The university attaches great importance to the academic atmosphere and study style, regarding them as essential to implementing the scientific outlook of development, to deepening teaching reform, to building a province strong in higher education, and to fostering the training of talent and the students' mental development in a healthy way. The university has therefore brought forward an "All-round Education" system. For example, a series of lectures named "Grand Seminar in Medical Science and the Humanities" have been held at the university to expand students' general knowledge of letters and arts in the interest of their comprehensive or overall quality. The university is wholly constructing an educational system that combines the study of medicine with the study of the humanities and other social sciences. This is being done via propagating the traditional Chinese culture and blending the element of the humanities with spirit of natural sciences in the process of medical education. The university is also constructing a sound cultural atmosphere on campus by orienting cultural events toward what is perceived as socially moral, correct, and beneficial in physical and psychological terms. Ever since 2010, the university has been endeavoring to construct the “Four Great Campus Cultural Projects”, namely, the projects for cultural construction, quality education, historical retrospection, and achievement exhibition and visual identity culture, with initial success attained. The university has thus been honored with the 2010 excellent prize in building campus culture issued by the Ministry of Education of PRC.