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Original Paper

Research on the Construction and Application of a Precision Service Platform for Pharmaceutical Knowledge Based on Media Convergence to Serve Industry Groups and the Public

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Abstract

This paper aims to introduce in detail a precision service platform for pharmaceutical knowledge built upon the resources of the "China Pharmacy" journal. This platform leverages artificial intelligence technology to achieve intelligent generation, integration, and dissemination of pharmaceutical knowledge. The paper first elaborates on the development background, purpose, and significance of the platform, and then conducts a comprehensive analysis of the platform's core functions, technical implementation, operational effects, and future prospects. Through this platform, pharmaceutical knowledge is more widely and precisely disseminated to the public, enhancing the public's pharmaceutical literacy and health awareness. It provides an important reference for the deep integration of traditional publishing and digital services for scientific journals.

Keywords

precision service for pharmaceutical knowledge, artificial intelligence, media convergence, online version of "China Pharmacy", platform construction

1. Introduction

With the rapid development of information technology and the widespread popularization of the internet, media convergence has become an inevitable trend. As an authoritative journal in the field of pharmacy, the "China Pharmacy" journal actively responds to the national call for promoting the deep integration of publishing and fully utilizes its rich pharmaceutical resources and professional editorial team. By combining new media and artificial intelligence technology, it has launched the online version of "China Pharmacy" and built a precision service platform for pharmaceutical knowledge on this basis. The construction of this platform not only provides a professional academic exchange platform for

pharmaceutical researchers but also popularizes pharmaceutical knowledge to the public in a more understandable and diverse form, enhancing the public's pharmaceutical literacy and health awareness (Publicity Department of the CPC Central Committee, 2022).

2. Development Background and Purpose

2.1 Development Background

2.1.1 Implementation of the Healthy China Strategy

The implementation of the "Healthy China" strategy proposed at the 19th National Congress of the Communist Party of China is an important strategic arrangement made by the Party Central Committee with Comrade Xi Jinping at its core, based on the people's demand for a better life and aiming to comprehensively improve the people's health level and promote their healthy development. It provides a specific implementation plan for building a healthy China in the new era. The implementation of the Healthy China strategy puts forward new requirements for the development of the pharmaceutical field, namely, the need to popularize pharmaceutical knowledge more widely and precisely, and improve the public's health awareness and self-care ability (Li, Liu, Ma et al., 2022).

2.1.2 Rapid Development of the Pharmaceutical Industry

The pharmaceutical industry is a knowledge-intensive industry with rapid knowledge updates. With the constant changes in diseases, upgrades of viruses and bacteria, and the emergence of new technologies and applications for medicines, the demand for pharmaceutical knowledge among pharmaceutical workers and the general public is increasing. However, traditional print media can no longer satisfy the public's demand for constantly updated pharmaceutical knowledge. Therefore, utilizing new media and artificial intelligence technology to achieve intelligent generation, integration, and dissemination of pharmaceutical knowledge has become an inevitable trend in the development of the pharmaceutical field.

2.1.3 Development Trend of Media Convergence

In the era of all-media development, media convergence has become an inevitable trend. The integration of traditional and new media not only broadens the channels of information dissemination but also improves the efficiency and coverage of information dissemination. For the pharmaceutical field, leveraging the power of media convergence can present pharmaceutical knowledge to the public in a more vivid and intuitive form, enhancing the public's acceptance and understanding.

2.1.4 Urgent Need for Digital Transformation

As a professional scientific journal, the "China Pharmacy" journal actively responds to the national call for promoting the deep integration of publishing and is committed to integrating pharmaceutical professional resources with new media. Through digital transformation, it can not only provide a platform for publishing professional academic papers on new pharmaceutical technologies and drug

applications for pharmaceutical researchers but also effectively integrate and utilize resources to popularize them to the public, bridging the gap between pharmaceutical experts and the general public.

