

Research on the Development of Home Care Service Model in Henan Province

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Abstract

At present, China is facing an unprecedented challenge of population aging. In this context, the home-based care model has become a key to solve the dilemma, and there are still some problems that need to be solved further after the development of the home-based care model. On the basis of explaining relevant theories, this paper analyzes the present situation of home-based care for the aged in Henan Province by using the purpose sampling method and multi-stage stratified cluster sampling method, sorts out the existing problems and reasons from different dimensions, and finally puts forward some concrete improvement suggestions, hoping to provide some reference for the development of urban home-based care for the aged.

Keywords

Home care for the elderly; Pluralistic subject; Pension mode; countermeasure analysis.

1. Research Background

According to the data of the sixth national census, the aging problem in Henan Province has not appeared for a long time, but its base is large, the growth rate is fast, and the characteristics of getting old before getting rich are obvious. The number of nursing needs is soaring, the nursing content is becoming more and more complex, and the aging problem is more severe. The survey shows that it is difficult for institutional pension to meet large-scale and diversified pension needs. There are many problems in nursing homes and welfare homes, such as insufficient quantity, poor price-benefit ratio, etc., which are not suitable to be the main mode of providing for the aged. At present, the model of community pension is still in its infancy. Although it develops rapidly, its shortage of funds and human resources, complicated community affairs and difficult to guarantee the service level make it difficult for community pension to become the mainstream at this stage. Home-based old-age care model appeared late, but developed rapidly, and has become the mainstream old-age care model. Its concept is based on the family, relying on the community familiar to the elderly, setting up old-age service facilities nearby and providing diversified professional services, which is not only a supplement to the traditional family-based old-age care, but also a breakthrough innovation. The survey found that this model has the characteristics of high acceptability, high cost-effectiveness, low implementation difficulty, national conditions and wide coverage.

In 2011, "12th Five-Year Plan for the Development of China's Aging Cause"/"Notice of the General Office of the State Council on Printing and Distributing the Construction Plan of Social Pension Service System (2011-2015)", both documents of the State Council put forward the principle of "home-based pension, supported by community pension and supplemented by institutional pension". It can be seen that the old-age care at home will be the main old-age care model for a long period of time in the future. Based on this, it is a very important issue to optimize the old-age care system in Henan Province, integrate resources more effectively, improve the old-age care model at home and ensure the quality of life of the elderly.

2. Review of Research at Home and Abroad

Domestic related research mainly includes feasibility study, research on the development of urban aged care service and research on the direction of home-based aged care service. In these areas, it is worth noting that Lu Jiehua and Zhou Jingyi think that the government's one-size-fits-all service supply model can no longer meet the current demand situation. The government should be a referee, formulate relevant policies, support market exploration, cultivate brands, help standardize products, establish an urban home care service network, increase the participation of society and the market, and connect the actual needs of the elderly with the professional services of service providers. Xu Aihua believes that urban home-based care for the aged can provide personalized products in a humanized way, and better satisfy the thinking of the elderly. In terms of development status, it is worth noting that Wu Cangping thinks that the government should strengthen its management planning, financial guarantee and service supervision, and release its functions in concrete operation. Luo Xingqi believes that caring for the aged at home should provide more spiritual services on the basis of giving consideration to material services. Yu Henan believes that all relevant personnel should be trained and guided to enhance the people's understanding of home-based care for the aged, especially professional service personnel should have necessary training to realize professional and standardized services. Wang Yantao and Wang Yuanjie pointed out that there are many imperfections and inequalities in pension funds. We should actively promote insurance innovation, establish a long-term care insurance system, and solve the problems of sustainability and fairness of funds. In the direction of service content, it is worth noting that Li Chunsong believes that the awareness of home-based care for the aged should be strengthened and popularized, so as to improve the recognition and participation of the elderly. The needs of the elderly to participate in society are also one of the contents of old-age care services. Guo Ting believes that the lack of infrastructure prevents many services from being carried out and can not meet diversified needs. Wang Fenglan believes that basic free services are popular with the elderly, but the recognition and acceptance of value-added services are not high. Zhou Min believes that urban home-based care for the aged should coordinate the relationship among individuals, society and the government.

