Research on the Value of Embedded Elderly Care Model in Breaking through China's Conditions

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Abstract. This article conducts a path research based on embedded theory, social ecological environment theory, and governance theory. From macro, meso, and micro perspectives, it analyzes the difficulties and reasons for the operation and development of embedded elderly care models in China's conditions. It proposes a value research on how to break through barriers from five aspects: policy implementation guarantee, diversified collaboration, resource investment, intelligent supervision, and sustainable construction and operation. It provides useful thinking for promoting the high-quality development of embedded elderly care models and meeting the elderly care security needs.

Keywords: Aging Population; Embedded Elderly Care; Break the Circle; Investigation and Research.

1. Introduction

As aging population continues to deepen, the issue of elderly care is becoming one of the major challenges facing the country's economic and social development. The traditional elderly care model can no longer meet the current demand for elderly care services. With the support of government policies, the embedded elderly care model that integrates home-based elderly care, community care, and institutional elderly care through community platforms has emerged like mushrooms after rain. On December 30, 2021, the "14th Five Year Plan for the Development of National Aging Industry and Elderly Care Service System" proposed to improve a multi-level elderly care service system based on home care, community-based support, fully developed institutions, and organic integration of medical care and elderly care. According to statistics from the Ministry of Civil Affairs, China has basically established an embedded elderly care security system. However, issues such as policy regulation, supporting facilities, resource shortages, and insufficient awareness are not addressed.To the same extent, it hinders the development process. The breakthrough of embedded elderly care models is full of confusion and challenges.

2. Theoretical Basis and Analysis Path

(1) Embeddedness Theory and Its Applicability

The embeddedness theory is based on Polanyi's first proposal of "embeddedness" in his book "The Great Change" in 1944 The concept of embeddedness was later reinterpreted by Granovetter, establishing the theoretical foundation of embeddedness and promoting the development of theoretical research. With the development of interdisciplinary integration, the research field of embeddedness theory is deeply integrated with sociology, management, political science and other theories, deepening the understanding of the relationship between environmental factors and behavioral decision-making, and gradually becoming an important theoretical analysis tool. Embedded elderly care conforms to the habitual needs of elderly people, based on home, relying on the community, and supported by institutions, without departing from familiar daily life and social relationships. At the same time, it can fully embed different elderly care service resources in society, providing an appropriate service platform for the elderly. Its essence is a model of elderly care service built on various social relationship networks interwoven by cognitive, cultural, institutional, and structural factors. It is highly compatible with the embedded theory that "all types of behavior are

embedded in a larger composite social system, with particular emphasis on analyzing the social structure, cultural structure, and personality factors in this system".

(2)Ecosystem theory and its appropriateness

The ecosystem theory originates from multiple interdisciplinary fields such as psychology, sociology, and public health, providing an overall explanatory framework for studying human behavior, health, and well-being [3]. It is applicable to embedded elderly care model research due to its clear focus on the interaction between the environment, life, and people. Bronfenbrenner (1979) believed that individual development is influenced by the surrounding environment, mainly including three systems: micro, meso, and macro. Reasonable application of ecosystem theory can help identify vulnerabilities in complex systems, make scientific decisions, and develop effective management strategies [5-9]. The development and operation mechanism, as well as the complex relationship network, of the embedded elderly care model can be clearly presented by the ecosystem theory, which can provide a good model framework for analyzing how the embedded elderly care model breaks through boundaries and has good suitability for the embedded elderly care model. This study proposes a "macro meso micro" embedded social ecological management model for elderly care based on this (see Figure 1).

