

Challenges and Strategies for Community Elderly Care Services in the Era of Digital Governance

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Abstract. With our country's technological advancements, digital governance is increasingly penetrating all aspects of social life, particularly in the public service sector. As the "silver-haired group" grows, so does the demand for and attention to community elderly care services. The introduction of digital governance offers new opportunities in this field, yet it presents significant challenges. The integration of intelligent technology in community elderly care, facilitated by digital advancements, enhances service efficiency and quality, enabling more convenient and personalized care for the elderly. However, the implementation faces specific challenges: digital anomalies where technology usage exceeds conventional norms, a digital divide marked by the elderly's limited ability to utilize new intelligent devices and services, and insufficient professional training for caregivers. These issues complicate the promotion of digital governance in elderly care services. Addressing these problems involves several strategic measures: refining systems to bridge the digital divide, enhancing the training and familiarity of digital technologies among the elderly, and improving caregiver professionalism. Additionally, establishing robust data security management and privacy protection mechanisms, along with advancing the legal framework surrounding eldercare, are crucial. Moreover, it is vital to provide more emotional care, enhance the elderly's sense of belonging, and meet their emotional needs to support the effective integration of digital governance into community elderly care services.

Keywords: Digital Governance, Community Elderly Care Services, Response Measures.

1. Introduction

In the context of the digital age, our country's comprehensive strength has been significantly enhanced, and information technology has been widely applied in reform areas, bringing great convenience to the public's daily work and life, especially in the field of elderly care services. These technologies not only respond quickly to public needs but also promote structural reforms in the elderly care service system. As an important part of the elderly care system, community elderly care services are empowering through technology to break free from traditional models, closely connecting the elderly, relatives, communities, governments, and markets to build a diversified and collaborative elderly care service system. This effectively solves the problems of uneven distribution of elderly care resources and scattered management entities[1-4]. However, influenced by objective factors, the elderly population has certain limitations in digital skills and information access, which makes it difficult for them to fully enjoy the conveniences brought by digital governance. Therefore, based on the actual development situation, a more complete and efficient community elderly care service system should be built to provide higher quality and more intimate services for the elderly, making their later years more happy and fulfilled.

2. The Importance of Carrying Out Community Elderly Care Services

2.1. Meeting the Spiritual Needs of the Elderly

As an important part of society, the quality of life of the elderly directly affects social harmony, stability, and developmental progress. Therefore, how to provide more convenient and intimate services for the elderly, meeting their basic life needs, has become an urgent issue for society. Community elderly care services have emerged as an important way to meet the needs of the elderly. Through community elderly care services, the elderly can enjoy professional care and attention at



their doorstep [5-6]. At the same time, community elderly care services focus on individualized needs, providing customized service plans for the elderly with different health conditions and living habits, ensuring they receive ample care and support in their later years. Additionally, community elderly care services can effectively reduce the family burden, allowing family members more time and energy to accompany and care for the elderly. Through community elderly care services, the elderly not only achieve material satisfaction but also receive spiritual consolation and care, enhancing their sense of belonging and happiness.

2.2. Reducing the Burden of Family Care

With the intensifying trend of population aging, the number of elderly people is increasing year by year, and their needs for life care, health management, and spiritual consolation are becoming more prominent. Currently, the traditional family care model is no longer able to meet the elderly care needs of modern society, especially in the fast-paced modern life where children often face great work pressure and life challenges, making it difficult for them to fully engage in caring for the elderly. In this context, the development of community elderly care services is particularly important, not only providing convenient and intimate services for the elderly, meeting their basic life needs, but also providing necessary support and help for families, reducing the burden of elderly care on children, as detailed in Figure 1. Community elderly care services, through professional teams and facilities, provide daily care, health monitoring, and rehabilitation training for the elderly, ensuring they enjoy comprehensive care at home. Thus, children no longer need to worry about the daily life of the elderly and can focus more on their work and careers.

