Based on the Service Supply Chain to Explore Urban Community Endowment Service Problems and Solutions—based on the Survey of Wuhan

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Abstract
This article introduces the connotation and operation mode of ‘Service Supply Chain’ into the research of community endowment service, based on the present situation investigation in different types of community endowment service in Hongshan and Wuchang district of Wuhan, combines with the operation concept of service supply chain to analysis the present bottleneck factors existing in the urban community of endowment service supply chain, and concludes the solving measures. This paper aims to improve the service level of the community endowment in all aspects, and concludes effective means and countermeasures in improving community endowment service quality.

Keywords: Community endowment, Service supply chain, Bottleneck, Countermeasures

1 Introduction
At present, most studies of community endowment or service supply chain are in the split state, they didn’t effective combination both sides. At the same time in the study of present situation of urban community endowment, failed to classify research subject and community research, most of the questionnaire or survey way are unified, so it is concluded that the incomplete targeted solutions. This article combines the community endowment and service supply chain, with a new perspective and evidence-based analysis about the present situation of urban community endowment service supply chain bottleneck factor, and puts forward corresponding countermeasures.

2 The connotation and structure of the community endowment service supply chain
At present the definition of the service supply chain can be roughly divided into three categories [1]. This article tends to the understanding of third type [2], the nature of the service supply chain is defined as through the integration of service resources to improve the whole benefit of the supply chain, service is an important factor of the supply chain. Starting from the actual service demand of the elderly in community, government should have a specific network structure design of the community endowment service supply chain. Awarding to the demand of the elderly in urban, in turn, is a medical rehabilitation and health care, culture entertainment and spiritual comfort, care for daily life and economic demand[3], it can be divided into three types of service, like medical rehabilitation, comfort in the mind and care for daily life. After the service demand that by the old man calling the system sent to community service integrators, then awarding to the different types of requirements of the old man and the concrete service content, service integrators tried to classify them and delivery the demand information to three types of indirect service provides. After the service completed, the results will feedback to the service integrators. They would make use of the information platform of community and pay a timely return visit to the elderly afterwards.

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3 The present condition of endowment service supply chain in urban community

By the end of 2014, the total population in Wuhan is 8.2731 million, including more than 60 years old is 1.5601 million, accounting for 18.86% of the total population and average there are two old man every ten people awarding to the analysis report of the situation of ageing population in Wuhan city in 2014 by the Wuhan old office [4]. According to the time of community setting up and the different quality of the construction subject, the community of Wuhan can be roughly divided into four categories, the emerging commercial private community, the social naturally old community in urban, village in the city and reconstruction community and retirement community.

Through the survey, the author found that these communities are basically similar in the content of pension service, mainly in three aspects, which covers medical service, life service and psychological service. The providers for elderly medical services in community are mainly health service centers and community health service stations. Each community is equipped with assorted community health service center (station), some communities which have pension services enterprises are freely provided with health care facilities. In terms of community elderly's life care services, on the one hand, undertook by the old man’s own family. On the other hand, it is completed by the community residents committees and the third party endowment service agencies. The demand for mental consolation service of community elderly is great, but it hardly can be satisfied. There is a large number of providers for community elderly's mental consolation service, such as volunteers, endowment service enterprises, community workers and so on.

At present, the content of the community endowment service in Wuhan already contains three aspects, which are the old man's health, life, psychologically needs. But on the specific service content, it focus on meeting the old men’s basic life demand, medical and mental consolation service is insufficient. There is still a gap between service standard and the actual demand of the elderly. The standard of endowment service in different communities exist big difference, the service form is single.

4 The analysis of the bottleneck factors of community endowment service supply chain in urban.

(1) The degree of community openness

Community openness is an important insurance of the whole community endowment service supply chain to be efficient operated. There have two difficulties on the cost and system when the surrounding community service providers want to enter the community. The first one is the elderly’s demand is diversity, single indirect service is difficult to predict the demands, and when an old man has a demand, the opportunity cost on a single distribution or door to door service is too high so that neither the old man nor the merchants can accept it. Second is in the system, closed community can’t accept the outside service providers to come in.

(2) The degree of service integration

The present service mode and endowment resources are decentralized and fragmented, which can’t meet the rigidity and personality demand of the old man. It is difficult to complete regional integration of optimal and inferior endowment service only depended on the government and NGO (non-government organizations). Only the first step of integration service has done after the government purchasing service or pension serviced-enterprises entering a community. Although on the surface the service resources have concentrate in some group, it didn’t make specific integration on the standard of service, the process of service, the demand information of older users and the feedback of the users.
(3) The level of informatization

Information flow as an important link in the whole process of community endowment service also has a great significance on the measure of the elderly service demand. At present, the elderly health records and grid information has carried out among most community in urban of Wuhan. But the informatization is still at a low level, in the phase of the information collection of paper and can’t establish the database of the old. There existing some problems in the information transfer process, such as the low added value of information, poor timeliness, the imperfect of the establishment of information equipment facilities, and so on.

(4) The professional quality of service personnel

The staff of the community endowment service is like “the last kilometer of a road”, their professional quality has a crucial influence on the service quality. At present, the staff of the community endowment service including the household endowment service commissioners who are subordinated to the community residents’ committees, and the employees of the third-party endowment service institution. It remains to be promoted on the professional quality and service consciousness of these two type people. Service providing is mostly welfare or compulsory.

5 The suggestions to break through the bottleneck factors of endowment service supply chain in urban community

(1) The government should loosen the community access standard a bit, reform the existing welfare supply and the management mode

It is the community opening level not at a high degree that restrict the development of NGO and the pension service-typed firms. Then on the current welfare supply, on the one hand, increase the support for community endowment on the capital, on the other hand, make the service subject realize socialization on capital and profit mode by using market-oriented financing way. On the management system, it needs to change the current leading service mode that residents’ committee to the government guidance and to the community service integrators little by little, as the leading structure of supply chain by separating the service and management.

(2) Make clear the service content of elderly in community and make the service demand evidence-based

It can draw lessons from the Unite States’ NORC-SSPC (Naturally Occurring Retirement Community-Supportive Service Program, short for NORC-SSP) on providing specific service, to make the service supply chain which is demand-oriented project process better. [5] The American’s NORC is a project of community endowment cooperation that including the government, the NGO and charity organizations. Before providing the service that meets the elders’ demand, it will conduct a comprehensive investigation in the view of the elderly in community. The NORC-SSP can determine the unique circumstance of each community through interviews and data analysis, such as the old man’s age structure, the income level, the most common chronic diseases, and so on.

(3) Cultivate a professional team of the community endowment to improve the quality of the service personnel.

To make sure the supply of talent person for community service is the focus of the demand of endowment service supply chain. First of all, it should begin at colleges of the talent training, make the relevant settings and facilities of the gerontology more and better, and then strengthen the level of professional practice and service consciousness. Second the government should coordinate relevant professional institution and the guild association in order to carry out training for the service
personnel to improve their professional quality. Finally, the old should be encouraged to be autonomy and the government must recognize the old man’s contribution to community. Thus it can provide better service of higher quality for the old.

6 Conclusion

This paper introduces the connotation and operation mode of ‘Service Supply Chain’ into the research of community endowment service. At present, most studies of community endowment or service supply chain are in the split state, they didn’t effective combination both sides. At the same time in the study of present situation of urban community endowment, failed to classify research subject and community research, most of the questionnaire or survey way are unified, so it is concluded that the incomplete targeted solutions. This article combines the community endowment and service supply chain. We therefore propose the new method of the issue to provide the new countermeasure for the cases that will be meaningful.

References