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Development Status and Countermeasures of Private Elderly Care Institutions - A Case Study in Northeast, China

Violeta Jerusalem

Jose Rizal University, Philippines

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Representative e-Mail: dan.wang@my.jru.edu

ABSTRACT

The "World Population Ageing 2009" of United Nations shows that the proportion of the elderly in the world is increasing. How to solve the problem of elderly care is an unavoidable problem in the process of increasing population aging in various countries. The "World Population Ageing 2017" of United Nations shows an increase from 310 million people aged 60 or over in 2017 to 427 million in 2050. Forecasts indicate that by 2050, 79% of the world's population aged 60 or over will live in developing regions. Data from the seventh national census of China in 2020 also illustrates this point. At present, the proportion of people over 60 in China is 18.7%, and Northeast China ranks first. The northeast region has a large elderly population and a large number of only children. In recent years, a large number of young people have migrated out, and the family structure has shrunk. The traditional family pension model is no longer suitable for the needs of social pension development. Every family faces or is about to face unprecedented challenges in providing for the aged. Due to the limited resources of public elderly care institutions, the state and regional governments have increased policy support for private elderly care institutions in recent years. The researchers used the PEST analysis model, Maslow's hierarchy of needs theory and welfare pluralism theory, from the external macro level of the industry (the concept of elderly care, policy support, industry standardization) and the internal micro level (products, human resources, service quality) research on the development and countermeasures of private elderly care institutions in Northeast China.

Keywords: Population Aging, Concept of Elderly Care, Private Elderly Care Institutions, Development, Countermeasures.

I. INTRODUCTION

The World Population Ageing 2009 of United Nations shows that the proportion of the elderly in the world is increasing. How to solve the problem of elderly care is an unavoidable problem in the process of increasing population aging in various countries.

According to data from the Seventh National Census Released in May 2021, China has a population of 264.02 million people aged 60 and over, accounting for 18.70% of the total population. Among them, the number of aging populations in Northeast China ranks first. With the intensification of the population aging in the Northeast, the problem of elderly care in this region has become prominent in the changes in family structure and the evolution of the concept of social elderly care.

The traditional old-age care methods and new family structure in the past have been tested by social reality, and the home-based care-age model accompanied by the original children will be difficult. Under this circumstance, relying solely on the family or the government has been unable to provide a good guarantee for the lives of the elderly.

On the premise of ensuring the quality of life of the elderly, and minimizing government and personal expenditures, private elderly care institutions have become a cause of concern and joint efforts from all walks of life.

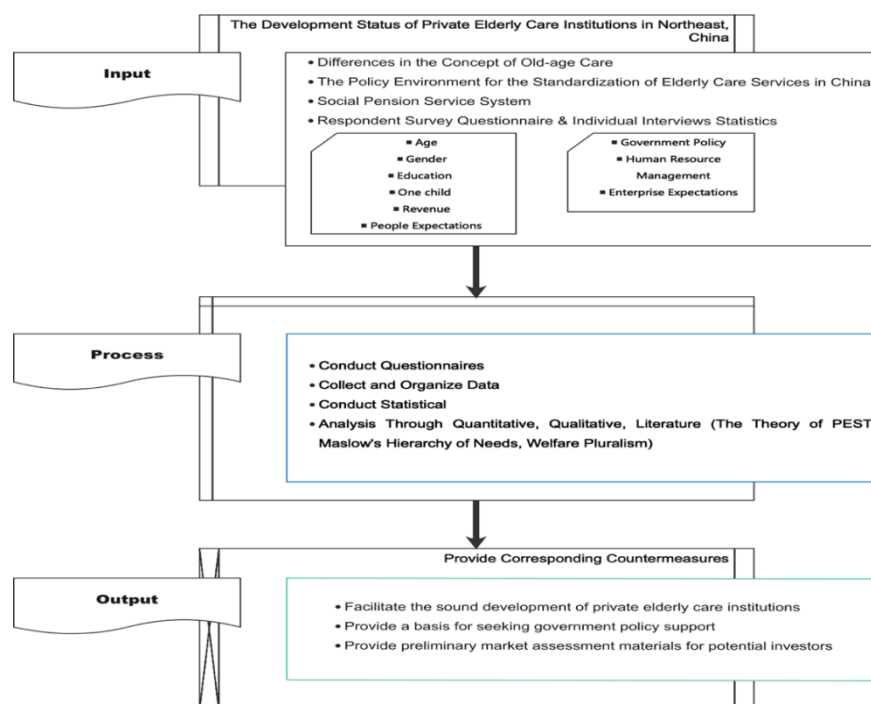
Therefore, as a native of Northeast China, this thesis will conduct research on the development status of private elderly care institutions in Northeast China and propose countermeasures. I hope that with the research and results of this thesis, I will contribute my own strength to the revitalization of the private elderly care industry in my hometown.