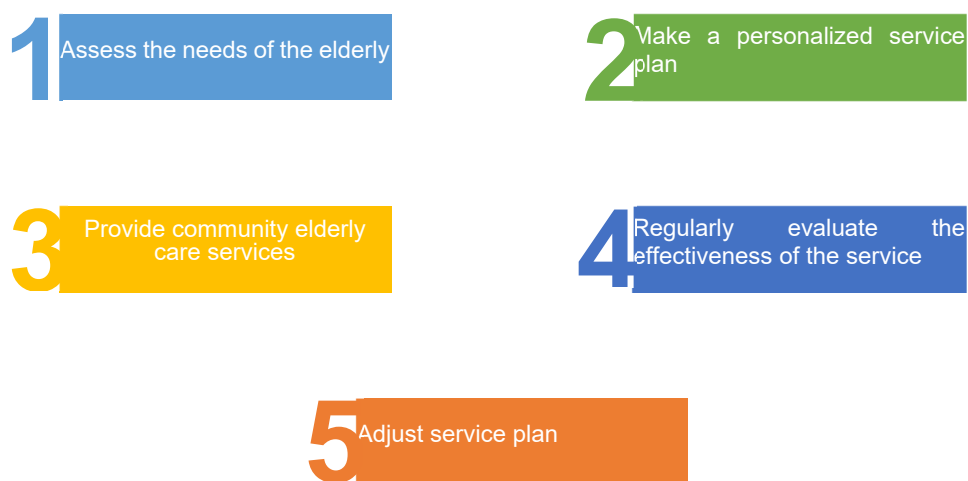


Figure 1. Content of community old-age service

3. Challenges Faced by Community Elderly Care Services in the Era of Digital Governance

3.1. Digital Anomie

With the deep application of intelligent technology, community elderly care services have seen innovative developments in the era of digital governance, but they also bring new risks with strong concealment, posing potential threats to the community elderly care service industry in Table 1. The society's understanding and acceptance of new technologies are far behind their development pace, mainly reflected in the elderly population, whose cognition and usage abilities of new technologies are limited, making them easy victims of technological risks; at the same time, some managers also lack sufficient understanding of the application risks of new technologies in the elderly care field, leading to blind spots in decision-making and regulation. In the process of pursuing maximized benefits, enterprises often focus too much on the technological advancement and innovativeness, ignoring the risks that may arise in the actual application in the elderly care field. This shortsighted behavior may bring safety hazards to elderly care services and also damage the reputation and

interests of enterprises. Currently, the institutional system of community elderly care services in our country is not yet perfected, presenting characteristics of fragmentation and disorganization. The lack of clear and unified legal norms leads to loopholes in regulation and governance. Although some regions have issued local management documents, these documents mostly focus on the intelligent technology level, lacking sufficient guidance on the actual application of digital services, making it difficult to effectively avoid the risks brought by intelligent products.

Table 1. Issues Facing Community Elderly Care Services in the Era of Digital Governance

Problem	Influence	Consequences
Insufficient technical knowledge	It is difficult for the elderly to effectively use intelligent elderly care service products, which affects their service experience	It is difficult for managers to formulate effective supervision strategies, which increases the difficulty of management
Corporate short-sighted behavior	There may be security risks in the pension service, such as information leakage, system failure, etc	Damage to corporate reputation and reduce consumer trust
The system is not perfect	The lack of unified regulatory standards leads to regulatory loopholes	It is difficult to form an effective governance force to deal with technical risks

3.2. Digital Divide

Due to the arrival of the era of digital governance, various functional departments focus more on online information interaction when responding to needs. However, the digital progression of the elderly is significantly behind, directly affecting the progress of various work tasks. Most digital products in community elderly care services are designed by enterprises, and these products often excessively pursue technological advancement while ignoring the user-friendliness and simplicity of the interface. For the elderly, their usage habits and physiological characteristics differ significantly from those of younger people, making them feel at a loss when facing these digital products[7-8]. The lack of age-appropriate design in digital products undoubtedly sets barriers for the elderly to access and use digital services. Additionally, the lack of digital skill training for the elderly is also an important reason for their delayed digital progression. Many elderly people feel unfamiliar and fearful of using the internet and smart devices, lacking the necessary skills and knowledge to adapt to the digital age. This skill gap not only limits their access to information and services but also deepens their digital divide with other groups.

