Rebuilding the Chain of Trust: Yan Honghui Decrypts the "Code of Doctor-Patient Trust" in Healthcare

From Corporate Practice to Theoretical Breakthrough in the Executive DBA of Université Paris Dauphine-PSL

Yan Honghui, a healthcare veteran with two decades of industry experience and founder of Bohou Medical, has transformed her entrepreneurial insights into academic rigor through the **Executive DBA of Université Paris Dauphine-PSL**. Her seminal work, *Human-Centered Healthcare: Exploring Medical Ethics, Social Responsibility, and Digital Technology in Doctor-Patient Relationships* (published by Tsinghua University Press), marks a paradigm shift from intuitive experience to systematic research. By embedding trust mechanisms into China's hierarchical medical system, her groundbreaking "Dynamic Model of Doctor-Patient Interaction Quality" offers actionable solutions to systemic healthcare challenges—a testament to how the program elevates Chinese management practices into universal theories.

Origins of Research: A Tragedy That Sparked Academic Inquiry

The 2019 murder of Dr. Yang Wen in Beijing became a pivotal moment for Yan Honghui's doctoral journey. "I was struggling to define my DBA research focus, but this tragedy exposed the systemic breakdown of trust in healthcare," she recalls. Despite diverse research options, Yan anchored her study on doctor-patient relationships—a complex interplay of institutional constraints, human empathy, and technological rationality.

Human-Centered Healthcare: Diagnosing the "Triangular Dilemma"

The book dissects the core conflict: under macro-level policy frameworks, healthcare institutions balance competency enhancement with risk management, clinicians juggle protocol adherence and efficiency pressures, while patients grapple with information asymmetry and emotional needs.

This "**triangular dilemma**"—where patient satisfaction, professional dignity, and institutional sustainability clash—reveals a systemic battle among medical ethics, efficiency mechanisms, and trust deficits.

To address this, Yan embarked on a five-year academic odyssey:

· Applied grounded theory methodology with **3 rounds of surveys** (267 samples), **93 clinician observations** across 4 cities, **4 in-depth interview cycles**, and **100+ service scenario analyses**.

· Analyzed **876 archival documents** spanning 200 cities, using open coding to extract **677 tags**, **40 concepts**, **16 subcategories**, and **4 core categories** tied to "key factors in doctor-patient relationships."

· Synthesized a **novel service model** integrating medical ethics, corporate social responsibility, and digital platforms to resolve systemic inefficiencies.

The "Dynamic Model of Doctor-Patient Interaction Quality": Closing the Loop Between Theory and Practice

Yan's model transcends traditional satisfaction studies by emphasizing trust accumulation through interaction quality. "China's hierarchical medical system faces unique challenges—resource

disparities, patient distrust in grassroots institutions. This model maps trust-building pathways to alleviate tensions," she explains.

Validated in Bohou Medical's expansion, the framework has enhanced patient satisfaction and trust metrics.

Now, Yan is driving industry-wide adoption: "We've become a benchmark for peers. Sharing this model through the book is just the start—I'm preparing a popularized edition to spur sector-wide transformation."

The Dual Identity: Entrepreneur and Scholar

Reflecting on her **Executive DBA of Université Paris Dauphine-PSL** journey, Yan likens it to "intellectual reconstructive surgery." "**The greatest challenge wasn't research itself but distilling fragmented experiences into theoretical frameworks,**" she notes. "**Entrepreneurial knowledge is like scattered pearls—researchers must identify their value and string them into coherent theories.**"

Program mentors and case studies proved instrumental: "They helped bridge theory and practice."

On balancing dual roles: "Initially, being a scholar and entrepreneur felt contradictory, but that tension became generative. My business provides real-world data; research offers theoretical lenses." To manage both, Yan implemented strict time blocks for research and operations—a discipline that keeps Bohou Medical agile yet deeply analytical amid industry turbulence.

Five Years of Refinement: From Experience to Theory

When Yan enrolled in the DBA in 2018, her goal was pragmatic: "I sought structured academic training to elevate my career and personal growth. Critical life choices define us." After evaluating top programs globally, she chose the **Executive DBA of Université Paris Dauphine-PSL**: "Its global rankings, faculty excellence, and 'cultivating corporate thinkers' philosophy aligned perfectly with my aspirations."

Seven years later, she affirms: "This remains one of my wisest decisions. The program has been transformative."

In July 2023, Yan defended her thesis with **Highest Honors** before a Franco-Chinese review panel. By December 2024, her book—hailed by mentor Prof. Zhang Shixian as "a socially transformative study that balances theoretical innovation with managerial pragmatism"—was published.

Yan envisions three impacts:

· Informing policymakers with evidence-based frameworks.

· Equipping healthcare leaders with replicable models.

· Inspiring scholars to explore medical humanities.

The Rise of Entrepreneur-Scholars: Why DBA Matters

Yan observes growing DBA enrollment among executives: "As volatility outpaces experience, DBA's theoretical rigor helps convert fragmented insights into scalable strategies. It's about

sustaining competitiveness in the knowledge economy." For her, the program's lifelong learning ecosystem enables mutual reinforcement between personal growth and organizational evolution.

To her 2018 self, Yan says: "**You scaled unimaginable heights. This program isn't a summit to conquer but a constellation that lifts us higher. The 'peak' exists to give climbers new wings.**"

With Yan's publication, the **Executive DBA of Université Paris Dauphine-PSL** has now produced **6 alumni-authored books** through Tsinghua University Press and other channels. These China-rooted theories continue to shape global management discourse, proving that local practices can inspire universal solutions.

Developing Chinese Management Philosophy

Driven by technological revolutions like AI, enterprises face multifaceted pressures in strategy, organizational structure, talent management, and technological adaptation. Pursuing the **Executive DBA of Université Paris Dauphine-PSL** not only equips leaders to navigate these challenges but also represents a historic opportunity to synthesize China's traditional management wisdom with four decades of reform and opening-up experience—ultimately advancing a uniquely **Chinese Management Philosophy**.

A Decade of Scholarly Impact: Building a Library of Chinese Management Thought

Over the past decade, the program has produced **80+ doctoral theses**, forming a robust academic repository across domains including:

- Management Innovation & Business Models
- Leadership & Organizational Transformation
- Strategic Management & Dynamic Capabilities
- Cross-Cultural Governance & Financial Innovation
- Risk Management & Performance Optimization
- Digital Transformation & Sustainable Development

To amplify the reach of these ideas, the program has partnered with **Tsinghua University Press** and **Economic Management Press** to publish a book series titled Management Theories Rooted in Chinese Practice. These publications empower scholar-practitioners while elevating the quality of management practices globally, bridging academic rigor with real-world impact.