Analysis and Reflection on the Structural Reform of the Supply Side of the Elderly Care Service in the New Era

Jun WANG
General Education Center, Xijing University, Xi'an, Shaanxi 710123, China
wangjun2891@163.com

Keywords: New era; Pension services; Supply side; Structure; Countermeasures.

Abstract. At present, the demand for elderly services in China is increasing and diversified, however, there are serious shortcomings in the supply side of the elderly service in China. The old-age service industry in China is still in the early stage of development, the pension industry has not yet formed, the problem of inadequate supply of pension services and products is very prominent, the limited service mode, ignoring the old-age pension service in rural areas, there is a shortage of care for elderly people with disabilities and dementia, the talent for the old-age service is scarce. To solve the shortcomings of the current supply side of China's aged care service, in response to the coming of aging, we should take the needs of the elderly as the purpose to promote the supply side reform of the pension services. By analyzing the basic connotation, supply and demand relationship and structure type of the pension service supply, summarize the characteristics of population aging in the new era, to explore the countermeasures and suggestions on the supply-side structural reform of pension service.

Analysis of Supply and Demand Relationship for the Development of Pension Service Industry

The pension industry mainly refers to the provision of products or services for the elderly through market mechanisms, meet the needs of the elderly in terms of clothing, food, housing and so on, it involves the fields of such as production and operation and services.[1]The old-age industry involves many industries, it is not an independent industrial sector in the traditional sense, but a new industrial system in the national economy due to the growth of the demand for the elderly consumption market. With the intensification of the aging population in China, the demand for community pension security and pension services continues to increase, so it is very necessary for China to develop the pension industry. From the perspective of demand and supply, the existing pension resources can no longer meet the consumption needs of the elderly; from the perspective of economic efficiency, the development of the pension industry will help to promote the growth of our national economy; judging from the value of people's livelihood brought about by the development of the pension industry, the development of the pension industry will help to improve the quality of life of the elderly, let the elderly enjoy a happy and healthy, promote the sound and perfect social security system, improve the employment rate and promote the harmonious development of the society. Facing the increasingly large demand for the elderly, whether the supply can match is the key to the sustainable development of the pension industry. Consumption is a good medicine for supply-side reform, and the relationship between "consumption-demand and supply" plays a very important role in the strategy of old-age industry. In the past, we emphasized the importance of market-driven consumption in stimulating social and economic development; today, as we diversify our products, we must recognize the goals of service groups and meet the "expected consumer demand" of the elderly. But the development of the old-age industry is facing the constraints of short board, compared with other industries, the pension industry has a large investment scale, a long recovery period, and the profit ability is relatively poor relative to other industries, it is necessary for the government to pay more attention to and help solve some institutional system and mechanism obstacles facing the development of the pension industry itself. For example, reviewing and approving issues, financial issues, taxes and fees, land issues, financing issues, medical issues, industry personnel issues, and
supervision and inspection issues all need to be reformed and adjusted accordingly, in order to promote the healthy development of the pension industry, we must formulate realistic policies and regulations and provide effective support and proper supervision of the pension industry in accordance with the law.

Analysis of the Supply Types of the Service for the Aged

According to the theory of supply and demand relations, the supply of service for the aged is provided by the old-age service provider in accordance with the demand, providing the old-age public service, professional market service and public welfare service, through the need for a supply, in order to promote demand, and ultimately achieve a balance between supply and demand. According to different standards, there are different structures, levels, types and systems of pension services, which can be divided into the following categories: Firstly, according to the type of service, it can be divided into the supply structure based on home service as the foundation, community service as the support and institutional service as compensation. This classification is also a statutory old-age care service system stipulated by the Law on the Protection of the Rights and Interests of the Elderly in China, it is the overall tone and general direction of the provision structure for old-age care services. Secondly, according to the service providers, they can be divided into basic public services provided by the government, professional services provided by enterprises and social organizations, and the supply structure of public welfare mutual assistance services provided by volunteers. Thirdly, in accordance with the needs of the elderly, the Supply structure of old-age care services can be divided into eight categories: catering services, medical and health services, nursing and rehabilitation services, emergency rescue services, daytime care services, housekeeping services, spiritual comfort services, and cultural and recreational sports services. Fourthly, according to the special elderly population with different identities and economic status, the supply structure can be divided into different groups such as healthy elderly, semi-disabled and disabled elderly, divorced elders, senior citizens living alone, and so on.