In foreign countries, there is no specific concept of home-based care for the aged. Countries have different needs due to different national conditions. In foreign countries, it is generally called urban community care, which advocates providing for the aged in a suitable environment. Community care for the elderly in Japan, South Korea and Germany has been relatively mature. Relying on the community, the government provides basic free care benefits to ensure basic living, and professional care companies provide paid market-oriented services. Baresi believes that enterprises and non-profit organizations can provide personalized services to improve the quality of life of the elderly and reduce the burden on families. Chapple believes that the government, society and enterprises should provide training for urban community caregivers to achieve professional and standard services. Horman believes that the content of service should follow the needs of the elderly, including leisure and entertainment, special care, life care and spiritual comfort. Palot believes that urban community care should continue to improve. On the premise of expanding the coverage of basic services, it is necessary to continuously improve the service content, innovate the service mode, improve the management mechanism, take the system as the guarantee, govern by multiple parties, perform their respective duties and optimize the development.

Based on the domestic and foreign research viewpoints, it is not difficult to see that home-based care for the aged has become a necessary means and feasible measure for all countries to cope with aging. Combined with China's national conditions, the urban home-based care for the aged model will have a broader development space and will benefit more people. The theory and

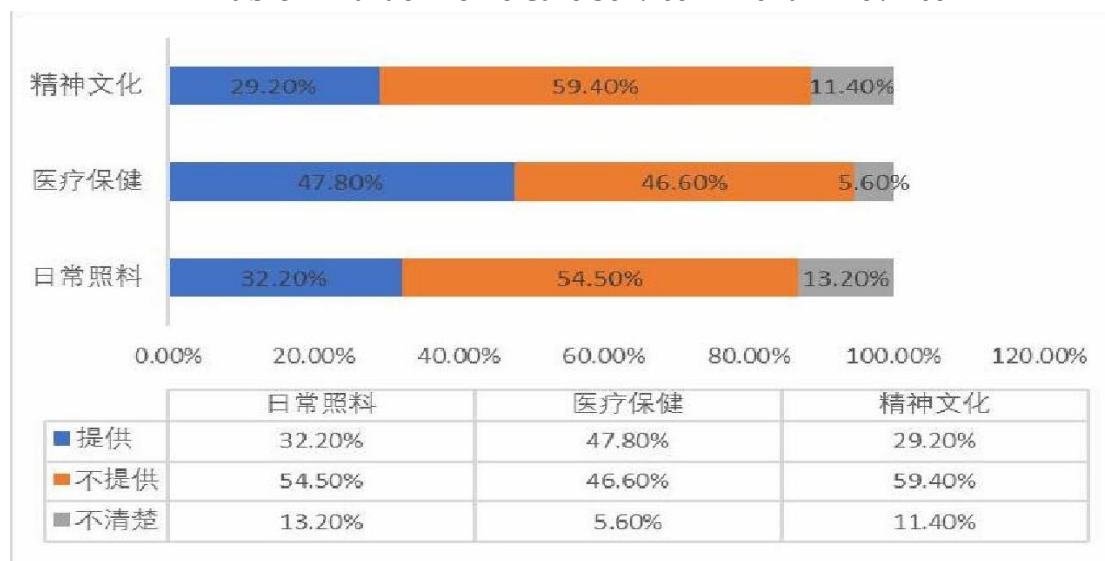
practice of community care in foreign countries are relatively mature, and experience worth learning has been explored. At the same time, the service system is still being improved in a market-oriented way. Domestic research topics related to home-based care for the aged involve service mode, service supply and demand, service organization relationship, quality improvement and so on. However, there is a basic consensus on the development stage of home-based care for the aged in China, that is, policies, funds, personnel, contents, organizational methods and other aspects need to be adjusted and improved, and they need to be continuously explored from various angles.

3. Analysis on the Present Situation of Home Care Service in Henan Province

3.1. Service Content Situation

As shown in the following table, the provision rate of medical care has reached 47.8%, but it lacks in spiritual culture. According to the regional characteristics, each community home care service center has set up different services, such as physical therapy, diet and medical care, daily housekeeping services, etc.

