

Research on the Innovation of Property-based Elderly Care Services in an Aging Society

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Abstract: In view of the intensifying global aging trend, China is also facing a severe problem of population aging. Against this backdrop of the times, property-based elderly care services, as an innovative model of elderly care, are gradually attracting great attention from all sectors of society. This research comprehensively analyzes the characteristics of an aging society and the demands derived therefrom, deeply explores the current situation, potential advantages, and existing problems of property-based elderly care services, and puts forward a series of innovative strategies and suggestions. The aim is to optimize the allocation of community resources, further improve the quality and efficiency of property-based elderly care services, provide the elderly group with all-round, efficient, convenient, and personalized elderly care services, and thus promote the sustainable and healthy development of the elderly care cause.

Keywords: Aging Society; Property-based Elderly Care Services; Innovation Strategies; Community Resource Integration.

1. Introduction

Population aging has become a major social issue commonly faced by all countries around the world. Since China entered an aging society in 2000, the number of its elderly population has been continuously growing and the degree of aging has been deepening [1]. The traditional function of family-based elderly care has been gradually weakening, and institutional elderly care also has many limitations, such as high costs, being far away from home, and lacking a family atmosphere [2]. Under such circumstances, property-based elderly care services, as a new model of elderly care relying on community property resources and integrating the advantages of home-based elderly care and community-based elderly care, have emerged as the times require. It is of great practical significance to conduct an in-depth study on it [3].

2. Analysis of the Characteristics of an Aging Society and the Demands for Elderly Care

2.1. Characteristics of an Aging Society

1. The elderly population is huge and growing rapidly. According to the data of the National Bureau of Statistics, the proportion of the elderly population in China's total population has been increasing year by year, and the elderly group has become a huge group that cannot be ignored in society [4].

2. The trend of an aging population is obvious. With the improvement of medical standards, more and more elderly people are living longer, and the number and proportion of the very elderly are constantly increasing. They have higher requirements for the professionalism and refinement of elderly care services [5].

3. The phenomenon of empty-nesting is intensifying. Due to changes in modern social lifestyles and reasons such as children going out to work and study, a large number of elderly people live alone, and life care and spiritual comfort have become prominent problems [6].

2.2. The Demands of the Elderly for Elderly Care

1. The need for life care. This includes aspects such as daily diet, daily living care, and medical care. Especially for the elderly who have difficulty moving around or suffer from chronic diseases, professional caregivers are needed to provide timely help.

2. The need for medical care and health preservation. The elderly have frequent demands for medical services, such as regular physical examinations, disease diagnosis and treatment, rehabilitation care, and chronic disease management. They also hope that medical services can be obtained conveniently, preferably within the community.

3. The need for spiritual and cultural life. The elderly are eager to participate in social and cultural and entertainment activities to enrich their spiritual lives, relieve loneliness, and enhance their sense of social identity and belonging.

4. The need for security guarantees. This includes the safety of the living environment and personal safety. For example, community security measures and emergency rescue systems are of crucial importance to the elderly.

3. The Current Situation and Advantages of Property-based Elderly Care Services

3.1. The Current Situation of Property-based Elderly Care Services

At present, some property management companies in Chinese cities have begun to tentatively step into the field of elderly care services and have launched basic life service projects such as community meal assistance, bathing assistance, and cleaning assistance. Some of them have also cooperated with medical institutions to provide simple medical and health care services. However, on the whole, property-based elderly care services are still in the initial stage. Problems such as relatively single service content, uneven service quality, a lack of unified norms and standards, and a shortage of professional personnel are rather prominent.

3.2. The Advantages of Property-based Elderly Care Services

1. Geographical advantage. Property management companies are rooted in the community, are familiar with the community environment and the situation of residents, and can establish close connections with the elderly, making it convenient to provide them with close-range and personalized services.

2. Resource integration advantage. Property management can integrate various resources within the community, such as community activity centers, medical facilities, and commercial service outlets, to create a one-stop elderly care service platform for the elderly and improve the efficiency of resource utilization.

3. Trust foundation advantage. Long-term property services have established a certain degree of trust relationship between property management and residents. The elderly are more likely to accept elderly care services provided by property management companies, which is conducive to the smooth implementation of services.

4. Problems Existing in Property-based Elderly Care Services

4.1. Lagging Service Concept

Some property management companies have an inadequate understanding of elderly care services and still remain stuck in the traditional concept of property services. They lack an in-depth understanding and attention to the special needs of the elderly, resulting in service contents and methods that fail to meet the actual needs of the elderly.

