

Problems and Countermeasures of “Internet+” Home Care Model

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Abstract

With the development and change of society, the aging of population in China is becoming more and more serious. At this time, the pension problem has become a serious and urgent major issue in China. Chinese pension insurance has basically achieved full coverage, but the pension service system is still very backward. With the rise of the Internet, a new type of 'Internet + ' home care model has emerged. Although the development time is not long, the future can be expected. Through the “Internet+” integration of resources, and reasonable allocation, to solve the current dilemma of home care services. The combination of “Internet +” and home-based care makes China ' s pension system further develop and update.

Keywords

“Internet+”; Home Care; Population Aging.

1. Introduction

1.1. Background

According to the latest census statistics, China's population in 2021 is about 1.4 billion, compared with about 1.3 billion in 2020, about 72 million or so, the growth efficiency reached 5.3 %. On 11 May 2021, the National Bureau of Statistics released key data for the Seventh National Census at the UNON Press Conference. In terms of age composition, the population aged 0 to 14 is 253.38 million, accounting for 17.95 %; the population aged 15 to 59 is 8.94.38 million, accounting for 63.35 %; the population aged 60 and above was 2640.2 million, accounting for 18.70 % (of which, the population aged 65 and above was 190.64 million, accounting for 13.50 %). Compared with 2010, the proportions of the population aged 0 to 14, 15 to 59, 60 and above increased by 1.35 %, 6.79 % and 5.44 %, respectively.

1.2. Research Content and Significance

China's aging population base is large, with the passage of time, the aging population is more and more serious, the traditional pension model is no longer suitable for China's current situation. In recent years, with the rapid development of Internet technology, we need to follow the trend of the times and explore new pension models. The “Internet+” home care model is very suitable for China's current situation. The application of “Internet+” technology to the field of home-based care promotes the scientific and standardized development of China's pension model. However, the integration of “Internet+” and home-based care has only been studied in recent years, and there are many problems. This paper studies some problems existing in the “Internet+” home care model, explores the causes, and puts forward corresponding solutions, so as to provide some construction suggestions for the future development of the “Internet+” home care model, and enrich the theoretical system of the construction of the “Internet+” home care model in China.

2. Problems and Causes of “Internet+” Home Care Model in China

2.1. Problems of “Internet+” Home Care Model in China

2.1.1. Government ' s Insufficient Construction of Service System

At present, the informatization construction of community home-based care services has been included in the overall planning. The informatization infrastructure has begun to be gradually improved, the scientific and technological content of intelligent products has been continuously improved, and the cost has been declining. The pilot work of “Internet+” community home-based care services has been carried out in various regions. However, the subsequent government policy assistance and regional corresponding supporting policies lag seriously. Social and government departments have little understanding of the informationization of home care services, and the government policy formulation is not enough, so that the leading role of the government in the practice process has different degrees of dislocation and absence, which makes the community home care policy lack of effective implementation. Moreover, the relevant laws, regulations and policies related to community home-based care services in China need to be improved. At present, the only policies and regulations are usually aimed at the traditional pension service industry, and there is a lack of effective supervision and management of the fields involved in the new pension service industry, which cannot guide and regulate the new community home-based care service model.

2.1.2. The Participation Enthusiasm of the Elderly is not High

Under the background of “Internet+”, various scientific and technological products are developing rapidly, resulting in efficient resource allocation capabilities and greatly promoting the development of information technology in various industries. Pension products have also been upgraded and their operation functions are complicated. However, such upgrading and replacement are very lacking in humanization, which leads to many intelligent products, especially APP, whose operation is too complex and cumbersome, and the social attention of intelligent pension products is small, the software update is slow, and the humanized design is far from the universal intelligent products. However, as the elderly grow older, their ability declines, making it difficult for the elderly to operate the current intelligent products, which greatly increases the exclusion psychology of the elderly and reduces their enthusiasm for participation.

2.1.3. The “Internet+” Pension Platform is Developing Slowly and has Privacy Security Risks

At present, the information of home care service is divided into multiple departments, and there is no unified platform to integrate information to promote the intelligence and information construction of community home care. Due to the lack of development motivation, the service level is always unable to improve. The most obvious is that the “Internet+” pension lacks a comprehensive front-end information platform. However, China ' s elderly population base is large, and there are different needs, so the construction of pension platform is still difficult. In the era of big data, thanks to the widely used wearable intelligent devices, the personal data of the elderly are collected in real time, and through the statistics and analysis of the data, more accurate, efficient and personalized services are explored. However, under the collection of large amounts of data, there may be a problem of privacy data leakage. If these data are used by some criminals, it will bring privacy security problems to the elderly and cause many problems.

2.1.4. Lack of Compound Talents

The development of the industry needs talents, especially the comprehensive talents with extensive and excellent skills, and the intelligent maintenance industry also needs them. With the aging of the population becoming more and more serious, the demand for compound talents

in the smart pension industry is increasing. However, the shortage of talent storage leads to a huge gap. The elderly are weak and inconvenient to act. In case of emergencies, professionals are required to make corresponding emergency treatment. However, most of the nursing staff recruited by domestic institutions are not qualified. Moreover, a nursing staff often needs to take care of many elderly people, and is tired and poorly paid, so that graduates with professional qualifications rarely choose this hard and tired job. This further leads to insufficient talent storage and the gap cannot be filled.

2.2. Reasons for the Problems of “ Internet+ ” Home Care Model in China

2.2.1. The Government Top-level Design is not Perfect Enough

The government has not made enough efforts, the guidance of relevant documents in China is relatively broad, and there are few policies that can be used for reference, which makes the executive department lack experience in the process of implementation. First, in the process of building relevant systems, the government generally gives priority to the establishment of macro systems, but the subsequent legislative work is relatively slow, the formulation of policy rules is more slow, and the real implementation will take longer. Second, the relevant government departments also lack a supervision and management mechanism and a unified industry standard system, which makes the smart elderly care industry more chaotic, and the quality of all kinds of smart elderly care products is uneven.