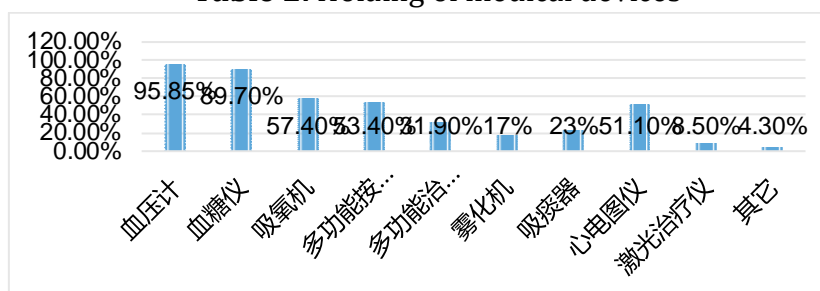
Table 1. Part of Home Care Service in Henan Province



Data source: According to the survey data, the author painted it himself

3.2. Service facilities

Pension service facilities mainly focus on catering services, day care service centers, rehabilitation care centers and medical service facilities. For the medical devices that the elderly are most concerned about, simple devices that are commonly used can be found through data, such as: The equipped rate of sphygmomanometer, blood glucose meter, oxygen inhalator, massager, etc. is quite high, while the atomizer and sputum aspirator, which are relatively expensive, are relatively few, indicating that the community has paid high attention to the medical treatment of the elderly, but less investment has been made in the construction of day care centers and rehabilitation care centers.

Table 2. Holding of medical devices

Data source: According to the survey data, the author painted it himself

3.3. Service personnel situation

There are three main types of home-based aged care service personnel, one is to provide full-time services, the other is to provide home-based aged care service managers, such as grassroots government and residents' committees, and the third is volunteers.

Among them, for those who provide full-time home service, the main problems are: shortage of human resources, low professional level, unstable team and so on. The laid-off workers, unemployed workers and migrant workers account for a large proportion of the personnel engaged in old-age services. Among them, 80% are over 50 years old, only 7% are above junior college, and less than 10% hold nursing certificate or nursing certificate for the elderly. In addition, many college students or male nursing workers with professional knowledge are no longer willing to continue their jobs after the internship, resulting in poor team stability of service personnel.

3.4. Service fund situation

At present, most of the funds for home-based aged care services are allocated by the finance, but due to various influences, the financial subsidies have been at a relatively low level. As a result, the community or old-age service center is difficult to operate, many projects can not be carried out, equipment can not be purchased, and the elderly's satisfaction with home-based old-age care is also low.

3.5. Service policy situation

In 2010, Henan Province issued the "Opinions of Henan Province on Comprehensively Promoting Home-based Care for the Aged", proposing that vigorously developing home-based care for the aged is the main measure to solve the problem of providing for the aged. In 2016, Henan Province became a pilot province for community pension by the Ministry of Civil Affairs. At the same time, it has set up pilot projects for home-based community pension service in Luoyang, Luohe, Anyang and Zhoukou. At present, most cities have set up 12349 home-based pension service platforms and achieved certain results. Opinions of Henan Provincial People's Government on Accelerating the Development of Aged Care Service Industry; Notice of the General Office of the People's Government of Henan Province on Printing and Distributing the Plan for Promoting the Planning and Construction of the Demonstration Park (Base) for the Development of the Aged Health Industry; Opinions of Shangqiu Municipal People's Government on Accelerating the Development of Pension Service Industry; The promulgation of a series of policies and measures, such as the Notice of Henan Provincial Department of Civil Affairs on Further Improving Home-based and Community-based Care for the Aged, provides a good policy guarantee for home-based care for the aged. At the same time, the grass-roots cities and towns also put forward their own ideas and practices for the development of old-age care, and made active explorations and achieved certain results. For example, Anyang put forward the working ideas of "one transformation, three combinations and five marketizations", that is, the old-age care should be transformed into service, inclusiveness, diversification and

industrialization; Combination of family pension, institutional pension and community pension, combination of government leading and social participation, combination of legalization, standardization and specialization; Socialization of service objects, old-age resources, old-age management, service facilities and service teams. All these have made positive explorations for the cause of home-based care for the aged in Henan Province, and accumulated experiences that can be popularized.