3.3. Lack of Professional Talent

As the aging society accelerates, the demand for health services becomes increasingly prominent, becoming the core need for community elderly care services. However, the limited supply makes it difficult to meet this demand, especially in the era of digital governance where contradictions are more apparent. Under the backdrop of digital governance, community elderly care services are undergoing profound changes. The application of intelligent technology brings convenience and efficiency to elderly care services, but it also imposes higher requirements on the professional capabilities of service personnel. Currently, the market severely lacks multifunctional talents who are proficient in both medical nursing knowledge and data processing. These talents need to have solid professional knowledge in medical care, be familiar with data analysis and processing techniques, in order to better utilize intelligent tools to serve the elderly. However, the reality is far from satisfactory[9-10]. The current elderly care service personnel generally lack professionalism, and their service level and skill level are unable to meet the diverse needs of the elderly. Therefore, the services provided by the community often cannot ensure a good experience for the elderly, which also affects their satisfaction and trust in community elderly care services to some extent, leading to severe talent loss issues in community elderly care services.

4. Governance Strategies for Community Elderly Care Services in the Era of Digital Governance

4.1. Enhancing the System

As technology continues to evolve rapidly, digitalization and intelligent solutions have become integral to elderly care services, setting new standards and expectations. The integration of advanced technologies such as big data analysis and artificial intelligence in elderly care is vital but also presents challenges such as digital anomie, where there's a significant disconnect between fast-paced technological growth and the slower evolution of legal frameworks and professional training. To mitigate this, it is crucial to enhance digital literacy among the elderly, enabling them to better understand and utilize smart technologies, thus improving their access to personalized and efficient care services. Additionally, establishing a robust data security system is essential to protect the personal and health information of the elderly, ensuring their privacy rights are not violated.

To address these gaps effectively, there is an urgent need to refine and update the policies and regulatory frameworks governing elderly care. This involves drafting and enacting legislation that keeps pace with technological advances, ensuring that legal structures facilitate rather than inhibit the adoption of new technologies in elderly care. Further integration of professionalism and technology requires strengthening cross-departmental and cross-field collaboration to enhance the coherence and effectiveness of elderly care services. This involves clarifying the responsibilities and powers of community elderly care platforms and government regulatory bodies to prevent overlapping management and unclear responsibilities. Moreover, setting unified industry standards and management norms can help ensure high-quality care, facilitate effective supervision, and improve service efficiency.

It is also important to focus on the elderly population's ability to protect their rights, particularly in terms of information security. Protective measures, such as secure electronic records with clear data retention periods and comprehensive exit mechanisms, respect the elderly's wishes and safeguard their dignity while ensuring resource efficiency. These strategies collectively aim to bridge the gap between technological advancements and current elderly care practices, promoting a more integrated and effective system that caters to the nuanced needs of the elderly community. By reinforcing the legal and policy framework, we can ensure that both the benefits of technology and the rights of the elderly are adequately protected, leading to a sustainable and forward-thinking approach to elderly care.

4.2. Bridging the Digital Divide

In the era of digital governance, while technology brings many conveniences, the challenge of low internet penetration and smartphone usage among the elderly cannot be overlooked. This technological gap limits their ability to effectively express their real needs online, impacting the precision and effectiveness of community elderly care services. To address this digital divide, it is essential to integrate both digital and traditional methods to ensure that the needs of the elderly are accurately and fully represented. A "hybrid" model combining online data collection with offline needs surveys is recommended. Through direct, face-to-face interactions, caregivers can deeply understand the real thoughts and expectations of the elderly, thereby gathering more comprehensive information about their needs.

Moreover, enhancing the digital literacy of the elderly is critical. Establishing special "Elderly Advisor" roles can significantly aid this process. These advisors would regularly visit the elderly in their communities, teaching them how to use digital products and assisting them in entering their personal information and needs into relevant apps. This hands-on help ensures that the elderly are not left behind in the digital age and that their data are smoothly integrated into data management systems, enhancing the overall quality of elderly care services [11].