II. RESEARCH METHOD

In this paper, the researchers used the literature research method and a combination research of quantitative analysis methods and qualitative analysis methods. The literature research method provides a theoretical analysis framework and reference direction for writing by reading a large amount of literature to analyze the status quo and trend of the development of population and institutional elderly care. Through questionnaires and interviews, combined with quantitative analysis methods and qualitative analysis methods, qualitative and quantitative data are collected, and macro and micro analysis are carried out to improve the practicality of the results. Based on the development trend of population aging in “World Population Aging 2017 and 2019” (United Nations, 2017 and 2019), combined with data from China’s 7th National Census in 2020 (National Bureau of Statistics of China, 2021), through the PEST analysis model, Maslow’s Hierarchy of Needs (Maslow, AH (1943). A theory of human motivation), and the theory of welfare pluralism, aiming at the development and status quo of private elderly care institutions in Northeast China, from external the industry macro at the level (the concept of elderly care, policy support, industry standardization) and internal micro level (products, human resources, service quality), the development and countermeasures of private elderly care institutions in Northeast China are studied.

III. DISCUSSION

3.1 Conceptual Framework



3.2 Part 1: Macro-Level Analysis Of External

Approximately 350 people will participate in this paper (age of 20 years and above). Among them are parents or only children of different occupations and different age groups. The researchers published the questionnaire on the Internet and WeChat, the response rate was about 86%.

3.2.1 Distribution of Age

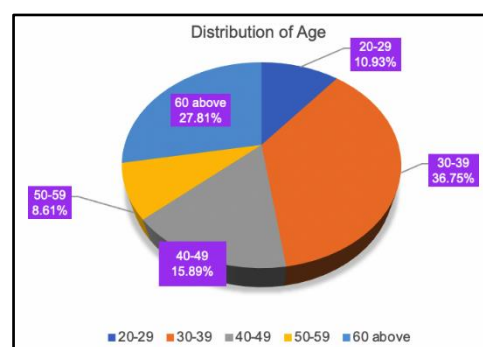


Figure 1. Distribution of Age

The participants were aged between 20 and 60, of whom 10.93 per cent were aged 20-29, 36.75 per cent were aged 30-39, 15.89 per cent were aged 40-49, 8.61 per cent were aged 50-59 and 27.81 per cent were aged over 60. Who are 20 years and above can represent groups of people who have different ideas about future elderly care in the development of the aging society in this area. (Figure. 2)

3.2.2 Regarding Their Parents and Their Own Future Elderly Care

Regarding the future support of their parents, only 9.30% of the respondents were willing to send their parents to a private elderly care institution, and 44.52% of the respondents choose to children support, that is, the respondents choose to take care of the elderly by themselves. Regarding the future respondents' own old-age care methods, 44.85% of people choose private old-age care institutions, and only 12.29% respondents choose to have their own children support for the old. (Figure. 3)