2.2 Development Purpose

The purpose of this project is to build a precision service platform for pharmaceutical knowledge based on the resources of the "China Pharmacy" journal, combined with new media and artificial intelligence technology. Through this platform, the intelligent generation, integration, and dissemination of pharmaceutical knowledge can be achieved, meeting the personalized needs of different user groups. At the same time, through precise push, the precision and efficiency of science popularization services can be improved, contributing to enhancing the public's pharmaceutical literacy and health awareness.

3. Core Functions of the Platform

3.1 Intelligent Review and Editing Processing

3.1.1 Efficient Submission and Review System

The platform utilizes artificial intelligence technology to construct an efficient submission and review system. This system can handle a large number of science popularization manuscripts, conduct preliminary evaluation and screening through natural language processing and machine learning algorithms. Editors can quickly judge the quality and academic value of manuscripts based on the system's preliminary review suggestions, thereby significantly shortening the review cycle and improving the accuracy and fairness of the review (Duan, Li, Ma et al., 2020).

3.1.2 Academic Misconduct Detection and AI Semantic Plagiarism Check

To ensure the originality of manuscripts, the platform integrates artificial intelligence-based academic misconduct detection and AI semantic plagiarism check functions. These functions can quickly detect duplicate content and the percentage of plagiarism in manuscripts, effectively maintaining the rigor and fairness of academic publishing.

3.1.3 Auxiliary Technologies for Text, Image, Audio, and Video

In the editing and processing stage, the platform is equipped with auxiliary technologies for text, image, audio, and video. These technologies can automatically identify and correct typos, grammatical errors in manuscripts, and provide intelligent editing suggestions for text, images, audio, and video. By integrating the Black Horse proofreading system and the Shanfeng reference system, the platform further improves the accuracy and standardization of editing, achieving full intelligent processing from submission to editing.

3.2 Intelligent Publishing

3.2.1 Automatic Format Conversion and Layout

Through the intelligent publishing system, manuscripts can automatically undergo format conversion and layout, quickly generating publishing versions suitable for different media platforms (Duan, Zou, Li

et al., 2021). This not only saves a lot of manual layout time but also ensures the consistency and professionalism of the published content.

3.2.2 Multi-platform Publishing

The platform supports publishing on multiple media platforms, including the China Pharmacy website, China Pharmacy mobile website, official WeChat platform, Weibo, the Pharmaceutical Policy Cloud Classroom platform, and APPs. Through multi-platform publishing, the platform can expand its audience reach, improve dissemination efficiency, and make pharmaceutical knowledge more widely accessible to the public.

3.3 Intelligent Generation of Science Popularization Products

The platform utilizes AI video production technology to automatically generate high-quality pharmaceutical science popularization videos from science popularization texts and journal articles. These videos present pharmaceutical knowledge in a vivid and intuitive form, enhancing the public's acceptance and understanding. At the same time, through video dissemination, the platform can attract more users to pay attention to pharmaceutical knowledge and promote the science popularization work in the pharmaceutical field to a higher level. A schematic diagram of the platform's core functions is shown in Figure 1.

Figure 1. A Schematic Diagram of the Platform's Core Functions

3.4 Precise Push

3.4.1 User Profile Construction

The platform constructs user profiles by analyzing users' browsing history, reading habits, and interest preferences. Through user profiles, the platform can more accurately understand users' needs and interests, providing strong support for precise push (Li, Zou, & Duan, 2020).

3.4.2 Precise Push Service

Based on user profiles, the platform can select domestic and foreign journal readers and targeted general authors as dissemination objects and push matching science popularization content. The service records push behavior, tracks viewing rates and citation situations, and statistics on the number of articles published by the audience, themes, platform distribution, and reading habits. Through precise push services, the platform can improve the precision and efficiency of science popularization services, meeting the personalized needs of different user groups.