Table 3. Relevant policies of old-age service in Henan Province

Policy name	Promulgation time
Compilation of documents on accelerating the construction of old-age service system in 17 provincial cities and counties in Henan Province	2013
Opinions of Henan Provincial People's Government on Accelerating the Development of Aged Care Service Industry	2014
Notice of the General Office of the Ministry of Civil Affairs and the General Office of the Development and Reform Commission on Carrying out the Pilot Work of Comprehensive Reform of the Aged Care Service Industry	2014
Guiding opinions on strengthening the standardization of aged care services	2014
Notice on Strengthening the Planning and Construction of Pension Service Facilities	2014
Implementation Opinions of Henan Provincial Department of Civil Affairs on Establishing Cooperation and Counterpart Support Mechanism for Aged Services	2014
Notice of the General Office of the People's Government of Henan Province on Printing and Distributing the Plan for Promoting the Planning and Construction of the Demonstration Park (Base) for the Development of the Aged Health Industry	2015
Notice of the Ministry of Civil Affairs and the Ministry of Finance on the Pilot Work of Supporting the Reform of Home and Community Pension Services by the Central Government	2016
Notice of Henan Provincial Department of Civil Affairs on Further Improving Home and Community Pension Services	2016
Guiding Opinions of the Ministry of Civil Affairs on Coordinating and Promoting the Construction of Civil Affairs Informatization	2018
Regulations of Henan Province on Safeguarding the Rights and Interests of the Elderly	2018
Measures for the implementation of Henan provincial government's purchase of aged care services (for Trial Implementation)	2018

Source: Self-drawn according to relevant online data

4. Problems in Home Care Services in Henan Province

4.1. The Government Laws and Regulations Are Imperfect, the Supervision Is Not Enough, and the Service Role Is Confused with the Management Role

Although the government has promulgated the corresponding laws and regulations, local governments and communities at all levels have failed to implement them together, and the benefits cannot be realized effectively. For example, the establishment of the old university lags behind and cannot meet the needs of continuing education; In case of unexpected hazards, there are no laws and regulations that can be directly relied upon. Even if there are corresponding insurance companies involved, the guarantee effect cannot be realized due to the inability to coordinate. Nowadays, marketization has begun to take shape, and most domestic nursing

enterprises lack professional management and training for employees. Due to the lack of industry supervision standards, the inspection and supervision are lacking in basis and become a mere formality. The government, community and enterprises cannot work together under the standardized system, and the service quality cannot be guaranteed.

In recent years, home-based care for the aged has become a policy of benefiting the people of governments at all levels, and the home-based care for the aged has been included in the key projects of the government. However, due to the inertia of big government and small society, there are some vacancy and dislocation phenomena, which often involve too many family and social affairs, resulting in problems such as too single capital channel, too heavy burden on the government, and not obvious effect. At the same time, the government should actively decentralize, act as a referee, rule maker and supervisor, and let families, communities and society play the role of resource allocation.

4.2. The Number of Home Care Service Teams Is Insufficient and the Professionalism Is Not High

At present, home care services are still mainly provided by public institutions or organizations, and the main purpose of public organizations is not to make profits, so there is usually no motivation to improve service quality. Comparing the interviews with home-based aged care service centers, it can be found that there are obvious differences in personnel and funds. Because private aged care service institutions need to profit from the service process, private aged care institutions have good guarantees in terms of funds and personnel, such as regular training and practice to improve the comprehensive quality of service personnel. However, there are obvious loopholes in this aspect in public organizations. From interviews, it can be found that service personnel working in pension service centers usually do not intend to engage in this industry for a long time, especially those employed. However, in the current pension service team, the employment system personnel occupy the vast majority, and precisely because of this phenomenon, it is difficult for public departments to train all personnel systematically and comprehensively, which is equivalent to a game between the two sides. From a micro perspective, this is not conducive to improving the overall level and service quality of the service team, and from a macro perspective, it is not conducive to the sustainable development of the industry.

