

The Practice and Exploration of Service System Construction for the Aged at Home in Liaoning Province

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Abstract. In recent years, with the aging problem of China, the problem of the elderly has also become the focus of social attention. This paper in Liaoning region "Internet + medical raise kang raise" pension mode of insufficient security, health consciousness deviation, equipment operation, data surface, low efficiency, service lack of targeted problems are analyzed, discusses the Internet environment endowment resources integration, health propaganda, community interaction, product development, platform interface, overall service implementation path, and promote "on the basis of the home, community, institutions for supplement, network for the path, medical kang raise combination" pension service system of compaction.

Keywords: Internet + Medical Care; Health Care and Aging Health Management Practice.

1. Introduction

According to the seventh national census released by the National Bureau of Statistics in 2021, the number of people aged 60 and over China is about 264.02 million, accounting for 18.70 percent of the country. Among them, the population aged 65 and above is 190.64 million, accounting for 13.50% of the country; Liaoning elderly population aged 60 and above is 10.954 million, accounting for 25.7% of the total population, 7 percentage points higher than the national population. It can be seen from the above data that the average life expectancy of Chinese people has increased extremely significantly, and at the same time, China's aging population is deepening extremely quickly. With the aggravation of population aging, China's pension demand is becoming increasingly severe. The party's 20th report proposed to "implement the national strategy of actively responding to the aging of the population, develop the pension cause and industry, optimize the services for the elderly, and promote the realization of all the elderly enjoy basic pension services". The central committee of the communist party of China formulated the 14 five-year plan for national economic and social development and 235 years vision proposal " promote the coordinated development of enterprise of pension and endowment industry, improve the basic endowment service system, develop pratt & whitney type endowment service and mutual endowment, support family endowment function, foster pension new forms, build community institutions that occupy the home, medical kang combination of pension service system, improve the pension service comprehensive supervision system."In the process of promoting China's medical care work, we should actively build a community-based care structure based on home care, based on community support, supplemented by relevant institutions, with Internet + as the platform, and combining medical care and health care.

2. Medical Care and "Internet +" Concept

2.1. Medical Care and Health Care

"Medical care and health care" refers to taking healthy aging as the concept, focusing on the health and pension needs of different types of the elderly, and under the guidance of the government, giving full play to the joint efforts of families, communities and institutions under the macro guidance of the government [1], Specifically, "medical kang raise" combined pension model, pension care, health care, health management, from two aspects of the elderly body and mind, to provide health education, prevention, disease diagnosis and treatment, rehabilitation care, long-term care, multi-level,



personalized health services for one of the continuous comprehensive health pension services. On the basis of basic medical care and daily care for the elderly, it is to strengthen the whole process of services such as health management and disease prevention, and build an old-age care service system of "medical treatment first, health first, pension first", so as to improve the health quality of the elderly.

"Medical care" mainly includes three aspects: the first is daily medical security, mainly health consultation, health examination and diagnosis and treatment services for the elderly; the second is disease rescue, mainly for the elderly with sudden diseases, such as "green channel"; the third is hospice care for the elderly at the end of life, to improve the quality of life and life dignity in their later years[2]. "Health care" mainly includes two aspects: one is for the daily maintenance of the elderly, providing health management knowledge lectures such as disease prevention and health care; the second is to provide rehabilitation guidance, nursing and training for the elderly recovering from serious illness, so as to improve their quality of life, promote physical recovery, prevent and reduce the occurrence of complications.

2.2. Internet +

"Internet +" represents a new economic form, namely give full play to the Internet in the configuration of production factors optimization and integration, the depth of the Internet innovation fusion in economic and social fields, improve the innovation and productivity of the real economy, form a wider range of Internet infrastructure and implementation tools of new form of economic development. Premier Li Keqiang first proposed at the government work report at the Third Session of the 12th National People's Congress on March 5, 2015. "Internet +" action plan is cloud computing, Internet of things, big data of a new generation of information technology and modern manufacturing, producer services, such as fusion innovation, developing emerging forms, provide environment for innovative entrepreneurship, provide support for intelligent industry, strengthen economic development, promote the national economy.

2.3. Internet + Medical Care and Health Care

The mode of "Internet + medical health care" is a new model combining the Internet, big data, cloud computing and other current technical means with medical care and elderly care services. By interacting with online "Internet +" and offline "community module", elderly users organically integrate their daily health data, smart wearable devices, online health platform, and health service management. On the basis of collecting daily health data and smart wearable devices data, the data of their physical and mental health level are analyzed through the online health platform, so as to determine the health problems of the elderly population and provide targeted health management services for them.

3. Current Situation of "Internet + Medical Care and Health Care"

3.1. Medical and Health Support and Guarantee is not in Place

The mode of combining medical care with health care is still in the exploratory stage in the whole country. The promotion of medical care and health care mode needs the joint participation of the government, hospitals, communities and service institutions. The government policy system, guarantee system, support intensity and other aspects need to be improved, and the boundary division of power and responsibility is not clear enough. At present, there are some problems in the "combination of medical care" in Liaoning, such as the small number of old-age institutions, insufficient connection of related social insurance, endowment insurance and medical insurance, and the settlement of reimbursement expenses. Although the community home care service can provide cleaning up and health care services for the elderly, the service is not in place due to the lack of personnel and funds.

3.2. There is Health Awareness Deviation among the Elderly and Low Health Literacy

Health literacy is an individual's ability to acquire and understand health information and use that information to maintain and promote their own health. Data from the 2019 Liaoning Provincial Resident Health Literacy Survey showed that the health literacy level of the elderly in Liaoning province was significantly lower than that of the lower age group[3]It can be seen that the elderly have low literacy in basic knowledge and ideas, healthy lifestyle and behavior, and basic skills. The elderly spend on health mainly to buy various health care products, while ignoring health examination, health tracking and other items.