2.2.2. The Reasons for the Elderly Themselves

Due to the increase of the age of the elderly and the general decline of various physical functions, it is more difficult for the elderly to use mobile phones and surf the Internet. However, with the development of science and technology, there are more and more new technologies. The elderly lack the knowledge of corresponding aspects. There is no foundation for Pinyin, Wubi and other input methods, let alone the Internet. In addition to the existing app, the registration operation is relatively complex. There are also family reasons, such as family economic constraints, family members' safety concerns and so on. Most of the elderly have weak awareness of prevention and are easy to be cheated by criminals when surfing the Internet. Therefore, some elderly people are afraid of surfing the Internet and are afraid of operating intelligent products. These reasons will reduce the participation enthusiasm of the elderly.

2.2.3. Internet Enterprises Lack Motivation

The “Internet+ home-based elderly care” service industry has a huge industry, which can be expected in the future. However, it is still in the initial stage. Various Internet enterprises have too little investment in this area, and the development momentum is insufficient. With the gradual deepening of aging, the aging population is gradually increasing, but the consumption level of the elderly group is generally not high and the consumption ability is low. However, it is not difficult for enterprises to obtain profits from the weak consumption of pension services. In addition, scientific and technological innovation in the Internet industry is difficult. From big data to the Internet, a lot of human and material resources are needed. Therefore, each Internet enterprise has insufficient motivation and low enthusiasm for participation.

2.2.4. The Government does not Attach Importance to the Cultivation of Talents, and the Self-identity of Talents is Low

China's aging population base is large, and the pension industry also needs a large number of compound talents. However, the government does not have a clear industry standard for the training of elderly care talents. Professional pension talents can not be obtained in a short time, and need long-term excavation and training. At present, the professional quality of talents engaged in the elderly care service industry is low, the salary of the industry is low and tired, and the Self-identity of talents is low, which is not conducive to the development of home-based elderly care.

3. Suggestions on the Development of Home Care Services in the Context of "Internet+"

3.1. Strengthening Government Policy Making and Standardizing Industry Standards

The development of any industry needs the guidance of the government, and the pension industry is no exception. The government should play a leading role. "Internet + " home-based elderly care service has always been the work under the leadership of the government. Therefore, government departments need to strengthen supervision, simplify administrative processes, make scientific planning and good supervision, and promote the establishment of intelligent elderly care system through the power of the government. All departments should not shirk their responsibilities and enhance work efficiency. In addition, a standard system has been established for the elderly care service under the "Internet+ " background. As the saying goes: no rules, no radius, so that the "Internet + " elderly care service work is scientific. The government also needs to strengthen the supervision of elderly care services to prevent malicious competition and ensure the stable development of the industry.

3.2. Enhancing the Participation Enthusiasm of "Internet+" Pension for the Elderly

To improve the life experience of the elderly, we should not only start from the life level, but also meet the psychological needs of the elderly. Only in this way can we enhance the participation enthusiasm of the elderly in the "Internet+" elderly care service. Community becomes very important at this time. The community can provide short-term information training courses for the elderly, so that the elderly can better master the operation methods of app. At the same time, the platform can provide teaching videos and simple operation guidelines, so that the elderly can better master it. With the rapid development of the Internet, the era of online entertainment has also come. For example, video software such as Tiktok and Kwai can also enrich the lives of the elderly and naturally improve their enthusiasm for the Internet. At the social level, more topics of interest to the elderly can be added. On the one hand, it can keep the elderly up to date with current events, on the other hand, it can also meet the psychological needs of the elderly, making the "Internet+" pension platform a part of their lives.

3.3. Enhancing the Motivation of Internet Enterprises to Ensure Privacy Security

The development of "Internet" pension service platform is inseparable from the participation of Internet enterprises. The government should strengthen the degree of participation between society and community, take policy as a guide, formulate relevant policies such as capital financing under the background of "Internet+", create a good pension service environment conducive to the development of enterprises, achieve good cooperation between the government and enterprises, and form a good cycle of mutual benefit and reciprocity. In the context of "Internet+" more attention should be paid to the privacy protection of personal information. The proliferation of information in the era of big data has also brought difficulties to the privacy protection of "Internet + " pension. In order to protect the privacy and security of the elderly, we need to speed up the legislation on data security to ensure the security of public information. The community should also strengthen publicity to help the elderly enhance their awareness of privacy and security.

3.4. Strengthening the Construction of Compound Talents for the Aged

The development of "Internet+" home care services also needs talent support. The government should pay attention to the training in higher education and encourage all kinds of universities to set up specialties related to intelligent pension. The government can introduce relevant

welfare policies to attract talents from various industries to join the smart pension industry to fill the talent gap. It can also broaden the training channels for employees and increase training efforts, so as to improve the professional level of pension-oriented talents.

4. Conclusion

As an important part of China's pension service system, "Internet+" home care plays an important role in solving the current pension problems in China. However, there are still many problems in the development of "Internet+" home care in China, such as insufficient Top-level design at the government level and lack of dominant position in the practice process; the participation enthusiasm of elderly groups at the service object level is not high; service technology "Internet+" home care platform construction is slow and so on. To sum up, the construction of "Internet+" home care model also needs the high attention and support of the state and the government, as well as the good cooperation of the government, society and enterprises, the reasonable allocation of pension resources, and constantly improve the level and quality of pension services, to provide better quality and humanized services for the elderly.

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