3.5 Comprehensive Evaluation

3.5.1 Multi-dimensional Evaluation System

The platform combines a multi-dimensional evaluation system to comprehensively evaluate published manuscripts based on multiple indicators such as academic content, topic innovation, click-through rates, reposting and forwarding volumes, and online voting numbers (Li, 2025). Through the multi-dimensional evaluation system, the platform can more objectively evaluate the quality and influence of manuscripts, ensuring the authority and professionalism of the platform's content.

3.5.2 Excellent Work Selection and Incentives

The platform regularly selects excellent works and provides corresponding incentives and honors to the authors. Through the excellent work selection and incentive mechanism, the platform can encourage the creative enthusiasm of excellent authors and improve the quality and influence of the platform's content.

4. Technical Implementation of the Platform

4.1 Digital Network Publishing Technology

4.1.1 HTML5 and JavaScript Technology

The platform's webpage interface adopts HTML5 as the standard and is programmed using the JavaScript programming language. Through HTML5 and JavaScript technology, the platform can achieve diverse content presentation forms, displaying different effects based on different display tools.

4.1.2 Audio and Video Processing Technology

The platform utilizes audio and video processing tools such as Adobe Premier Pro CC 2018 and Adobe Photoshop CC 2018 to edit, dub, and add subtitles to science popularization videos. Through audio and video processing technology, the platform can produce high-quality pharmaceutical science popularization videos, improving the viewing experience and dissemination effect of the videos.

4.1.3 Electronic Journal Production Technology

The platform adopts the Fangzheng Academic Publishing Cloud Platform's XML intelligent production service arrangement and then uses Flip PDF Professional to produce electronic journals. Electronic journals not only facilitate online reading and downloading by users but also improve the dissemination efficiency and coverage of journals.

4.2 Editorial and Publishing Technologies for Scientific Journals

4.2.1 Column Planning and Manuscript Organization

The platform leverages the expertise of scientific journal publishing professionals to plan columns and organize manuscripts. Through column planning and manuscript organization, the platform ensures the academic and professional quality of the content, meeting users' knowledge needs.

4.2.2 Process Control

The platform implements process control in editing by compiling and enforcing the "Manual for Editors and Publishers of the Online Edition of China Pharmacy". Through process control, the platform ensures the standardization and efficiency of editing work, improving the speed and quality of manuscript processing.

4.2.3 Three-Review and Three-Proofreading System

The platform strictly enforces a three-review and three-proofreading system to ensure the quality and accuracy of the content. Through this system, the platform promptly identifies and corrects errors and deficiencies in manuscripts, enhancing the readability and credibility of the content.

4.3 Artificial Intelligence Technologies

4.3.1 Natural Language Processing and Machine Learning Algorithms

The platform utilizes natural language processing and machine learning algorithms to conduct preliminary evaluations and screenings of manuscripts. Through these technologies, the platform can more accurately assess the quality and academic value of manuscripts, improving the accuracy and fairness of the review process.

4.3.2 Intelligent Recommendation System

The platform employs an intelligent recommendation system to push more precise and personalized pharmaceutical knowledge to users based on their browsing history and preferences. Through this system, the platform enhances users' learning interest and efficiency, further improving the platform's science popularization and outreach efforts (Table 2).

Table 2. Technical Components and Roles in the Precision Service Platform for Pharmaceutical Knowledge

Technology	Description	Role in the Platform
HTML5 & JavaScript	Webpage interface standard and programming language	Enables diverse content presentation forms and interactive features.
Audio & Video Processing (e.g., Adobe Premier Pro CC 2018, Adobe Photoshop CC 2018)	Tools for editing, dubbing, and adding subtitles to videos	Produces high-quality pharmaceutical science popularization videos.
Electronic Journal Production (e.g., Fangzheng Academic Publishing Cloud Platform, Flip PDF Professional)	XML intelligent production service and PDF conversion tool	Facilitates online reading, downloading, and dissemination of electronic journals.
Column Planning & Manuscript Organization	Expertise in scientific journal publishing	Ensures academic and professional quality of platform content.
Process Control (Manual for Editors and Publishers of the Online Edition of China Pharmacy)	Standardized editing workflow	Ensures standardization and efficiency of editing work.
Three-Review & Three-Proofreading System	Quality assurance process	Ensures content accuracy and readability.
Natural Language Processing & Machine Learning	AI-based evaluation and screening	Improves accuracy and fairness of manuscript

Technology	Description	Role in the Platform
Algorithms		reviews.
Intelligent Recommendation System	AI-driven content recommendation	Provides personalized and precise pharmaceutical knowledge to users.