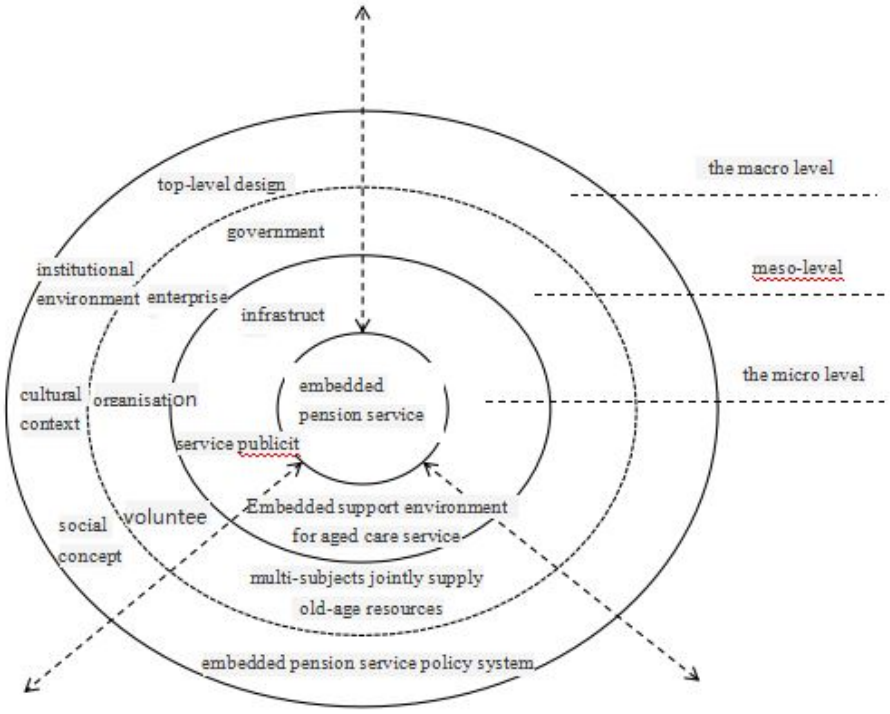


Figure 1. Embedded Elderly Social Ecological Management Model

(3)Governance theory and its appropriateness

Governance theory [10] is a relatively influential new theory that became popular in the Western academic community in the 1990s,

The emphasis is on the interactive and consultative relationship between the government and society, as well as between the public and private sectors. It presents a set of management and operation models that are acceptable to all participating parties, and demonstrates a dynamic, diverse, and complex interactive process. Community governance is the fundamental cornerstone of national and social governance. It coves various fields such as economy, politics, culture, and society. Although the community embedded elderly care model can meet the needs of elderly people for nearby elderly care, there are still many difficulties in the actual development and operation process. It is crucial to establish a coordinated relationship between the community, embedded institutions, for-profit and non-profit organizations, and residents, as well as to jointly promote the management

of embedded elderly care services in the community. When applying governance theory for analysis, it is necessary to grasp the commonalities of overlap and also pay attention to the special factors that affect the close cooperation between governance subjects. Through gradual coordination, close cooperation, joint construction of service systems, deep embedding in social governance, and achieving sustainable development. Therefore, it is appropriate to analyze the integration of embedded elderly care services into community governance through governance theory.

(4) The analytical framework of this study

This study starts from the perspective of embeddedness and combines ecosystem theory and governance theory to construct the analysis path of this study from political embedding, cultural embedding, structural embedding, and cognitive embedding (see Figure 2).

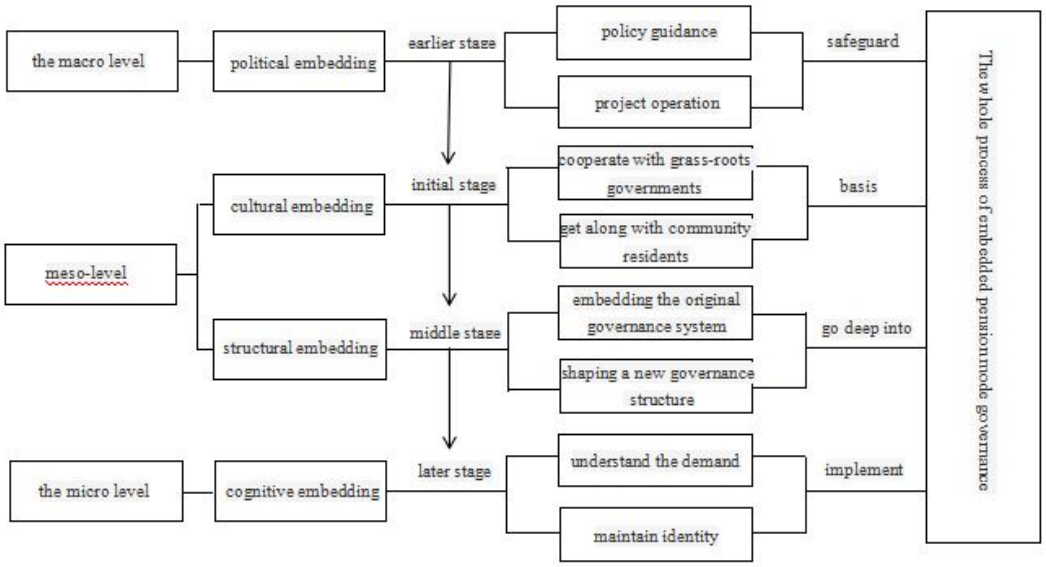


Figure 2. Analysis Path

3. Dilemma Description and Cause Analysis: Analyzing the Problems Faced by Embedded Elderly Care Models from a Macro Meso Micro Perspective

The embedded elderly care model is a diverse and complex ecosystem. Based on embeddedness theory, ecosystem theory, and governance theory, we analyze the problems faced by the embedded elderly care model from the "macro meso micro" level.