4.2. Limited Service Contents

Most of the existing property-based elderly care services focus on the basic life service level, such as housekeeping services. However, they are relatively weak in high-level and specialized services like medical care, spiritual and cultural activities, and rehabilitation nursing, making it difficult to provide comprehensive elderly care solutions.

4.3. Shortage of Professional Talents

Elderly care services involve multiple professional fields such as medicine, nursing, psychology, and rehabilitation, which require personnel with professional knowledge and skills. However, most of the staff engaged in elderly care services in property enterprises currently lack relevant professional backgrounds and training, so it is hard to guarantee the service level and quality.

4.4. Insufficient Capital Investment

Carrying out elderly care services requires certain financial support, including service facility construction, personnel training, and service operation. However, property management companies have limited funds of their own and lack effective fundraising channels, leading to a strained situation in terms of investment in elderly care services and restricting the expansion and improvement of services.

4.5. Lack of Policy Support and Supervision

As a new model of elderly care, property-based elderly care services have incomplete relevant policies and regulations. There is a lack of clear policy guidance and support measures, and at the same time, there is also a lack of an effective

supervision mechanism, resulting in a chaotic service market and an inability to guarantee service quality.

5. Innovation Strategies for Property-based Elderly Care Services

5.1. Innovation of Service Concept

Property management companies should establish a service concept centered on the elderly, deeply understand the needs and expectations of the elderly, separate elderly care services from traditional property services, and operate them as an independent business with professionalism and public welfare. Emphasis should be placed on making the services more humane, personalized, and refined.

5.2. Innovation of Service Contents

1. Expand medical care and health services. Cooperate with community medical institutions to establish a family doctor contract service mechanism, providing the elderly with regular on-site physical examinations, health consultations, chronic disease management, rehabilitation nursing, and other services. At the same time, set up simple medical stations in the community, equipped with basic medical equipment and commonly used drugs, to facilitate the elderly's access to medical treatment.

2. Enrich spiritual and cultural services. Actively organize and carry out various forms of cultural and entertainment activities in the community, including interest groups for calligraphy, painting, singing, dancing, and opera, and regularly hold elderly culture festivals, community sports meetings, and other large-scale activities to enrich the spiritual and cultural lives of the elderly. In addition, plan to set up branches or teaching points of the university for the elderly in the community, and offer courses related to cultural knowledge and skill training to meet the growing learning needs of the elderly.

3. Strengthen security guarantee services. Optimize the community security facilities, for example, add high-definition surveillance cameras and intelligent access control systems, increase the frequency of community inspections, and ensure the living safety of elderly residents. At the same time, build a rapid rescue system, equip the elderly with one-touch emergency call devices, and achieve linkage with the community medical emergency center and the property management service center to ensure that the elderly can get a prompt response and rescue in case of emergencies.

5.3. Innovation in Talent Cultivation and Introduction

1. Internal training. Property management companies should train their existing employees in knowledge and skills related to elderly care services, including elderly care, communication skills, and psychological counseling, to improve their ability to provide elderly care services. Encourage employees to take relevant professional qualification exams to obtain professional certificates and improve their professional qualities and service levels.

2. External introduction. Actively introduce professionals in medicine, nursing, rehabilitation, and psychology to enrich the property-based elderly care service team. Establish cooperative relationships with colleges and vocational colleges to receive interns and graduates majoring in relevant fields, cultivating and reserving talents for the elderly care service industry. At the same time, formulate reasonable

compensation and welfare policies and career development plans to attract and retain excellent talents.

5.4. Innovation in Fundraising and Operation

1. Diversified fundraising. Property management companies can raise funds for elderly care services through multiple channels, such as applying for government subsidies and special funds for elderly care services; cooperating with social capital to attract enterprise investments and charitable donations; charging the elderly reasonable service fees and formulating differential charging standards according to service items and quality to ensure the stability and sustainability of the funding sources.

2. Refined operation of funds. Build a complete elderly care service fund management system, strengthen the supervision and management of fund budgets, cost control, and financial audits, and ensure the safety, rationality, and high efficiency of fund utilization. Optimize service processes, improve service efficiency, reduce operating costs, and thus increase the economic benefits of fund utilization.

5.5. Innovation in Community Resource Integration

1. Integrate community medical resources. Deepen the cooperative relationship between the property management department and the community health service center and hospitals, and build a shared medical resource system. For example, medical institutions can provide professional training and skill guidance to property-based elderly care service staff, while property management companies can assist medical institutions in promoting family doctor contract services and health management projects, thereby promoting the rational distribution and efficient utilization of community medical resources.

