

services for the elderly living at home. The main services include hygiene, daily life, rehabilitation, mental health and interpersonal communication, and basically cover the needs of the elderly. Set up a dedicated service line and implement door-to-door service, which facilitates the daily needs of the elderly. Through medical and health care services, according to the physiological characteristics of the elderly, the treatment clinics, health stations, and rehabilitation centers for geriatric diseases will be opened to strengthen the propaganda of the prevention knowledge of geriatric diseases and popularize health care knowledge. Increase cultural and recreational services for the elderly to relieve their mental anxiety. Establish day care and full care centers for the elderly, implement centralized and unified management services for the elderly, and meet the mental needs of the elderly not to leave the familiar environment.

Table 1. The impact of elderly care services in the Bay Area on the mood of the elderly.

Type	Convenience service	Medical insurance	Cultural and entertainment activities	Elderly day care and total care center
The elderly	9	9	7	8

Conclusions: The biggest advantage of the Bay Area elderly care service model is that it can meet the care needs of the elderly, frail, sick, and mobility-impaired, so that they can enjoy elderly care services in their own homes. The advantages are obvious. First of all, it can truly embody the people-oriented principle and provide personalized and diversified elderly care services for the elderly. A waste of time; in the end, the economic investment is low, the service charges are low, and the overall operating cost is low, which is acceptable to the average family. In short, the old-age care service model in the Bay Area conforms to the traditional old-age care model of Chinese society and culture, and can effectively alleviate the mental anxiety of the elderly.

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RESEARCH ON DATA MINING METHOD OF FRESHMEN MENTAL HEALTH SURVEY

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Background: The world today is in an era of intense competition, accelerating economic development, rapid changes in lifestyle and increasingly complex interpersonal relationships, which have resulted in an increasing incidence of various mental diseases. As a group with higher intelligence, higher culture and higher self-esteem, contemporary college students have higher aspirations and pursuits, which are different from ordinary young people. They face more opportunities and challenges, so they also bear greater psychological pressure and conflict. Studies in recent years have shown that a considerable number of college students have adverse reactions and adaptation disorders, and the incidence of psychological problems such as depression, anxiety, inferiority complex and fear is as high as about 30%, and the trend is increasingly serious. At present, colleges and universities have done a lot of work in carrying out psychological health education for college students, and set up special psychological counseling or consulting institutions. In carrying out corresponding teaching, scientific research and practice activities, a large number of data have been collected, forming their own mental health data database. Clustering analysis algorithm is applied in this article, the vast data mining analysis, find a different group of students and their respective characteristics, early attention for psychological counseling or behavior, to reduce the incidence of college students' mental diseases, improve the level of their mental health, cultivate qualified high-quality talent, has important theoretical and realistic significance. Clustering is to group data objects into multiple clusters, so that the objects in the same cluster have high similarity, but the objects in different clusters have very large differences. Based on data mining theory and cluster analysis method, this paper effectively mines the survey data of freshmen' mental health status.

Objective: Mental health can be divided into narrow sense and broad sense. In the narrow sense, mental health means that there is no mental disease or pathological psychology, and in the broad sense, mental health means that there is good psychological quality and sound personality. At present, the traditional view of health is no illness has been gradually abandoned, people tend to accept the idea that mental health is relative, has the level difference of the state, rather than perfect mental health refers to a psychological

state for a long time, occasionally of abnormal psychology and behavior and mild mood disorders, such as can return to normal, will not be considered as mental health. The evidence. Therefore, the study of freshmen mental health can effectively relieve anxiety and other psychological states, improve the quality of life of college students.

Study design: Stratified cluster random sampling method was used to investigate 1000 college students. Ten universities were randomly selected, and 100 freshmen from different majors were randomly selected. 1000 questionnaires of optical mental health status were distributed, and 964 valid questionnaires were collected.

Methods: Statistic the mental health status of college freshmen by Excel.

Results: The degree of anxiety of college freshmen is much higher than other psychological factors, indicating that college freshmen have poor adaptability, so anxiety is more obvious, usually manifested as easy to get excited, upset, anxiety, often feel dissatisfied with their own situation. Therefore, by understanding the distribution of variables in the cluster, we can find out the possible psychological problems of college freshmen in time, and carry out the mental health education for college freshmen in a targeted way.

The survey results, use 1-5 five quantitative values of the influence of specific factors, 1, 2, said a little impact, affecting general said, 4 say, obvious effect of five said the full effect, in order to reduce the subjective causes bigger error during evaluation, evaluation value and take 1000 students take average, calculated results determine rounded way, The specific statistics obtained are shown in Table 1.

Table 1. Mental health status of college freshmen.

Factors	Depression	Anxiety	Low self-esteem	Fear
College freshmen	4	5	3	3

Conclusions: It is a useful discussion to apply the method of cluster analysis to the evaluation of college students' mental health problems. By empirical shows that mental health information database, data mining and clustering analysis can find out in the mixed data regularity of college students' mental health, found that the main problems in time, targeted to carry out mental health education for colleges and universities, improve the level of college students' mental health has provided the theory and practice of reference.

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THE SUPPORTIVE EFFECT OF MEDICAL INSURANCE ON THE TREATMENT OF CENTRAL NERVOUS SYSTEM DISEASES

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Background: Clinical psychology is not only one of the main courses of psychiatry, but also the professional basic course of clinical psychiatry in the future. Clinical psychology is a branch of psychology that applies the principles and procedures of psychology to understand, predict, intervene and study intellectual, emotional, psychological and behavioral problems at the individual level. Degenerative diseases of central nervous system and hereditary diseases are the difficulties in clinical treatment. Since drug treatment is only symptomatic treatment, nerve tissue transplantation becomes the most promising alternative to treatment. The discovery of stem cells in the central nervous system has led to a new understanding of neural regeneration. Tracing the psychological reasons of psychological abnormalities began with Freud. This model of psychological abnormalities emphasizes the importance of dynamic factors, that is, normal and abnormal personality are the result of the conflict between conscious and unconscious desire or instinct. However, it is difficult to obtain adult neural stem cells, and there is a certain risk of obtaining neural stem cells from living tissue, and xenotransplantation is prone to rejection. Therefore, a new approach must be explored. Neurological diseases cause neurocognitive impairment in patients. At present, the research on cognitive impairment of mental disorders mainly focuses on the fields of memory, attention, executive function, social cognition and so on. In recent years, it has been found in experiments that mesenchymal stem cells in bone marrow can differentiate into neurons, glia and other nerve cells under certain induction conditions. As donor cells, mesenchymal stem cells in bone marrow have incomparable advantages compared with embryonic stem cells and neural stem cells: bone marrow cells can be easily