

Research on China's Promotion of Aging Service and Industrial Development

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Abstract: With the continuous improvement of medical treatment and quality of life, the health level of the elderly in the world has also improved significantly. However, there are some social problems, the most significant of which is the aging of the population. Aging is an inevitable trend in the development of human society. It is not only a major social problem in today's world, but also a strategic problem involving economic, political, social development and population planning. The whole society is faced with the heavy burden of providing for the aged, especially the increasingly prominent medical problems of the elderly, but also the dual pressure of providing for the aged and medical care. The problem of providing for the aged is not only a matter of national economy and people's livelihood, but also a family matter of happiness for every family and every citizen. This paper discusses how to speed up the promotion of the elderly service industry, which is mainly based on the combination of medical and nursing, and puts forward some suggestions on the development of the elderly service industry.

1. Introduction

With the improvement of living standards and medical standards, the life span of the elderly also increases relatively. Population aging is an inevitable trend in China's future development. The service industry for the aged is not only a sunset service for the aged, but also a booming sunrise industry, which contains huge consumption demand [1]. Population aging is a dynamic process, which refers to the phenomenon that the proportion of the aged population in the total population is increasing while the proportion of the population of other age groups is decreasing within the overall scope of a country or region [2]. With the increasing aging of the population, there are more and more disabled and mentally retarded elderly people, and the elderly people's demand for old-age care and medical services continues to rise [3]. The current old-age care institutions are not only short of beds, but also the utilization rate of long-term care facilities is not high. One of the most important reasons is the lack of continuous service providers with professional care level and the lack of effective normative mechanism supported by policies [4]. With the increasingly severe aging situation of our population and the gradual development of aging services and industries, the demand of the elderly for aging services is continuously increasing, and the demand of the society for aging service professionals is also increasing [5].

As a developing country, China, on the one hand, has completed its demographic transition at a speed more than twice that of developed countries, on the other hand, it has entered an aging society ahead of schedule under the circumstances that modernization has not yet been completed and people's lives have not yet reached a well-off level [6]. The limited resources have greatly restricted the demand of the current aged population for aged services, and the increase of empty nest families and elderly families with fewer children has made the original model of family support for the aged urgently need to be changed to the model of social support for the aged [7]. At the same time, the deepening of the aging population and the great changes in the aging structure have created a huge development space for the aging service industry [8]. The problem of providing for the aged is not only an important matter related to the national economy and the people's livelihood, but also a family matter related to the happiness of every family and every citizen. With the increasing aging of the population, the whole society is facing the heavy burden of providing for the aged, especially the increasingly prominent medical problems of the elderly, and the double pressure of providing

for the aged and medical care is even more necessary [9]. Developing the service industry for the aged is an important strategic issue related to people's livelihood and is of great significance to the construction of a socialist harmonious society.

2. The Combination of Medical Care and Health Care and the Construction of Health Care Service System

2.1 Adhere to Reform and Innovation

With the rapid development of aging and the impact of the change of the one-child policy on the family population structure, the old-age care problem, especially the healthy old-age care problem, has become a realistic problem that the whole society has to face. In the long run, the financial sustainability of the medical and nursing combination mechanism needs to be shared by the state, units and individuals. This is international experience and is also the current actual demand. At present, the elderly health service policy is not perfect. Medical institutions and pension institutions are independent of each other. Pension institutions provide pension services and medical institutions cannot provide pension. In the process of building a healthy old-age service system combining medical care and support, we should promote the reform of old-age medical care, promote the mutual integration and development of medical care and old-age service, and make analysis according to specific work. Neither party can bear the pressure of long-term care expenditure alone. Only by establishing a scientific financial burden mechanism can the aging industry operate sustainably for a long time. Influenced by traditional culture, most old people think that providing for the aged in the family can not only feel the warmth of the family, but also reduce the financial burden on children and individuals. As shown in the table, in a survey of 336 elderly people over 60 who live in non-residential care institutions, the elderly people's choice of care methods.

Table 1 Elderly People's Choice of Pension Methods

Pension type					
Home		Community		Institutions	
Number of people	Proportion (%)	Number of people	Proportion (%)	Number of people	Proportion (%)
183	54.5	29	8.6	124	36.9

The integration of medical care and nursing needs to continuously improve the socialization system of pension services. In the streets, attention should be paid to hardware, operation and service work to realize the enhancement of modern hardware functions. Generally speaking, ordinary institutions for the aged are subject to the approval and management of the civil affairs department, and community home care services are organized and implemented by the aging office. Unused operators have different overall planning capabilities for resources, which leads to different operation modes.