4.3. The Government/Community/Social Organizations and the Market Lack Coordination

The main role of government is planning, decision-making and guidance, while the main role of community is implementation and assistance. Although some laws and regulations have been promulgated, the survey found that the community failed to implement them together, thus failing to meet the original expectations. The public resources of old-age services invested by the government are limited. Facing the huge number of elderly people, a complete evaluation system has not yet been established, which cannot guarantee the fair use of public resources of old-age services. There is also no evaluation system for the quality of old-age services, and it is impossible to effectively supervise the old-age services. Because all parties in the community and social organizations want to reduce expenses, because of the problem of interests, they can't truly and comprehensively share resources and cooperate, which leads to insufficient publicity, uneven quality of recruits, high mobility, and inability to complete effective volunteer training. In terms of market organization, the community is unable to coordinate with the market, the price remains high, the supervision is not enough, the depth is not enough, the service is uneven, and the coordination with insurance companies and law companies is not enough, which makes it difficult to connect. In the aspect of cooperation with family, the concept of providing for the aged and the concept of employees have not been positively changed and no consensus has been reached. At the same time, there is no synergy between market

organizations, such as catering and medical enterprises, which cannot provide diet therapy reasonably. Information technology service enterprises can't cooperate with other enterprises, information can't be collected, and information management can be realized.

4.4. There Is An Imbalance Between Supply and Demand of Home Service Projects

By comparing the utilization of the services provided in the community, we can find that such services as leisure and entertainment, medical services, etc., are highly accepted by the elderly, while the supply of catering services, day care, etc. seems to be oversupplied. In view of this phenomenon of "disconnection" between demand and supply, the author thinks that there are mainly the following reasons. First of all, most of the services in the community are provided or introduced by relevant public departments, which can reduce the price of services and make them as fair as possible, but the problems are obvious. Because the public sector seldom takes economic benefits as the performance measurement index, it usually has no motivation to improve the quality and content of services, and it will not deliberately carry out activities like market research. In the long run, the services provided are "superficial" and lack of flexibility. Secondly, the old-age service in the community lacks relevant market mechanism. Similar to that described in the previous article, there is a lack of competition in the services provided in the community. From the community to the public sector to the institutions, and even the elderly themselves, the home care service is basically not regarded as a market-oriented service, but more as a welfare, so it is difficult to form such rules as "survival of the fittest" and "survival of the fittest". In addition, the imperfect system construction, lack of exploration and practice have made the marketization process of home-based aged care services difficult to move forward, while institutions in public departments or communities rely more on past experience or preconceived ideas when providing services, so it is not difficult to understand the phenomenon of "disconnection". Finally, the old people's own ideas have not completely changed. Although most of the elderly in the surveyed community have received the aged care services in the community, these services are basically "additions" in the hearts of the elderly, that is to say, the elderly pay more attention to the "make-do" mentality of "as long as there is such a service", and do not investigate "the quality of the service" and "whether the service can meet my needs". In the long run, there is a lack of relevant stimulation and encouragement at the demand level, and such a "disconnection" phenomenon has naturally formed.

4.5. Infrastructure Is Relatively Lacking

The survey shows that the number of old-age service institutions and the number of old-age beds in Henan Province both exceed the national average level, but they are still very insufficient compared with the needs of the rapidly increasing elderly population in Henan Province. Considering the aging trend in the future, the gap will be further widened. In addition, due to the influence of the economic and social development level of various regions, the development of urban home-based aged care services in different regions is uneven. Most urban communities have limited available and disposable resources, and few services can be provided for the elderly with service needs, resulting in the inability to carry out urban home-based aged care services, showing a prominent contradiction between supply and demand.

4.6. Lack of Funding Channels and Limited Sources

Urban home care service institutions are short of funds. At present, the main source of funds needed for the operation of urban home-based aged care service institutions in Jilin Province is government financial investment, and service charges only account for a small part of them. Limited by the level of fiscal revenue, the amount of funds that can be invested in the development of urban home-based aged care services is relatively small. Single channel and relatively insufficient sources of funds not only make urban home-based aged care service

institutions unable to provide rich services for the elderly, but also make it difficult to maintain normal operation, which makes the development of urban home-based aged care service in a dilemma. Another source of funds for urban home-based aged care service institutions is service charges. However, the vast majority of the elderly who need services are those who have retired very early or are unable to create economic income now. Their low income level leads to their limited ability to pay, which makes it difficult to accept the paid services provided by urban home-based aged care service institutions. Moreover, they lack interest in purchasing some welfare services with low fees, which makes this part of income seem insignificant. Due to lack of funds, urban communities are unable to improve the infrastructure and equipment needed for some aged care services, and the existing service facilities and equipment cannot be updated in time, which restricts the development of some service projects. In the process of operation, the labor cost, water and electricity cost and other expenses are high, which leads to the phenomenon that income can't make ends meet, so it can't provide more services for the elderly.