2. Integrate community cultural resources. Gather the strength of community culture, cooperate with cultural institutions, social groups, and volunteer teams, and jointly promote the organization of elderly cultural activities. With the help of community activity centers, reading rooms, and cultural exhibition halls, create a vibrant cultural activity space for the elderly and provide them with sufficient resource guarantees. Advocate residents to participate in elderly cultural services, creating a harmonious community atmosphere of mutual assistance, love, and joint construction and sharing.

3. Integrate community commercial resources. Cooperate with commercial service outlets in the community, such as supermarkets, catering enterprises, and barber shops, to provide the elderly with convenient life services. For example, establish a community elderly canteen jointly operated by property management companies and catering enterprises to provide the elderly with nutritionally balanced and reasonably priced catering services; cooperate with supermarkets to provide home delivery services to facilitate the elderly's shopping.

6. Policy Suggestions

6.1. Government Level

1. Formulating policies and regulations. The government should issue relevant policies and regulations as soon as possible to clarify the nature, status, service contents, and standard norms of property-based elderly care services, thus providing policy basis and legal guarantee for the

development of property-based elderly care services.

2. Increasing financial support. Set up special funds to support the expansion of property management companies in the field of elderly care services. Provide support through various forms such as financial subsidies, tax exemptions, and loan interest subsidies, aiming to encourage property management companies to engage in the elderly care service industry and jointly promote the development of the elderly care service cause.

3. Strengthening supervision. Improve the supervision system of property-based elderly care services, strengthen the supervision and review of key links such as service quality, safety protection, and financial operations, rectify the market environment, and ensure the effective protection of the legitimate rights of the elderly.

4. Promoting talent cultivation. Advocate higher education institutions and vocational and technical colleges to add professional courses on elderly care services to strengthen the cultivation of professional talents in the field of elderly care services. At the same time, actively promote the vocational training and skill assessment of elderly care service personnel to improve their professional skills and service quality.

6.2. Industry Level

1. Establishing industry standards. Industry associations need to start drafting industry standards and norms for the field of property-based elderly care services, covering multiple dimensions such as service processes, quality evaluation, and the qualifications of practitioners, so as to guide property management enterprises to carry out elderly care services in an orderly manner and thus improve the overall service quality of the industry.

2. Strengthening industry self-discipline. Industry associations need to actively fulfill their self-discipline functions, increase the supervision of member units, build a complete integrity evaluation system, and impose necessary disciplinary measures on those property management companies that violate regulations and have poor service quality, so as to promote the healthy development of the property-based elderly care service industry.

3. Promoting experience exchange. Regularly hold exchanges within the industry, such as seminars and experience exchange forums, aiming to provide a learning platform for property management enterprises, and promote the wide dissemination and practical application of cutting-edge concepts and models.

7. Conclusion

Currently, the aging of the global population is intensifying, and China is facing a severe problem of an aging population. The traditional function of family-based elderly care has been weakened, and institutional elderly care also has its limitations. Thus, property-based elderly care services have emerged as the times require and are of great value for research and development.

The aging society has prominent characteristics. The elderly population is large in scale and growing rapidly, and the phenomena of an aging population and empty-nesting are significant. The elderly have diverse needs for elderly care, including life care, medical care and health preservation, spiritual and cultural life, and security guarantees. At present, property-based elderly care services in China are still in the initial stage. Although there have been some attempts, there are still many problems, such as single service content,

uneven service quality, a shortage of professional personnel, insufficient capital investment, and a lack of policy support and supervision. However, property-based elderly care services have obvious advantages in geographical location, resource integration, and trust foundation, which lay a solid foundation for innovative development. By innovating the service concept and centering on the elderly; enriching service content and expanding medical, cultural, and security guarantee services; strengthening the cultivation and introduction of talents through internal training and external recruitment; raising funds through multiple channels and operating them in a refined manner; integrating community medical, cultural, and commercial resources, it is expected to create high-quality elderly care services.

This innovative model has broad prospects, but its development is a long and complicated process. It requires the government to formulate regulations, provide financial support, strengthen supervision, and cultivate talents; the industry needs to establish standards, strengthen self-discipline, and promote exchanges. Only when all sectors of society work together can resources be revitalized, the needs of the elderly be met, and the sustainable development of the

elderly care cause be promoted.

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