5. Platform Operation Results

5.1 Publishing Overview

Since its launch, the platform has achieved significant publishing results. As of June 30, 2022, it has published 18 issues (quarterly collections), with a total of over 470 original reports or articles, including approximately 30 episodes of science popularization interviews and educational videos. The total number of reads and shares has exceeded 1 million. The platform effectively bridges the gap between medical and pharmaceutical professionals and the general public, promoting the dissemination of pharmaceutical knowledge.

5.2 Editorial Board Formation and Academic Conference Organization

5.2.1 Editorial Board Formation

In July 2019, the Online Edition Editorial Center of China Pharmacy assembled the first editorial board of the Online Edition of China Pharmacy through online public recruitment of volunteers. After further expanding the team in 2020, the editorial board now comprises over 80 members, including experts and outstanding young pharmaceutical workers from medical institutions at all levels nationwide, providing expert support for the academic quality of the online edition.

5.2.2 Academic Conference Organization

The first meeting of the first editorial board of the Online Edition of China Pharmacy, sponsored by the China Pharmacy Editorial and Publishing Center, was held in Hangzhou on November 28, 2020, and the second meeting was held online on December 10, 2021. The meetings facilitated academic exchanges and discussions on topics such as pharmaceutical service practices, clinical rational drug use, and the development of pharmaceutical science popularization, providing valuable guidance for the future development of the online edition and the establishment and improvement of its talent pool.

5.3 Social Benefits

5.3.1 Enhancing Public Pharmaceutical Literacy and Health Awareness

The platform primarily targets grassroots medical personnel and the general public to promote, educate, and popularize pharmaceutical knowledge, playing a crucial role in improving residents' medication knowledge and guiding the public to use medications scientifically, rationally, and economically. Through the platform, the public can more easily access pharmaceutical knowledge and enhance their self-care abilities.

5.3.2 Guiding Rational Drug Use Among Special and Chronic Disease Populations

The platform guides special populations and those with chronic diseases on the rational use of medications through promotions on pediatric medication, medication use during pregnancy, and medication for cardiovascular diseases. These promotional contents not only enhance medication safety awareness among these populations but also promote communication and trust between patients and healthcare providers.

5.3.3 Providing Information Sharing Channels for Pharmaceutical Professionals

The platform interprets the latest pharmaceutical policies, delivers cutting-edge pharmaceutical information, and collects rare cases of adverse drug reactions for medical and health workers. Through the platform, pharmaceutical professionals can stay informed about industry trends and policy changes, enhancing their professional competence and service capabilities.

5.3.4 Receiving Industry Recognition and Honors

Since its launch, the platform has received widespread praise and recognition from peers. In 2019, the Online Edition of China Pharmacy won the Chongqing 2018 Excellent Digital Publishing Project Award, becoming the only scientific journal media to receive this honor. Additionally, the China Pharmacy Editorial and Publishing Center has received honors such as the "Special Contribution Award for Combating COVID-19 by Chongqing Digital Publishing Units" and the "Chongqing Excellent Digital Publishing Enterprise".

5.4 Economic Benefits

Although the copyright of the Online Edition of China Pharmacy belongs to Chongqing University Cancer Hospital, a public welfare institution that cannot engage in market operations according to regulations, the platform still possesses certain advertising effects and economic growth potential from an economic perspective. The platform can bring advertising effects to enterprises in terms of promoting medications, rational medication use, pharmaceutical economics, medication sales, or medication efficacy rankings, facilitating brand building and market promotion for pharmaceutical companies.