While technology is indispensable in optimizing service processes and improving service efficiency, it must be balanced with a focus on emotional and spiritual care to fully bridge the digital divide. It is crucial that technology serves as an auxiliary tool to enhance, not replace, the genuine human interactions that are fundamental to effective elderly care. By doing so, technology can be used to better understand and meet the higher-level needs of the elderly, ensuring that the digital transformation in elderly care is inclusive and beneficial for all. This balanced approach helps alleviate any potential interpersonal alienation that might arise from the use of technology, ensuring that elderly care remains compassionate and human-centered even as it becomes more technologically advanced.

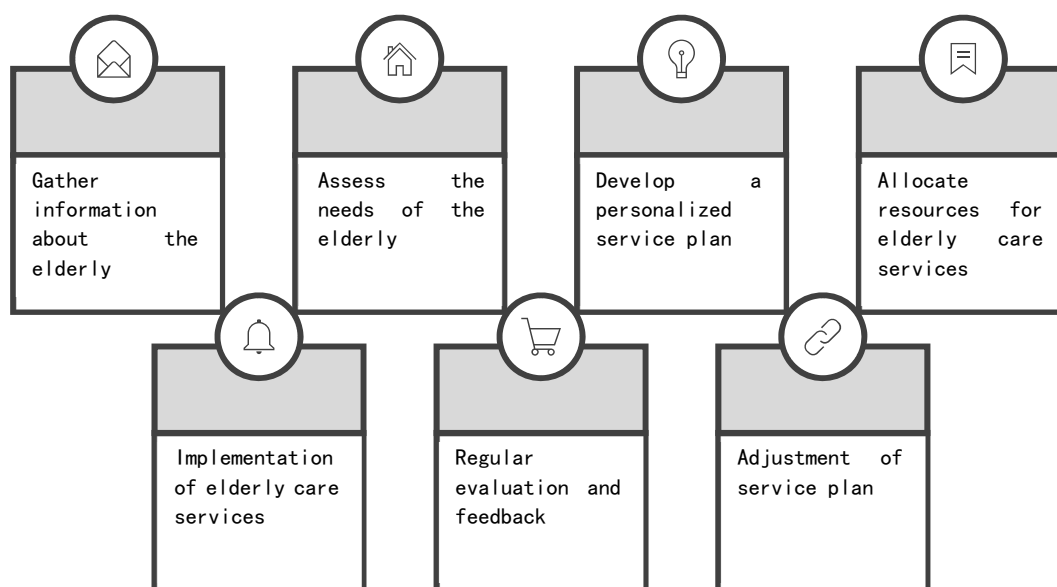


Figure 2. The process of community pension service

4.3. Enhancing Professionalism

In the era of digital governance, the level of professionalism and comprehensive abilities of staff directly influences the effectiveness of community elderly care services. To this end, it is imperative that community elderly care services adopt proactive and effective strategies. On one hand, there should be increased investment in technology to actively introduce and apply advanced digital and intelligent technologies, optimizing service processes and enhancing service efficiency. On the other hand, strengthening the training and education of service personnel is crucial to enhance their professional competence and service capabilities.

Regular training courses, expert lectures, and practice exchanges should be organized to enable service personnel to continually learn and master advanced elderly care knowledge and skills, thus improving the quality of services. Additionally, a robust incentive mechanism should be established to encourage service personnel to actively engage in elderly care, providing higher quality and more efficient services to the elderly.

5. Conclusion

In summary, as society evolves and technology advances, the transformation from individual to collective needs accentuates the importance of social welfare, especially for the elderly, who rely heavily on community spaces to meet their life and care needs. In the digital governance era, the challenge lies in effectively utilizing digital technology to enhance elderly care services, addressing the specific and evolving needs of this group. To achieve higher quality and more efficient services, communities must focus on refining the systemic framework to secure proper funding, bridging the digital divide by improving digital literacy among the elderly, and elevating the professionalism of caregivers to meet and exceed the required standards. By integrating these approaches—system

enhancement, digital inclusivity, and professional development—elderly care services can better cater to both the practical and emotional needs of the elderly, ensuring that the advancements in technology truly benefit those they are meant to serve. Over time, these efforts will not only meet current demands but also anticipate future needs, paving the way for more adaptive and responsive elderly care in the context of ongoing societal and technological changes.

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