

Analysis and Exploration on the Current Mode of Government Purchasing the Aged Services

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Abstract: In 1999, our country has entered the aging society. In recent years, the degree of aging in China has been deepening. In order to relieve the pressure of traditional home-based care, the government has funded the purchase of old-age care services from social organizations. This has become one of the basic measures to cope with the aging of population in China. This paper enumerates the current government purchase endowment service mode of some cities such as Shanghai, Kunming, Shijiazhuang. Through the analysis and study of the characteristics of different patterns in an attempt to summarize some universal experiences. Hope to provide reference for other regions and cities. In general, we should establish the system of multiple purchasing subjects. Different cities should be treated differently according to the actual situation. The government should fully understand the actual needs of the elderly and supply on demand. They also should improve and perfect the evaluation mechanism.

Introduction

It is the wish of many people to live a long life. Nowadays, with the improvement of living standards and medical conditions, "long life" is not just wishes. As early as 1999, China has entered the aging society. Compared with other countries, China's aging is characterized by rapid development, large aging population, getting old before getting rich, and obvious aging trend. In the face of the impact of the wave of gray hair, general secretary Xi Jinping proposed in his report to the 19th national congress of the communist party of China (CPC) : "we should actively respond to the aging population and build a policy system and social environment of supporting the aged, filial piety and respect for the aged."

Aging problem must be rooted in the actual situation of the country to discuss. China is a traditional country with rich cultural deposits and connotations, which is particularly evident in the issue of old-age care. Most families, no matter the elderly or their children, have a kind of resistance to old people's home and prefer to choose the traditional home-based care. Admittedly, from the perspective of emotional factors and respect for the individual wishes of the elderly, home-based care is the most reasonable way. However, with the development of urbanization and the change of life style, the family structure and size in China are shrinking. And the most important family type in the city is the nuclear family, which is usually consisted of two parents (mother and father) and their children. This kind of family pattern type put the old people at a greater risky environment. And it will cause some new social problems gradually. Therefore, government-led home-based care services and increasing the number of elderly people receiving home-based care services have become a realistic choice and direction of efforts.

For a long time, China's aging problem is mainly directly undertaken by the government. To some extent, this method is the best and fastest way to complete the government plan. But it is easy to lead to repetitive construction of institutions, redundant personnel, inefficient and wasteful use of financial funds and other problems. We have to admit that the government is not omnipotent. All this time government has undertaken the aged problem as much as possible. This not only cannot provide better services for the elderly but will affect the administrative efficiency of the

government. Therefore, it is necessary to provide more diversified old-age care service mechanisms, ensure the quantity and quality of services, and realize the effective use of resources. The most appropriate way for the government to purchase home-based care services is to leave public services to the market to improve areas beyond the capacity of the government.

For this reason, the author summarizes the practice mode of purchasing old-age care service in some representative cities in China, in order to explore the existing problems and experiences in the current purchase form.

Current Domestic Practice Model

In this paper, Shanghai, Kunming, Shijiazhuang, Lanzhou and other four cities are selected as cases for analysis.

Shanghai model. The main way for Shanghai municipal government to purchase home-based care services is simple. They directly pay subsidies for home-based care services for the elderly with difficulties. The government is buying the service teams of these eight agencies in the hope of providing services accessible to the people. First, the elderly apply for the subsidy by themselves. After the application is successful, the home-based care service team of the nursing home will come to discuss the service project and the charging standard, and sign a home-based care service agreement with the elderly. After the service is provided by the service team, the cost is partly borne by the elderly, and partly paid by the government through transfer.

First, they establish a volunteer rescue team to serve the elderly. Volunteers are usually composed of young elderly people in the community, which is also a reasonable way to reuse the resources of the elderly. It can also provide ways and channels for the elderly who are willing to participate in social life.

Secondly, let the elderly choose "sunshine club" day care. Day care is a place to provide day care for the elderly in the daytime. In addition to providing places for meals and rest. Besides some activities suitable for the elderly are regularly organized to enrich the leisure life. This model not only alleviates the family burden, but also relieves the loneliness of the elderly. It also reflects the interaction between the elderly and the society, and increases the self-confidence and satisfaction of the elderly.

Thirdly, train caregivers to provide door-to-door services for the elderly. This measure is mainly aimed at the elderly who suffer from diseases and mobility problems. In this way life and medical care are provided by professional caregivers.