It can be seen from the above data that there is a difference of 35.55 per cent in the willingness of "institutional elderly care" between the two. This is because of the traditional Chinese concept that supporting the elderly by children is filial piety, which is a traditional Chinese virtue. Sao before 1980, before the state implemented the family planning policy, the proportion of families with many children was huge. There is a Chinese proverb "raising children to prevent old age". Sending parents to an elderly care institution is an act of unfilial piety. This traditional thinking is deeply rooted. With the development of society, families with many children after 1980 were gradually reduced to families with only one child. The proportion of young people studying and working in different places has gradually expanded. The new family structure appears as 2+4+1. That is, both spouses need to support 4 elderly people (parents of both) and take care of one child at the same time. This result makes most old parents choose to go to an old-age care institution instead of being supported by their children when facing their own old-age care options. In this era when life is quick and easy, work, mortgages, car loans, children's education, and only-child families put great pressure on young people. The generation of parents is a family with sisters and brothers. When the elderly are old, multiple children can take turns to take care of them. So, in their own generation, most people have only one child. They hope to reduce the pressure in life for their children and choose an institutional elderly care model.

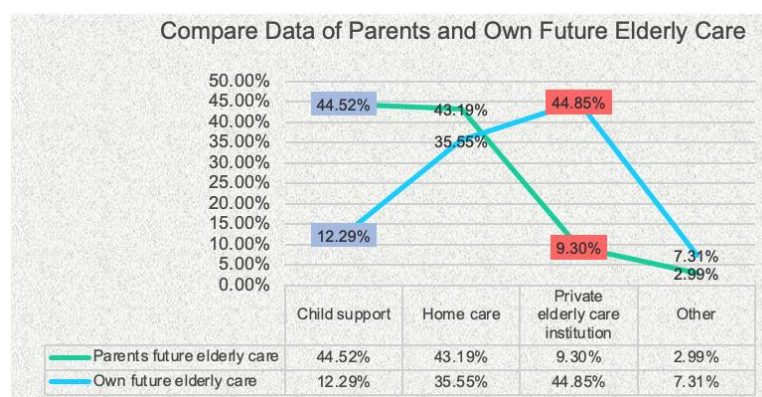


Figure 2. Compare Data of Parents and Own Future Elderly Care

3.2.3 Distribution of the Influence of Parents on the Filial Piety of Their Children in Elderly Care Institutions

It is filial piety that children provide for the elderly, which is a traditional Chinese virtue. There is a Chinese proverb "raising children to prevent old age". Traditional concept is deeply rooted. People's traditional concept is slowly changing due to social development. In the data on the impact of filial piety on the children's perception of the parents' institution for the elderly: 27.91 per cent of the respondents clearly stated that the parents' institution for the elderly will have an impact on their children's filial piety. 20.63 per cent of the respondents said it might. 40.52 per cent of the respondents made it clear that there will be no impact. 10.94 per cent of respondents are not sure. (Figure. 4) It can be seen from the above data that only 40.52% of the respondents will not have a negative impact on the filial piety of their children due to the behavior of parents' institutional pensions.

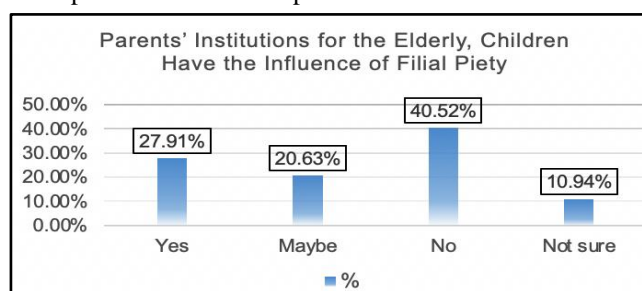


Figure 3. Parents' Institutions for the Elderly, Children Have the Influence of Filial Piety