(1) Macro level

The coordination mechanism needs to be improved and the innovation mechanism needs to be broken through. In the process of implementation of the embedded pension model, the synergy of all levels and departments is very important in the innovation and development of the pension model. The survey found that the construction of embedded pension institutions is faced with many leaders, the cooperation mechanism between relevant departments is lacking, the approval process of embedded pension service institutions is cumbersome, and the management efficiency is low [12] , the relevant departments have not responded in a timely and effective manner; Monitoring and evaluation mechanisms for services have not yet been established and sound, and problems such as non-standard services and substandard quality have occurred from time to time in the course of implementation; and in some cases, due to unclear powers and responsibilities, to some extent, the implementation of the new model is affected by the difficulty of the implementation of the regulatory responsibility, and even the mutual buck-passing, which can not be solved in a timely and effective manner.

(2) At the meso level

1) Traditional concepts and social environment have a significant impact, and the embedding of cultural propaganda urgently needs to be strengthened.

The embedded elderly care model is mainly a supplement and integration of institutional elderly care and community-based home-based elderly care, and its successful implementation is related to the acceptance and awareness of the elderly care model. Influenced by traditional concepts, family care is still the most popular way of elderly care, with children taking care and home care. Ordinary nursing homes cannot meet the emotional needs of the elderly for their families, so there is a natural resistance to the mode of elderly care other than home care; At the same time, people have a significant impression of the deviation between the layout, functional configuration, and demand of elderly care facilities in the past, which directly affects their choice of elderly care institutions.

2)The sustainability of institutional operations is weak, and there is insufficient motivation for social services.

Currently, embedded elderly care institutions are mostly small in scale, with few beds, and lack economies of scale. This increases the operating costs of elderly care institutions and leads to longer cost recovery cycles [14]. Looking at the development situation in Shandong, Fujian, Jiangsu, Shanghai and other places, it is basically difficult to sustain the payment for elderly care services. Intelligent devices and service technologies are difficult to introduce and develop, and elderly people are unwilling to pay for smart elderly care. Most operations are in a loss making state, which eventually forms a vicious cycle; The service personnel of institutions are mostly engaged in domestic work or part-time work. Although they have received pre job training or passed the elderly care worker examination before taking up their posts, many of them still lack professional skills and experience in rehabilitation nursing, psychological nursing, and smart elderly care services, and their skills need to be improved.

(3) At the micro level

1) Difficulty in embedding: high resistance to neighbor avoidance effect In the actual embedding process of embedded elderly care services, nearby residents have resisted due to concerns about the negative externalities that elderly care facilities may bring, resulting in the project being forced to suspend or cancel. This phenomenon is known as the "neighbor avoidance effect". According to the research results of Zhang Song and others from Southeast University on seven elderly care service operators, more than 80% (67) of the 83 elderly care service facilities of various sizes and types planned to be built in existing urban areas from 2015 to 2016 were resisted to varying degrees by residents during their construction process, and more than one-third (29) of the projects were eventually abandoned or suspended.

2)Difficulty in integration: poor effectiveness of medical and elderly care integration

The integration of traditional Chinese medicine and elderly care is difficult in embedded elderly care services. At present, relying solely on the economies of scale of elderly care institutions makes it difficult to form an effective linkage system with medical institutions, and the diagnosis and treatment of some common and frequently occurring diseases among the elderly cannot be truly solved in the community; Even though some have signed contracts with nearby medical institutions, the service content and quality still fall far short of the actual diagnosis and treatment needs of the elderly. Compared with international standards, the ratio of nursing staff to elderly in China is seriously insufficient; The survey found that most of the personnel currently engaged in elderly care have problems such as being older, having a lower level of education, and lacking professional nursing knowledge, experience, and skills. In terms of nursing quality, it is even more difficult to meet high-level service needs.

3.)Difficulty in trust: difficulty in establishing trust mechanisms

The elderly population tends to establish trust based on "relationships" rather than institutions. The survey found that the influence of "relationships" between communities, relatives, and other factors, as well as the continuous interaction between embedded elderly care service institutions and community residents, are mostly limited to policy promotion. There is a lack of effective measures and methods in establishing a community relationship network and trust mechanism that elderly

people are familiar with. This creates a gap in the psychological expectations of elderly people towards this service model, which affects their cognitive and emotional trust; The mismatch between the performance updates of the built information platform and the demands of the community has resulted in the inability of the smart elderly care information platform to meet actual needs [17], which to some extent affects the relationship operation and trust level of embedded elderly care institutions in the community.