2.2 Stick to Talent Strategy

Training high-quality senior service professionals needed for the development of senior service enterprises and for senior citizens has become the common value goal and pursuit of universities, senior service enterprises and the government. The aging and aging of the population have activated a huge aging service market and provided rare opportunities and space for the development of aging service enterprises. Pension service industry is a kind of public welfare industry, which is very different from the traditional home care model. Most of the professional and technical personnel in the aged service enterprises are concentrated in the more mature fields such as medical service and financial service, while there is a large gap in the professional and technical personnel in the aged service and some fields to be developed, which is far from meeting the market demand. At the same time of setting up the committee of the cooperative training center for senior service talents, it is necessary to carry out the construction of supporting systems, establish rules and regulations, and realize standardized and institutionalized management. A two-way referral service mechanism between pension institutions and medical institutions has not yet been established, and resources cannot be shared. Once the elderly get sick, they have to commute between their families, medical

institutions and pension institutions [10]. Elderly service enterprises can share the worries of the government. Their vigorous development is the basis for the healthy development of the elderly service majors. At the same time, their development and growth also need the guidance and assistance of the government. The cooperative training system for senior service personnel in colleges and universities and senior service enterprises should be developed on the basis of relevant government policies and continuously innovated and adjusted according to the actual situation.

3. Path Planning for the Development of Aging Service Industry

3.1 Scientific Development of Pension Service System Planning

At present, with the continuous improvement of the cultural literacy and demand level of the elderly population, more and more people gradually realize that the old service responsibility originally undertaken by the government should be gradually pushed to the market, and rely on social forces to meet the needs of the elderly population. At present, many primary medical and health service institutions have limited conditions and cannot ensure the houses and venues that meet the requirements. In the development process of the service industry for the aged, the government's responsibility is to do a good job in top-level design, formulate policies and systems, and strengthen supervision so as not to interfere too much in the behavior of enterprises. Governments at all levels should establish a scientific and predictable concept of combining medical care with old-age care, strengthen policy support system and mechanism innovation, and incorporate the construction of medical care with old-age care service system into the local economic and social development plan [11]. Because the service for the aged is different from other services after all, the state cannot push all the service for the aged to enterprises and markets. The profit-making and public welfare of the aged service industry are not opposite and contradictory to each other, but promote each other and jointly play a role in the aged service. We should encourage the rational transformation of medical resources and pension resources, improve the level of pension services in medical institutions, and set up good medical institutions and medical and health management systems.

3.2 Improve the Security Mechanism of the Elderly Care Service Combined with Medical Care

We should continue to deepen the reform of the old-age insurance system and give full play to the guiding role of the government in formulating plans, issuing policies, guiding investment, standardizing the market and creating an environment. Aging means a fundamental change in human structure, which will have a broad and far-reaching impact on economic, political and social development. It is not only related to social harmony and stability, but also tests the wisdom of the government and society. In the process of the development of the service industry for the aged, the investors, whether enterprises or social organizations, who provide services for the aged population should be able to obtain certain benefits. Only in this way can we attract more social capital to participate in the development of the aged service industry. The motive force for training senior service talents comes from external drive and internal drive [12]. The external power comes from the demand of social development and policy drive, while the internal power comes from the expected benefit pursuit of all parties who need talents. The urban pension service system should play the decisive role of the market in the allocation of resources for the urban pension service combined with medical care, mobilize the enthusiasm and creativity of social forces, expand the scope of basic pension insurance, and comprehensively improve the service quality of pension institutions, so as to promote the development of the urban pension service combined with medical care. In the process of the development of the service industry for the aged, we should combine profit-making with public welfare, support each other, rely on each other, and jointly promote the development of the service industry for the aged.

4. Conclusions

From a long-term perspective, the pension industry has huge market potential and bright development prospects. To turn the crisis of population aging into an opportunity for economic growth, the government's functions need to be repositioned urgently and a series of preferential policies need to be formulated to encourage the formation of an industrial chain for the aged. Effectively solving the needs of the elderly brought about by the aging of the population and accelerating the formation of the pension industry chain are not only positive responses to the aging of the population, but also the needs of promoting economic prosperity and coordinated social and economic development in an aging society. The integration of medical care and old-age care is conducive to providing multi-directional and three-dimensional medical care services for the elderly under the challenges of deepening aging and changing disease spectrum. We should strictly enforce the access system for the elderly service personnel, strengthen the professional training for the on-the-job elderly service technicians, and establish and improve the regular rotation training and assessment system for the on-the-job personnel. The construction and improvement of pension institutions is conducive to the healthy and orderly development of pension industry and the chain development of related sunset industries. The urban pension service system should play a decisive role in the allocation of urban pension service resources, mobilize the enthusiasm and creativity of social forces, comprehensively improve the service quality of pension institutions, so as to promote the development of urban pension service.

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