Kunming model. Kunming, the capital city of Yunnan province, is located in the underdeveloped area of southwest China. Under this background, Kunming actively explores a new mode of home-based care service. In August 2009, Kunming took the lead in launching the "home-based care" service mechanism in the community of Wanhong Road, Panlong District. The government invested 300,000 yuan to purchase the services, and established a new model of "home-based" care service with family as the core, community as the basis and professional services as the basis. They mainly provide services for the elderly with difficulties living at home. Elderly people with financial difficulties can get "home-based care voucher" issued by the government. As long as they spend the amount of home-based care voucher, they can ask professionals to provide door-to-door services. At the same time, the elderly can also "go out" to receive daycare services at community centers for the elderly. Services include daily diet, daily living, outdoor activities, cleaning, laundry and cooking and so on. Meanwhile, if the elderly have emotional needs, they can also apply with the service voucher.

Shijiazhuang model. The government of Qiaoxi District, Shijiazhuang City, in line with the development concept of "home-based social care for the aged and home-based care for the aged", tries to build an all-round and multilevel home-based care service network. In this model first government funds purchase of service integration resources. Then, combine professional services with volunteer services. At the same time, family endowment services combine with institutional pension. In the form they can provide some home-based care services such as health care, spiritual comfort, legal aid, cultural entertainment and so on. In this way Qiaoxi District has formed a home

care service system with family as the core, based on the community, with professional service organizations.

Lanzhou model. Lanzhou Chengguan District civil affairs bureau has developed an innovative model -- virtual nursing home on the basis of extensive learning and full research and demonstration. That is, on the basis of home-based care for the aged, modern information technology as the basis to carry out elderly care services. In September 2010, Chengguan District launched the "virtual old-age care project", constructing 50 virtual old-age care centers across the region. The government registers all medical institutions, no matter large or small, and build a comprehensive medical network to facilitate the elderly to go to the nearest hospital and solve the problem of difficult and expensive medical services for the elderly. The virtual nursing home takes all the elderly in the area as the service object. According to the actual situation they divide the elderly into three grades of ABC to provide more targeted services for the elderly. Grade A is for empty-nest elderly and "3 without elderly" which is without labor ability, unable to support person and no source of economic. The government fund for their free installation "one key" call, and provide subsidy from 180-700 yuan monthly. Moreover they can also enjoy free outpatient care 500 yuan A year. Grade B includes key entitled groups, senior citizens aged over 90, model workers at the municipal level or above, old experts with outstanding contributions, some retired representatives of provincial and municipal people's congresses and members of the Chinese people's political consultative conference. Category C refers to the elderly with better economic income or living conditions. They pay for the services of the virtual nursing home. The service price is 20% lower than the market price.

Virtual nursing homes in Chengguan District provide more than 170 services, which are very rich, such as life care, medical care, psychological comfort, learning and entertainment and so on. This can basically meet the needs of the elderly for daily life, development, emotion and social participation.

Problems Existing in the Current Mode

The above cities have their own characteristics, but the problems can not be ignored. Generally speaking, there are several problems as follows.

The purchase procedure is not standardized, and the social organization undertaking the service is single, lacking market competition. When buying old-age care services, the government tends to choose larger and larger social organizations with good social reputation to undertake the services, and in many cases there is no public bidding. Although this mode of administration is more efficient and professional, due to the lack of competition awareness and necessary market regulation, social organizations will also slack off, which may easily lead to the emergence of monopoly. In the long run, this will inevitably affect the service quality and level of social organizations, and the interests of the public will be directly harmed.

However, due to the government's absolute control power in the purchase process, information is not disclosed to the society, which is likely to lead to some bad phenomenons. For example, under-the-table operation and rent-seeking, breeding corruption and forming a monopoly in the field of elderly care services. More importantly, it excludes other excellent civil society organizations, which is very unfavorable to the long-term development of pension business and industry.

Government purchase of services has a small scope of radiation. In some cities, government purchases are targeted at only a few elderly people, such as the elderly, those living alone, those with empty nests and those with no one to care for them. This is true of the Shanghai and Kunming models, which are open only to the disadvantaged but ignore the needs of others. The survey shows that this is only a small percentage of the elderly population, and providing services to this small percentage is a drop in the bucket.

Lack of scientific and effective evaluation mechanism. The most important thing in providing services for the elderly is final effect. That is, whether the elderly actually benefit and they benefit to what extent. But so far, these models all have this problem. They lack comprehensive, systematic

and professional evaluation criteria. The way they usually used is to estimated by the government unilaterally. But the government does not participate in the process of instruction during the whole process, so at the time of performance assessment will inevitably have a careless omissions place. These mistakes would cause a lot of problems. For example different staff evaluation results are different so that they can't evaluate the service quality uniformly. If this situation continues the endowment service centre and community home will not be able to standardize management, finally it will inevitably cause the loss of service quality of common. The old people can't get real benefits from the government purchase services either.

However, due to the lack of competition, the real performance level of social organizations is not directly related to the purchase of funds and their corresponding responsibilities. Therefore, the evaluation of the government is not of great practical significance, but mostly becomes a dead letter. It can even be argued that the current evaluation method can only reflect the government's direct management of social organizations in the traditional sense, but cannot reflect the spirit of contract in the real sense of modern society.