5. Countermeasures for Improving Home-based Pension Mode in Henan Province

5.1. The Right Subject Completes the Right Service Content

The elderly have different needs for providing for the aged, so the home-based aged care service center should provide diversified aged care services. Each kind of old-age service has its own characteristics, and the main body of providing services should also be suitable. For example, life care, including daily care, housekeeping, shopping, etc. can be provided by different service subjects; In terms of medical care, including ward, rehabilitation, consultation, diet therapy, etc., it is necessary to focus on community, nursing institutions, hospitals, etc.; Entertainment, including forums, books, square dances, etc., can be organized by associations and markets; For emergency rescue, there may be communities, social organizations, markets and other organizations. Different organizations have different supply characteristics. Only when the government, community, association and market work together can they provide professional and diversified services to meet the needs of the elderly.

5.2. Improve the Government's Support and Guidance Role and Increase Support

The government should simplify administration and decentralize power, define its functions, play a leading core role, make overall plans for policies and systems, continuously improve its regulatory capacity, realize sustainable financial input, and ensure the healthy and orderly development of the market. In terms of strengthening system construction, provincial departments should coordinate the central and local governments, and each administrative department should base itself on its own responsibilities and administrative scope, draw lessons from domestic and foreign beneficial experiences, formulate and plan the industrial norms for aged care services, do a good job in top-level design, and improve policies such as family support, social assistance, social security and environmental planning, so as to increase the compatibility and systematicness of policies and enhance synergy. At the same time, we should coordinate family planning, health, retirement, employment and other aspects to support the aged care service industry, establish a long-term care guarantee system linking insurance, welfare and relief, establish a guardianship mechanism for the elderly, and classify the management system for the elderly service institutions. In the aspect of supervision ability, we should establish the performance evaluation management system, improve the process management, take the process quality as the evaluation index, and introduce the corresponding operable universal grade evaluation mechanism. Third-party organizations such as trade

associations can be entrusted to participate in supervision, evaluation and quality certification in the form of government purchase of services. In terms of financial input, the government should continue to invest manpower, financial resources and material resources in the field of old-age services, continue to provide basic old-age security, cover the bottom line of old-age care, promote fairness and equalization of services, and give the elderly the opportunity and conditions to share the dividends of reform. Accelerate the completion of pension shortcomings, gradually narrow the pension gap between regions, allocate pension resources in a balanced manner, make reasonable overall arrangements for capital investment, optimize the structure of fiscal expenditure, and fully mobilize the service enthusiasm of pension service personnel and volunteer service groups.

5.3. Encourage the Market to Optimize the Allocation of Resources, Adjust Supply and Demand, and Achieve Accurate Services

In view of the diversified needs of the elderly, market allocation is encouraged to make up for the shortcomings of the government. There is profit-seeking endogenous power in the market itself, so it is easier to upgrade and upgrade the service in an all-round way due to the endogenous drive, adopt diversified and socialized ways, introduce multi-participants and mobilize enterprises, non-profit organizations, social organizations and individuals to actively participate in the construction of urban home-based aged care services, make up for the shortcomings of market services, and deliver targeted aged care services to targeted elderly people efficiently and accurately. The government can adopt more favorable support policies, encourage market-oriented operation mode, attract private capital, and give preferential care to some personalized service items for the elderly, such as land use, capital investment, tax and fee reduction, water and electricity prices, etc. At the same time, encourage and support innovation in more service projects, provide a variety of old-age service products, meet specific individual needs, and make urban home-based old-age services truly implemented.