6. Platform Case Study—The Online Edition of China Pharmacy

6.1 Overview of the Online Edition of China Pharmacy

The Online Edition of China Pharmacy is an innovative attempt by the China Pharmacy journal in the new era. As the foundation of the precision pharmaceutical knowledge service platform, the Online Edition of China Pharmacy was established in 2018 and is regularly published on platforms such as the China Pharmacy website, mobile site, official WeChat, Weibo, the Pharmaceutical Policy Cloud Classroom platform, and app. Adhering to the principle of "navigating medical and health care, safeguarding medication use for the public", the platform features special columns such as "Pharmaceutical Frontiers", "Humanistic Pharmacy", "Pharmacists Talk about Medications", "Public Health", "Home Medicine Cabinet", "Pharmacy Vision", and "Typical Cases", targeting hospital pharmacy departments (pharmacy divisions), various levels of personnel working in community pharmacies (drugstores), and the general public as its readers (Li, Shu, & Zou, 2025).

6.2 Core Functions and Applications of the Online Edition of China Pharmacy

6.2.1 Generation and Dissemination of Science Popularization Content

The Online Edition of China Pharmacy leverages artificial intelligence technologies to realize the intelligent generation and dissemination of science popularization content. By integrating pharmaceutical professional knowledge and new media resources, the platform transforms abstruse pharmaceutical knowledge into easily understandable and diverse science popularization content. Simultaneously, through multi-platform publishing and precision push services, the platform widely disseminates science popularization content to the public, enhancing public pharmaceutical literacy and health awareness.

6.2.2 Establishment of an Academic Exchange Platform

The Online Edition of China Pharmacy not only provides a professional academic exchange platform for pharmaceutical researchers but also promotes information sharing and cooperation among pharmaceutical professionals. Through the platform, pharmaceutical professionals can stay informed about industry trends and policy changes, participate in academic discussions and exchange activities, and enhance their professional competence and service capabilities.

6.2.3 Meeting User Needs and Providing Personalized Services

The Online Edition of China Pharmacy achieves precise understanding of user needs and provides personalized services by constructing user profiles and utilizing an intelligent recommendation system. The platform can push more precise and personalized pharmaceutical knowledge to users based on their browsing history and preferences. Simultaneously, the platform offers functions such as online Q&A and interactive messaging, facilitating communication and interaction between users and experts.

6.3 Operation Results and Impact of the Online Edition of China Pharmacy

6.3.1 Operation Results

Since its launch, the Online Edition of China Pharmacy has achieved significant results. The platform has published a total of over 500 original reports or articles, including approximately 30 episodes of science popularization interviews and educational videos, with a total number of reads and shares exceeding 1 million. The platform effectively bridges the gap between medical and pharmaceutical professionals and the general public, promoting the dissemination of pharmaceutical knowledge.

6.3.2 Social Impact

The social impact of the Online Edition of China Pharmacy is extensive and far-reaching. The platform not only enhances public pharmaceutical literacy and health awareness but also promotes information sharing and cooperation among pharmaceutical professionals. Simultaneously, the platform has received widespread recognition and praise from the industry, making significant contributions to the development of the pharmaceutical field.

6.3.3 Economic Benefits

Although the Online Edition of China Pharmacy cannot directly engage in market operations, its advertising effects and economic growth potential cannot be ignored. The platform can bring advertising effects to enterprises in terms of promoting medications and rational medication use, facilitating brand building and market promotion for pharmaceutical companies.

7. Challenges Faced by the Platform and Countermeasures

7.1 Challenges

7.1.1 Technological Challenges

The construction and application of the precision service platform for pharmaceutical knowledge involve the integration and application of multiple technologies, including digital network publishing technology, scientific journal editing and publishing technology, and artificial intelligence technology. The integration and application of these technologies require professional technical support and talent guarantee, posing high requirements for the platform's technical strength and innovation capability.