The Characteristics of the Aging of the Population in the New Era

The Trend of Population Aging in China is Accelerating and Developing in Depth

China has a large population, large density and concentrated distribution, the absolute number of Chinese elderly population is the most obvious characteristic of the aged population in our country. By the end of 2017, there were 241 million elderly people aged 60 and over in China, accounting for 17.3% of the total population. From a national perspective, China has entered the era of the only one child with the highest proportion of the elderly population. In the future, more than 80% of the elderly are single child families, the only child has become the main body of the elderly.[2]The elderly living alone are increasing, the function of family support is gradually weakening.

Before the Population Has Become Rich, the People Getting Old

From the experience of developed countries, when entering an aging society, the per capita GDP of developed countries is generally above 5000 dollars, while our country's per capita GDP is only $840 when China enters an aging society. It is reported that the standard of high income countries in the world bank is about 12 thousand dollars per capita national income. In 2017, China’s per capita national income was around US$8790, which is close to GDP per capita. The proportion of free assets and property income of the elderly in China is relatively low compared with that of other developed countries. On the one hand, these data show that the social support ability of the elderly in China is insufficient, and on the other hand, it shows that the elderly's self-supporting ability is even worse.
The Idea of Active Old-age Care and Happy Retirement are Deeply Rooted in the Hearts of the People

In the global wave of population aging, the international community has put forward strategic theories such as “successful aging”, “healthy aging” and “active aging”. In modern China, the elders of the new era are shifting from the concept of "prolonging the life-span" to the concept of old-age care to the "quality and old-age care" based on improving the quality of life, hoping to create a more valuable life.

Technology Leads to a New Life for the Elderly

In the new era of “Internet+”, the aged care service industry should focus on the analysis and application of big data, and use the Internet to address unprecedented opportunities and challenges and realize intelligent old-age care. Intelligent pension is the integration of mobile Internet, big data cloud computing, artificial intelligence and other means of service for the elderly. Different from the traditional artificial services, the senior citizens receive more accurate and more satisfactory care and services through the means and power of science and technology.

Short Board on the Supply Side of China's Old-age Service

Pension Services and Insufficient Supply of Products

The poverty and age structure of the population are unbalanced, which results in a strong demand for old-age care and a lack of payment capacity, this has become a bottleneck restricting the development of the pension industry, which in turn has rendered the supply side unable to meet the demand for old-age care services. The pension industry is an investment direction that spans finance, real estate, medical care, fitness, culture, entertainment, light industry, leisure services and housekeeping services. It needs to integrate as much as possible and use intelligent technologies as the driving force to ease this. Short board, bottleneck problem.

Limited Service Mode

At present, the misunderstanding of old-age care services in our country is mainly reflected in the limitations of understanding, and the “medical care and support” pension service is one-sidedly understood as “medicine”, it is believed that the use of professional medical technology to treat various diseases to delay aging is the “combination of health care and support”, resulting in the establishment of therapeutic hospitals in many places, this makes most of the pension consumption concentrated in the relatively expensive medical institutions in hospitals, this kind of old-age service mode that emphasizes "cure" and despises "health preservation" and "medical treatment" does not have sustainability.

Neglecting the Old-age Service for the Elderly in Rural Areas

At present, there is a significant and even disparity in the difference between urban and rural aged care services in China, this is an indisputable fact. In view of the shortcomings of rural aged care services, it is necessary to open up financing channels, renovate existing rural nursing homes, improve quality and improve the level, and also accept rural elderly people with disabilities and dementia.[3]Social organizations should be encouraged to develop care for left-behind, distressed, widowed and elderly people living alone, and to improve the level of convenience for the elderly.