3.3. The Elderly are Resistant to the Internet and Equipment and have Difficulties in Operation

According to the 51st Statistical Report on the Development of The Internet in China released by the China Internet Network Information Security Center, as of March 2023, the scale of non-Internet users in China was 344 million, among which the elderly aged 60 and above accounted for 37.4%, which can be seen that the penetration rate of the Internet among the elderly is not high. The elderly are curious about new things, but they suffer from the opportunity to learn and special guidance, and the effective use of Internet and smart products is low. The elderly have doubts about the security of the Internet and have difficulties in the operation of smart devices, which all lead to the resistance of the elderly to the Internet and smart devices.

3.4. The Data of Intelligent Devices is Only the Basic Records, and the Indicators are Superficial

At present, intelligent devices on the market emerge in an endless stream, but their monitoring function is relatively simple, mainly measuring the blood pressure, blood oxygen, blood sugar and energy consumption of the elderly, or their children locate and health monitoring of the elderly through the equipment. The elderly have low ability to operate and accept intelligent devices, and can basically complete the simple operation of intelligent devices and data reading, and rarely use functions such as data uploading and tracking. Intelligent devices only record the daily basic data such as blood pressure and blood oxygen of the elderly, and cannot realize the continuous tracking of the data.

3.5. The Health Platform Stores and Records the Physical Examination Data, and the Data Analysis is Poor

Smart device operators are different from their respective platforms. Multiple data cannot be compatible with the same platform, and the platform also lacks scientific management of data collection. The data of the platform is mainly the information uploaded by intelligent devices, which only stays in the surface; the data of hospitals and physical examination centers lacks port access and cannot be shared with intelligent devices, and the data information is not comprehensive; the data analysis of the platform is only simple statistics, and the data utilization rate is low. At the same time, due to the instability of the platform, the basic information and health data of the elderly are at risk of being leaked.

3.6. Product Development Ignores the Actual Needs of Customers and has Little Service Support

Health needs in old age include physical and psychological health, as well as social adaptation. At present, the products on the market only focus on the physiological health monitoring, ignoring the healthy mentality and emotional guidance of the elderly. Health services also only focus on the life care and health care of the elderly, ignoring the attention and guidance of the emotional experience such as loneliness and weakness of the elderly. The elderly have diverse needs for health, and the front-end input, mid-term consolidation and post-tracking services of products are not in place, leading to the lack of pertinence and continuity of services for the elderly.

4. The "Internet + Medical Care and Health Care" Solution

4.1. Integrate Service Resources, and Consolidate the Implementation of "Medical Care and Health Care"

In March 2021, the 14th Five-Year Plan for National Economic and Social Development of the People's Republic of China and the Outline of 2035 Vision Goals was officially released, again emphasizing the need to "build an elderly care service system that coordinates home community institutions and combines medical care and health care".[4]This requires the health service industry to integrate resources, carry out all-round coordination for personnel, funds, information, services, and effectively promote the implementation of the "medical and health care" service.

4.2. Publicity of Health Concepts to Improve the Health Literacy Level of the Elderly

Strengthen the publicity of the health concept of the elderly, and broaden the formal ways to obtain the health information of the elderly. Through platform push, community activities and other forms, the elderly can acquire basic health knowledge and concepts, healthy lifestyle and behaviors through formal channels, and improve their basic skills of health promotion by providing relevant training.

4.3. Conduct Community Interaction to Help the Elderly Learn How to Use Smart Devices

Should be based on the characteristics of the elderly living area is relatively closed, in the community, for the elderly to provide network science and intelligent equipment operation training and individual guidance, can effectively meet the old people demand for smartphones and other electronic devices use skills, and strengthen the communication ability of the elderly, but also let the elderly enjoy the convenience brought by the scientific and technological progress.

4.4. Focus on Product Research and Development, and Simplify The Operation Methods of Healthy and Intelligent Devices

In the process of product development and design, the medical care and health care service providers should consider the physical function degradation of the elderly users, such as vision, hand and eye coordination, etc. Intelligent products should be designed with the concept of "comprehensive functions and simple operation", so that the elderly users can operate simply and achieve the goal of multiple monitoring by using one device, and improve the willingness of the elderly to use intelligent devices for monitoring.

4.5. Add the Platform Interface to Realize the Analysis and Sharing of Health Data

Improve the channels and interfaces of the platform, use information technology to establish a regional Internet health data platform, integrate medical treatment data, personal physical examination data and daily monitoring data, realize the analysis and processing of the health information of the elderly group and individuals, and realize the function of health data sharing. At the same time, to improve the security of the platform, to ensure the integrity and security of the platform data and information.

4.6. Health Management Services, Health Management is the Front-End Support of Medical Treatment

To enhance the cognition of the health management concept of the elderly, and promote the physical and mental coordinated development of the elderly. Medical and health care service providers should identify the needs of elderly users and provide them with targeted and personalized services. In the longitudinal services of daily care, disease rehabilitation, special care and hospice care, as well as the horizontal guidance of physiological, psychological and social adaptation dimensions, to help the elderly to enjoy their old age with a healthy body and a positive attitude

5. Conclusion

Community-based home-based endowment is a kind of endowment model between family-based endowment and institution-based endowment, The social resources are used to support the aged, and the social resources are integrated and optimized to realize multi-directional interaction, so that the economic burden of the aged is shared by the family, the government and the society. Finally, the construction of home-based old-age support, community-based support, to the relevant institutions as a supplement, Internet + platform, health care combined with community-based old-age care services.

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