3.2.4 Participant Demand Feedback Distribution

The proportion of respondents' preference when choosing private elderly care institutions. The service quality of elderly care institutions is 79.73 per cent, environmental facilities are 76.41 per cent, medical security is 76.08 per cent, professional management is 68.11 per cent, fee level is 64.12 per cent, catering and entertainment are 59.80 per cent, geographical location is 54.82 per cent, and government subsidies are 44.52 per cent. (Figure. 5) According to the data, the quality of service is the most important to the interviewees, ranking first. It can be seen that the quality of service plays a very important role when consumers choose private elderly care institutions. Environmental facilities ranked second, and medical security ranked third. Both have an important influence on consumer choice. Professional management and fee levels followed closely behind, ranking fourth and fifth respectively. The data further reflect consumer demand for diversified elderly care.

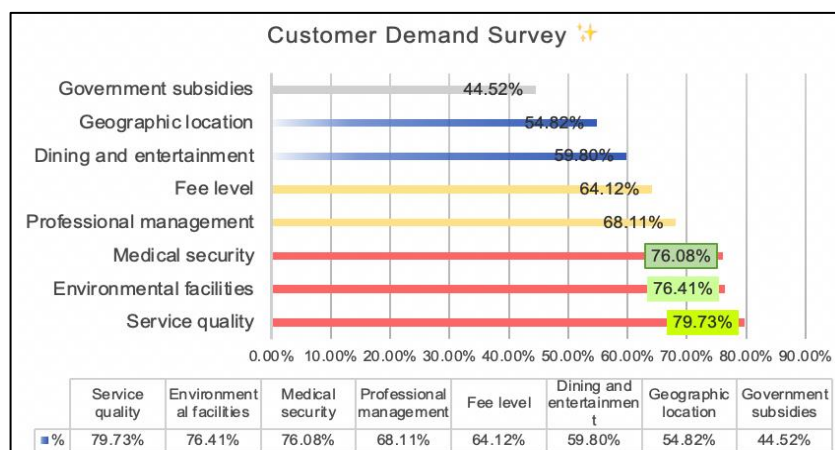


Figure 4. Customer Demand Survey

3.2.5 The general populace familiarity with private elderly care institutions and the government's support policies for them, data distribution

Among the 301 valid data, only 3.32 per cent of the respondents are concerned about and familiar with the government's support policies for private elderly care institutions, 26.58 per cent are concerned but unfamiliar, and 70.10 per cent are not. Regarding whether to support the government's introduction of more preferential policies, the respondents maintained a positive attitude. 92.69 respondents expressed their support, while only 7.31 per cent held a negative attitude. At the same time, in terms of the general situation of private elderly care institutions, only 20.93 per cent of the respondents have some knowledge of private nursing institutions, and as many as 79.07 per cent of the respondents know nothing about the general situation of private elderly care institutions.

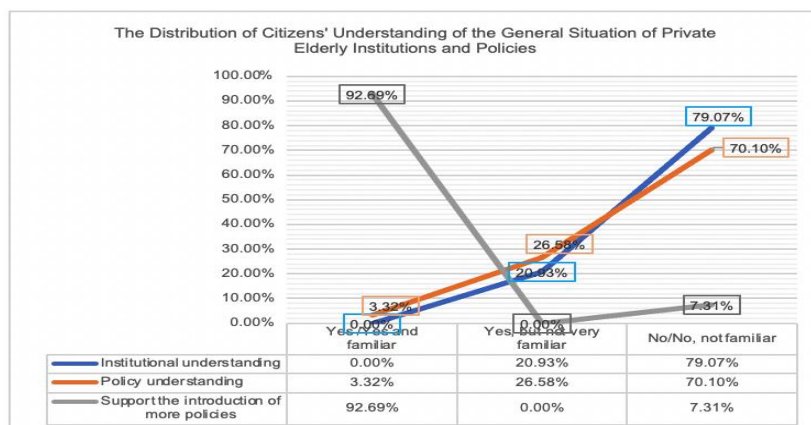


Figure 5. The Distribution of Citizens' Understanding of the General Situation of Private Elderly Institutions and Policies

3.3 Part II Participants Of Interviews Micro-Levels Analysis Of Internal

Due to the impact of COVID-19, the researchers collected external macro-level factors that contributed to the current situation through online interviews with 3 private elderly care institutions. The researchers set the interview questions through PEST, Maslow's Hierarchy of Needs and Welfare Diversity Theory. Comprehensive data collection results can satisfy many aspects of research theory.