The Talent for the Old-age Service is Scarce

The pension service talents are an important support for the transformation of the service model, however, at present, talent supply is scarce and it is not ideal. Taking medical and nursing personnel as an example, the number of general practitioners is insufficient, and once the elderly are sick they are not a single cause or a single symptom, such medical personnel are more suitable for community hospitals than specialists, and can make judgments on the condition of the elderly at the first time, do a good job of co-ordination. According to the statistics, the lack of nursing staff in the home medical
service staff and the disabled is very common, compared with the United States and other countries, there is a shortage of talents in this field.

Suggestions on Promoting Structural Reform of Supply Side of Pension Services

Allocation of Old-age Service Resources According to the Actual Demand for the Aged

The supply structure of 5-7 beds for every ten thousand elderly people in developed countries[4], which is not completely adapted to China's national conditions, old-age tradition and practical needs, not to mention that the old-age support for the aged in the developed countries has also undergone major changes, and more elderly people have begun to return to the community to provide for the elderly. At present, our country has invested a lot of government funds and social capital blindly, and the supply of old age services has fallen into a dilemma. The National “13th Five-Year Plan for the Development of Old Age Careers and the Construction of an Old-age Care System” does not propose specific indicators for the provision of old-age care, it is necessary for all localities to properly allocate old-age care services resources based on actual needs and on the basis of adequate investigations.

Rationally Adjust and Guide the Existing Institutional Pension Services

Existing services and needs of elderly care institutions do not match, and the structure is irrational and unbalanced. There are many reasons. Or it is remote, lack of medical and health service facilities, or the facilities are in poor condition, the service quality is poor and the service price is high. For different reasons and different situations, different types of regions should be treated differently and measures should be taken. Public-owned pension institutions should be market-oriented reforms and public-private and private-owned enterprises should be regarded as the main direction of reform, the government should set standards, strengthen supervision, serve the professional operation of enterprises or organizations, and improve the service quality and efficiency. To guide the private pension institutions, through the government purchase service and policy support guidance, the pension institutions and community services will be combined to promote the integration of medical care, so that the pension institutions give full play to the benefits.[5]

The Construction of Professional Team for the Aged Needs to Form a Echelon

With the rapid increase of aging, the demand for professionals for the elderly has also increased. Therefore, it is necessary to cultivate a group of senior management personnel of the aged institutions.[6] In recent years, some Career Academy has set up a nursing profession, we advocate the establishment of a high-quality retirement community and broaden the contents of different services with traditional pension institutions, as health management, chronic disease management, emergency rescue, regular expert visits, famous doctors sitting in the hall and other services.

Organize Skills Training for Elderly Service Posts

The majority of nursing staff now have the problem of over age, which is basically the condition of 60-year-olds who care for 80-year-olds.[7] We can invite professional nursing training institutions to train elderly attendants for the elderly service centers in the streets, improve the self-cultivation of nursing staff and improve the standardization of services. Aged caregivers dispatched by various communities should be trained and at the same time constantly improve their treatment and social status, especially for them to pay endowment insurance funds and maintain the stability of the team.

Conclusion

China's new generation of elderly has a high degree of education, stronger economic strength, updated consumption concept and has more expectations for high quality life for the elderly. Looking forward to the industry development and future trends of pensions in the new era, facing the elderly population of more than 200 million people, the market demand is strong and the potential for industrial development is huge. Standing at the new historical starting point of 40th anniversary of China's reform and opening up, we will fully implement the general secretary Xi Jinping's instructions for the
healthy development of the new age pension industry. Government departments at all levels are blazing new trails, adjusting the industrial structure of pension services and guiding the rational allocation of resources. We will build a new model of old-age support that is government-led and socially involved and actions for the entire people, and strive to respond to the work of population aging to promote the healthy development of China's pension industry.

References