Lack of professional staff. In most domestic aged homes, the endowment service team are basically from laid-off workers, unemployment and difficulties. And influenced by traditional concepts, most people think that caring for the elderly is a dirty, tired and relatively low social status and occupation. People especially young people will never choose this job unless they have no choice. As a matter of fact, most employees in the aged homes are not well paid, which is not conducive to stimulating the enthusiasm of employees and the stability of the whole team.

At the same time, the current entry threshold of the service industry for the elderly is very low, almost no professional examination and training is required. Anyone who want to work here can directly work. So the staff level is uneven, affecting the service quality and level of the whole industry.

Experience and Enlightenment

Adopt measures suiting local conditions. China is a vast country. Different regions have different levels of economic development, politics, social management and governance concepts of local governments. Therefore, we should pay attention to the actual situation in the purchasing process. For example, in the Shanghai model, the establishment of home-based care service team relying on nursing institutions, the issuance of service vouchers in Kunming city, and the establishment of virtual nursing homes in Lanzhou City are all purchase methods based on local actual conditions and the integration of social resources. Therefore, their respective operating mechanisms and institutional efficiency are bound to be different. This has led to the conclusion that government purchasing patterns in different regions can be copied but cannot be copied completely.

Provide services on demand and make government procurement more targeted. No matter which region, the premise for local government to purchase pension services is to set out from the actual needs of the elderly. In particular, we need to pay attention to the different needs of different age groups. For example, the elderly aged around 60 are relatively healthy and need more social participation and spiritual communication, while the elderly aged 80 May have some physical problems due to their age. So they need more medical assistance from the government. Of course, this does not represent the actual needs of all the elderly of this age group, just only a possibility is proposed here. In the Lanzhou model described in the previous article, the classification of the elderly into three grades ABC well meets this requirement. Therefore, the government's purchase behavior must be targeted to maximize the real benefits of the elderly.

Establish the purchase mode of diversified subjects. At present, most aging services are completed by the government alone, which is a great burden for the government. In the long run, it will also affect the construction of other aspects in our country. After all, the power of the government is also limited. Therefore, a comprehensive old-age service system based on social organizations can be established. In addition to the government, more social organizations and enterprise groups should be encouraged to participate in the old-age service system, and appropriate

policy support and encouragement should be given to provide better services for the elderly. In general, some of the cases mentioned above are also reflected. In this kind of old-age service system, government purchase of services, out-of-pocket purchase of services and voluntary donation services are often combined.

We should always adhere to the guidance of the government and give full play to the role of social organizations. It also promote the socialization of elderly care services. In China, no matter what policies are inseparable from the government's support and guidance, social organizations are also the same. Aging service cannot be separated from the support of social organizations, mainly reflected in:

First, social organizations can effectively coordinate the relationship between the government, social entities and service objects and build a bridge of communication.

Secondly, social organizations can integrate existing pension resources to a certain extent, improve the utilization efficiency of resources, and facilitate the comprehensive deployment of government departments.

Thirdly, Social organizations can provide channels for the public to participate in voluntary services, so that more people with passion and faith can join the elderly service team.

However, from the current situation, the public's recognition and trust in social organizations are low, and the social donation support is extremely weak. In particular, the public's trust in public welfare organizations has dropped to a freezing point due to the repeated charity crisis events this year. In addition, people's willingness to participate in social organizations and provide voluntary services is also relatively lacking. In this process, the guidance and support of the government is particularly important.

Establish a scientific and sound evaluation mechanism. No matter what kind of purchase mode, we must have a scientific and perfect evaluation mechanism, which is also an important link to ensure the effective implementation of the project. On this issue, we can draw lessons from Qingdao city in 2019 the government purchasing endowment service performance evaluation of the supervision and inspection and management interim measures ", including the rights and duties in the relationship for the purchase of the subject and object are made clear, and service satisfaction, service quality and the quantity as the main assessment factors in performance evaluation, and rewards and punishment as the basis. In addition, the supervision and evaluation mechanism of third-party evaluation can also be introduced. For example, a professional social investigation company shall set up a professional evaluation team to evaluate the quality of home-based care services and put forward relevant Suggestions.

With the gradual deepening of China's aging, various aging industries have also begun to rise. It is possible to promote the employment by providing for the aged and use the employment to promote the development of the old-age service. The process of the government purchasing old-age care services from social organizations can create many jobs, which are great help to effectively solve the current employment problem. Of course, this needs a larger scope, more comprehensive guidance policy, especially for the elderly human resources in the development and utilization appears very valuable. In the Shanghai purchase model mentioned above, many members of the pension service team are retired elderly people, which is undoubtedly the best way to realize their value for those elderly people who are not willing to step back from the background.

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