1. Basic Information of The Organization

- ✓ Company nature: Private elderly institutions
- ✓ Institutions age: 5-10 years
- ✓ Registered capital: 200,000-500,000
- ✓ Number of employees: 20-50
- ✓ Accommodation: 30-50 beds
- ✓ Bed vacancy rate: -10 to 30%

2. Current Situation of The Development of Elderly Care Institutions

- ✓ The establishment of the company in recent years, the development of an upward trend.
- ✓ On the one hand, due to changes in the structure of the regional family, the only child, the young labor force more in the off-site work.
- ✓ On the other hand, the Government has also given some support to the application for registration of private elderly care institutions.
- ✓ At present, there are still some differences in the public's perception of old-age care. There are still some impacts on institutional development, such as the high vacancy ratio, resulting in loss of business costs.
- ✓ With the continuous improvement of the aging of society, the future of the old-age service industry is still very much in the opportunity and advantage.

3. Government Support Policies for Private Elderly Care Institutions

- ✓ At present, the population of Northeast China is seriously aging, and the outflow of young people is more obvious.
- ✓ The government has certain policy support for private elderly care institutions, such as the abolition of value-added tax, the use of personal property to set up institutions, property tax relief and land use tax. Utilities also have policy support. Income tax is unchanged.

4. Status of Organization's Human Resources

- ✓ There is a shortage of young people and those with professional skills.
- ✓ There are very few young people working on the front line. Most of the front-line staff are aunts who live in the surrounding area. The average age is 45-55 years.
- ✓ There is no professional theory, training time is short.

5. Customer Satisfaction

- ✓ Most of the old people here are widowed old people, and their children work in other cities.
- ✓ Children visit will have some feedback, more advice and complain on the quality of service.
- ✓ However, due to limited manpower, there is nothing we can do.
- ✓ Most prospects who come to consult will look at environmental facilities, followed by food and professional care. At present, our organization does not have much advantage in characteristics.

6. Supplementary Content

- ✓ At present, some excellent enterprises have a professional team. For example, United Real Shanghai Co., Ltd. It's worth learning about product customization and talent pool.
- ✓ We still have gaps and institutions lack character. Pension products are relatively single, publicity is not in place. There is also a shortage of professionals. Industry standardization norms are missing, there is no uniform standard. It is not conducive to the development of the company and the industry.
- ✓ All aspects of the more excellent private pension institutions a bed difficult to find, are waiting in line for appointments. It is difficult for ordinary old-age institutions to compete with them without their operating characteristics.

The aging process has accelerated significantly. From 2010 to 2020, the proportion of the population aged 60 and above increased by 5.44 per cent, and the population aged 65 and above increased by 4.63 per cent. Compared with the last 10 years, the rate of increase has increased by 2.51 per cent and 2.72 per cent respectively. China News Service, Beijing, June 12 (Xia Bin) China Development Research Foundation recently released "China Development Report 2020: Development Trends and Policies of China's Population Aging", which shows that from 2035 to 2050, China's population is aging. According to forecasts, by 2050, China's elderly population of 65 years and over will reach 380 million, accounting for nearly 30 per cent of the total population; the elderly population of 60 years and over will be close to 500 million, accounting for more than one-third of the total population.