5.4. Improve Community Construction and Integrate Medical Care

Urban communities should make full use of medical resources to provide more medical services for the elderly, and finally achieve the development goal of a healthy aging society of "treating diseases and providing for the elderly without diseases". To build a "combination of medical care and nursing" service system for urban home care needs to strengthen cooperation and communication between urban communities and medical institutions, and actively set up designated hospitals through cooperation with nearby medical institutions to facilitate the elderly to seek medical treatment nearby. At the same time, if the physical condition of the elderly does not allow it, the urban community can be arranged to send a special person to the hospital, or the hospital can assign special medical personnel to provide door-to-door treatment to treat and treat the elderly, so as to ensure the timeliness of treatment to the maximum extent. On this basis, the urban community can appoint some younger workers with strong learning ability to go to medical institutions to learn special first-aid measures, rehabilitation nursing and other knowledge. In case of sudden emergency, the urban community workers can quickly and effectively deal with it before referring it to ensure the timeliness and effectiveness of treatment. Strengthening physical exercise, prevention and health care are also an important part of serving the elderly. First, urban communities can ask nutrition experts in medical institutions to recommend balanced diet for the elderly, advocate healthy life and rest, encourage the elderly to go to bed early and get up early, pay attention to sleep quality, and lay the foundation for improving the body's immunity. Second, urban communities should provide convenient conditions for the elderly to exercise. In urban community activity halls and open spaces, we can arrange some physical fitness and easy-to-operate sports equipment in combination with rehabilitation activities recommended by medical institutions, so that the elderly can exercise conveniently at any time and anywhere,

strengthen their physical health and be full of vigor and vitality. Third, urban communities can offer channels of talking and methods of self-guidance by inviting psychological counselors, organizing psychological counseling activities regularly, playing games and one-on-one interviews, etc., so as to alleviate the loneliness and helplessness of the elderly. Fourth, urban communities can arrange special staff to come to the home regularly to provide assistance according to the doctor's advice and the demands of the elderly, or remind the elderly to take medicine and check in time by telephone. Special attention should be paid to the frailty of body and mind of the elderly when the seasons are changing or when a serious illness is recovering, and services should be provided for the elderly from the perspectives of physical rehabilitation and psychological care.

5.5. Establish Diversified and Multi-Channel Funding Channels

Simply relying on the government to provide funds can not solve the problem of population aging, but can be improved through social organization and fiscal and taxation policies. On the one hand, the government should continue to provide financial support and standardize the use and management of subsidy funds; On the other hand, it is necessary to expand the channels of capital sources, guide the investment of social capital through the government's purchase of services, and improve the rate of return and attract social capital by adjusting preferential policies; At the same time, help the elderly to establish a new era of consumption and pension concept, improve the consumption level of the elderly, and improve the personal purchasing power of residents.

5.6. Improve Infrastructure Construction, Strengthen Talent Team Construction, and Upgrade Soft and Hard Strength

While continuously improving the "hardware" level of home-based aged care services, more attention should be paid to the promotion of "soft power of talents". According to the current development status and service level of urban home-based aged care services in Henan Province, it is imperative to speed up the construction of employees. Only on the basis of ensuring professionalism can the overall service level be improved. According to the situation of the province, formulate the development plan of personnel training, improve the mechanism of personnel training, and implement the system of certified work. Encourage measures, strive to improve the material and spiritual treatment of employees, stabilize the team, combine the training of talents with the introduction of talents, and ensure that "raising out", "attracting in" and "retaining". Actively mobilize the elderly self-organization, realize the waste heat, help each other, call on the students to actively participate in social volunteer service, and cultivate social consensus.

5.7. Guide Property Service Enterprises to Join

The realty service enterprise regards the old-age care business as one of its main businesses. From the perspective of community management, it makes full and effective use of various service facilities and resources in the community, which helps to strengthen the trust between the property owners and the demand stickiness. Using the convenience of the property is also conducive to alleviating the dilemma of every family in the old-age care. Second, it will be a big market to be developed for property service companies. Third, it can alleviate the shortage of service personnel in the current home-based care for the elderly, and make use of the advantages of the property itself to provide its own strength in the context of the elderly's growing lack of care and loneliness.

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