanced version is limited for this part of the group. Therefore, a large number of basic version selections with comparatively limited coverage scope

are made. Thus, despite a high demand for security enhancement for low-income groups who are at high risk, the coverage scope is lower than expected. Therefore, a vicious cycle is created due to a fundamental difference between supply and demand. The difference between coverage scope and payment capacity limits the scale of insurance participation. The decrease in the insurance participation scale increases compensation pressure. Conversely, increases in compensation pressure limit coverage scope enhancement potential, and therefore Huimin Insurance products are confronted with a problem of “inclusiveness” and “sustainability.”

4.2 Information Asymmetry Between Supply and Demand Results in Cognitive Bias and a Trust Deficit

Due to the knowledge asymmetry between supply and demand, various adverse effects have emerged. Among these is the misconception by some residents that there is no need to deduct the deductible amount after receiving medical insurance reimbursement. Others think that Huimin Insurance is a basic medical insurance product and only provides routine outpatient services. When their actual claims experience is lower than their expectations, it leads them to develop a negative perception of the product as "ineffectual," resulting in a large underestimation of its real value. Another adverse effect is that the information transmission between supply and demand is inefficient, and channels for understanding Huimin Insurance are limited. As reported by the claimants, “22 outlets handle a total of 120-130 consultations daily,” and a large proportion of them are related to inquiries on product coverage, claims, and other related issues. Not only does this mode increase costs, but it also reflects the high levels of uncertainty associated with the understanding of the product by local residents. If the efficiency of knowledge transmission is not enhanced in a timely manner, cognitive biases and distrust will be further exacerbated.

4.3 The Disparity Between Service Quality and Expectations Influences the Extent of Coverage and Overall Satisfaction

There is a clear disparity between the service quality provided by insurance companies and the expectations of policyholders. This disparity is a limiting factor for the expansion of product coverage and the ability of the product to meet essential needs. The structure of the offline service network is not well designed. The offline promotional resources of the coinsurance organization are concentrated in urban areas and insufficient in rural areas, where citizens mainly rely on in-person consultation channels. Moreover, the effectiveness of the claim settlement service is suboptimal. The claim settlement service utilizes the conventional manual settlement mode, in which the medical insurance settlement form is submitted offline to seek reimbursement. Such a mode not only incurs increased operating costs but, more importantly, affects the efficiency of Huimin Insurance and the satisfaction of policyholders owing to the inefficient claim settlement service and the prepayment of funds.

5. Conclusions

5.1 Optimize Product Design and Improve Enthusiasm for Insurance Participation

In order to boost participation rates with the insurance, it is imperative to enhance the benefits that can be derived from the insurance, such as health consultation benefits, online consultation benefits, and medical examination benefits. The benefits can act as a motivator to the insured individual who has not yet made a claim, thus increasing their willingness to engage with the insurance product. In addition, the development of the personal medical insurance account should be encouraged, whereby payments can be made from the accounts of the family members to boost “family solidarity”, thus improving the family's ability to manage risk. In order to boost the motivation of users to renew their insurance, it is imperative to introduce the continuous insurance incentive scheme, whereby the reduction of the deductible and reimbursement rate will be given to users who renew their insurance.

5.2 Streamline the Claims Procedure and Improve Service Accessibility

In order to ensure the smooth implementation of the above-mentioned online claim processing, it is essential to further promote the electronic examination of medical invoices, diagnostic certificates, and other relevant documents, so as to improve the efficiency of claim processing. In addition, in order to ensure that

comprehensive settlement service can be provided, it is essential to continue to advance the pilot integration of the hospital medical insurance system. This will make it possible to process claims for basic medical insurance and Huimin Insurance at the same time when discharged, so as to reduce the burden of advance fund payments. Finally, it is essential to focus on the establishment of convenient service locations or mobile service posts in rural and remote areas, so that the claim handling of groups with limited access to the internet can be adequately facilitated, thereby improving the service experience and customer satisfaction of insurance participation.

5.3 Innovate Publicity Methods and Broaden Publicity Channels

A move towards policy advocacy needs to be made, wherein entities such as community organizations and healthcare institutions need to be involved, especially targeting those who are more likely to participate in offline communication, such as the elderly population and those living in rural areas. It must be ensured that efforts are made towards simplifying key terms related to the policy, such as “deductible” “reimbursement ratio” “scope of coverage”. This can be done by creating short and easily understandable forms of media such as videos and brochures. It is also important to use various forms of communication media such as social media, television, and bulletin boards to the fullest extent. These steps not only need to be effective in providing an appropriate understanding of the product information and the process of claiming, but also create a sense of trust and identity within the system

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Conflicts of Interest

The authors declare no conflict of interest.

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