IV. CONCLUSION

4.1 Conclusion

1. The difference in the concept of elderly care plays an important role in the development of private elderly care institutions, and is an important factor that affects the development of industries and institutions.
2. The government's policies are lacking in popularizing publicity. There is still room for consideration in tax policy.
3. The current Northeast people's nutrition institutions lack industry standardization and there is no unified standard. It is mainly reflected in the management system of the elderly care service industry and the training mechanism of professional talents.
4. Compared with some excellent elderly care institutions, there are still gaps in general institutions. First, the institutions lack characteristics, second, the elderly care products are relatively single, and third, the publicity and promotion are not in place.
5. In terms of human resources in the private elderly care industry, the problem faced is the gap between young talents and professionals.
6. Institutions receive the most service quality suggestions and complaints during operations. Obviously, it was a bad outcome, but it really exist.

4.2 Recommendation

4.2.1 Countermeasures of External Issues

4.2.1.1 Government Support:

Expand public acceptance, the differences in the residents' concept of providing for the aged are affected by many factors, and changing the concept of providing for the aged is a systematic project. It requires the joint efforts of the government, society and family. Combining with the theory of welfare pluralism, promote the participation of social organizations in improving the practice of elderly care.

Changing the traditional concept of old-age care can be done through publicity, advocacy and policy support. In terms of propaganda, the propaganda and advocacy of old institutions for civilian nutrition can be promoted through social and public media. In terms of policy support, the government can encourage the elderly to have short-term accommodation experience through local welfare subsidies, such as short-term low prices or free. Good occupancy experience can attract the elderly for long-term occupancy in the future.

Increase preferential policy support for private elderly care institutions. Government subsidies remain one of the most important sources of funding for private elderly care institutions. Institution-building subsidies are particularly important for newly established institutions. Increase preferential tax policies to ease the operating pressure of pension institutions. For land competition in the service industry, the land used by the elderly care institutions should be inclined to ensure a certain priority.

Establish a management system and personnel training mechanism for the elderly service industry, Plan and supplement relevant laws and regulations such as pension institution management system and human resource management system, and realize the standardization and standardization of industry service functions. A comprehensive standardization system will help the government to strengthen the fair supervision and management of elderly care

institutions, and can introduce a third-party evaluation mechanism to promote industry self-discipline and improve the quality evaluation system of private elderly care institutions. Establish a mechanism for the education, training and further education of people in elderly care institutions, incorporate training funds for professionals into the government budget, increase expenditures on personnel training, and further improve the education and training system for employees. For example, encourage colleges and universities in the region to open senior care services related majors such as senior service and management, health service and management, and senior nursing, focusing on training professionals in geriatrics, rehabilitation, nursing, nutrition, psychology, and social work, expand its professional enrollment and provide internship opportunities. Encourage training institutions to provide advanced on-the-job training courses of different levels for low, intermediate and senior nursing staff. So as to cultivate or improve the professional ability and quality of the employees of pension institutions.

4.2.2 Countermeasures of Internal Issues

4.2.2.1 Corporate Management:

Develop product positioning based on market demand and expand the diversified service content of elderly care products then combining with the market demand of the elderly care industry, clarify the functional definition of institutions and improve the differences in institutional characteristics. Pay attention to the needs of the elderly, and formulate corresponding product categories according to the characteristics of the needs of the elderly in the region.

Attract talents, establish a good human resource mechanism and office environment, alleviate the dilemma of professional recruitment. Establish a good salary system and incentive mechanism, raise wage standards in the industry, and give extra rewards to those who have been engaged in elderly care services for a long time and have made outstanding achievements in order to attract and retain high-quality talents. Such as welfare, allowances, promotion opportunities and opportunities for training abroad. Good office environment will make people happy, conducive to the stability of employees on the job.

Establish a professional team, learn from the management service model of excellent domestic and foreign elderly care institutions, and improve service quality. Excellent elderly care institutions at home and abroad will start from the details, raise the awareness of active service, change passive service to active service, and make the elderly feel cordial. Establish a feedback mechanism with consumers. If the service level and quality of the organization needs to be evaluated by customers, consult the elderly or children of the elderly on the evaluation of service quality, and timely improve and solve problems in order to further improve the quality of service.

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