7.1.2 Content Challenges

Pharmaceutical knowledge covers a wide range of fields and is complex in content. How to present this knowledge to the public in a comprehensible and diverse form is a significant challenge. Meanwhile, with the continuous development of medicine and pharmacy, pharmaceutical knowledge is constantly updating and changing. The platform needs to continuously update and improve its content to meet user needs.

7.1.3 User Challenges

Different user groups have varying needs and interests. How to meet the personalized needs of different user groups is an urgent problem to be solved. At the same time, users' usage habits and preferences are constantly changing, and the platform needs to continuously adjust and optimize its service strategies to improve user satisfaction and loyalty.

7.2 Countermeasures and Suggestions

7.2.1 Strengthen Technology Research and Development and Talent Cultivation

The platform should strengthen technology research and development as well as talent cultivation to enhance its technical strength and innovation capability. By introducing and cultivating professional talents, strengthening technology research and development, and cooperation, the platform can continuously improve its technical level and service quality.

7.2.2 Optimize Content Production and Dissemination Strategies

The platform should optimize its content production and dissemination strategies to improve the readability and dissemination efficiency of its content. By integrating high-quality resources, innovating content forms, and strengthening multi-platform publishing, the platform can enhance the attractiveness and influence of its content. At the same time, the platform should strengthen cooperation and exchanges with pharmaceutical companies and research institutions to jointly promote the popularization and dissemination of pharmaceutical knowledge.

7.2.3 Improve the User Service System

The platform should improve its user service system to enhance user satisfaction and loyalty. By building user portraits, providing personalized services, and strengthening user feedback and interaction, the platform can deeply understand user needs and preferences, continuously optimize its service strategies, and improve service quality. At the same time, the platform should strengthen brand building and market promotion to enhance its popularity and reputation.

8. Future Prospects of the Platform

8.1 Optimize the Generation and Dissemination Process of Popular Science Content

In the future, the platform will continue to optimize the generation and dissemination process of popular science content to improve the readability and dissemination efficiency of its content. By introducing more artificial intelligence technologies and new media resources, innovating content forms and dissemination methods, the platform can make pharmaceutical knowledge more vivid and intuitive for the public.

8.2 Improve User Experience and Satisfaction

The platform will focus on improving user experience and satisfaction by optimizing interface design, strengthening interactive functions, and providing personalized services. At the same time, the platform

will strengthen communication and exchange with users, promptly understand their needs and feedback, and continuously optimize its service strategies and improve service quality.

8.3 Strengthen Cooperation and Exchange with International Publishing Groups

The platform will actively strengthen cooperation and exchange with international publishing groups to enhance its visibility and influence overseas. Through cooperation and exchange activities with internationally renowned publishing groups, the platform will jointly promote the international dissemination and popularization of pharmaceutical knowledge. At the same time, the platform will learn from international advanced experience and technical means to continuously improve its technical strength and service quality.

8.4 Promote Innovation and Development in the Pharmaceutical Field

The platform will actively promote innovation and development in the pharmaceutical field and contribute to improving public pharmaceutical literacy and health awareness. Through strengthened cooperation and exchange with pharmaceutical companies and research institutions, the platform will jointly promote innovation and development in the pharmaceutical field. At the same time, the platform will pay attention to industry trends and policy changes, timely adjust and optimize its service strategies and directions, and provide strong support for the development of the pharmaceutical field.

9. Conclusion

The research on the construction and application of the precision service platform for pharmaceutical knowledge provides important references for the deep integration of traditional publishing and digital services of scientific journals. Through intelligent means, the precise generation, integration, and dissemination of pharmaceutical knowledge not only improve the precision and efficiency of popular science services but also promote innovation and development in the pharmaceutical field. In the future, the platform will continue to serve as a bridge and link, contributing its own strength to the popularization and dissemination of pharmaceutical knowledge. At the same time, we also expect more scholars and experts to join the research in this field and jointly promote the prosperity and development of the pharmaceutical field.

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