4. Resolving Difficulties and Strategic Choices: Starting from the "Point" to Solve the Difficulties of the "Surface"

Based on embedded theory, social ecological environment theory, and governance theory, and taking into account macro, meso, and micro perspectives, we aim to improve the operation process of embedded elderly care models from five aspects: policy implementation guarantee, diversified collaboration, resource investment, intelligent supervision, and sustainable construction and operation. This will promote the healthy development of the embedded elderly care industry.

(1) Build a solid policy foundation based on reality, and achieve a win-win situation for both economic and social benefits of elderly care services.

Idealistic policies are the primary factor affecting the operation of the model. In the policy-making process of the embedded elderly care industry, relevant departments need to first evaluate the resources, conditions, and other factors necessary for policy implementation, and develop contingency plans for possible situations to improve the effective matching of supply and demand. Through the rational allocation of resources and equipment, they can provide continuous policy support for the innovative development of elderly care models. Through platforms such as community elderly care institutions, service stations, and family elderly care beds, we aim to fully integrate with streets, communities, and elderly families, and expand our awareness and reputation. At the same time, relying on the expansion of community scale and business space, the occupancy rate can be effectively increased, and better economic benefits can be obtained, thereby better improving the standardization, normalization, and professionalization level of elderly care services, meeting the diversified and personalized needs of elderly care services, truly sharing the worries of the government, solving the difficulties of the masses, and achieving a win-win situation of social and economic benefits.

(2) Implement diversified collaborative promotion to achieve precision and refinement of elderly care services.

Building an embedded elderly care model requires multiple stakeholders to cooperate with each other and fulfill their respective responsibilities. Through targeted policy communication, each relevant stakeholder is connected into a comprehensive work network, which is designed around multiple dimensions such as community, family, institution, and collaboratively promotes policy implementation. Specifically, on the basis of truly understanding the needs of elderly care, scientifically classifying and implementing precise policies, establishing targeted and precise elderly care service projects, formulating refined, unified, and scientific service standards and procedures, and through standardized, specialized, and high-quality elderly care services, achieving the goal of bringing medical and elderly care beds into homes and enjoying precise and refined services at home, effectively enhancing the sense of gain, happiness, and security of elderly people in the community.

(3) Adhere to planning guidance and resource investment, and build a new development pattern for elderly care services.

According to the ecosystem theory, elderly people, medical service providers, policy makers, and executing agencies, as components of the ecosystem, jointly affect the implementation effect of the embedded elderly care model. As a policy maker, while adhering to deepening the supply side structural reform and focusing on expanding effective demand synergy, fully utilizes policy leverage to provide preferential policy support, actively excavates the investment guidance of public resources such as housing, equipment, and incentive funds, and links with other components of the ecosystem

to jointly operate market-oriented strategies, attracting more social capital to invest in the embedded elderly care service industry, driving and expanding the consumption of elderly care services and the elderly care consumption market, and promoting the vigorous development of this elderly care service model.

(4) Utilize the advantages of intelligent supervision to ensure that the embedded mode takes root.

The regulatory system during the operation of the embedded elderly care model can be seen as a regulatory mechanism for the social ecosystem, which needs to ensure that resources (funds, talents, facilities) in the system are allocated reasonably, avoid resource waste or shortage, and maintain the balance and stability of the system. The operation of a pattern is a long-term and complex process that involves the coordination and balance of multiple stakeholders and interests. Therefore, in this process, the degree of improvement of the regulatory system and the strength of supervision directly affect the effectiveness of the mode operation. It is imperative to establish an effective monitoring and tracking mechanism, which can ensure the smooth implementation of the embedded pension model and achieve the expected results through both internal and external monitoring.

(5)Establish a sound and sustainable construction and operation model to stimulate the vitality of market entities.

Fully leverage the role of an effective market and a proactive government, actively explore diversified construction and operation models such as public and private construction, private and public assistance, and achieve sustainable development of community embedded services. One is to ensure specialized services, actively cultivate and introduce community comprehensive services and specialized service operation entities, promote the chain operation of professional institutions and the management of community embedded service facilities, and build a high-quality service system. The second is to achieve breakeven and low profit operation, with the community providing the venue and decoration, allowing institutions to move in immediately, reducing the rental pressure on the venue for service operators, leaving sufficient profit space, and guiding community service prices to be affordable based on service costs, reasonable profits, etc., with the principle of breakeven and low profit. The third is to adhere to market-oriented competition, establish a dynamic adjustment mechanism, fully utilize market competition, and determine and achieve service entry and exit based on satisfaction. The fourth is to adhere to standardized and branded development, establish and improve market access and exit mechanisms for community services, clarify behaviors and responsibilities, and cultivate enterprise service brands.

5. Conclusion

In the implementation of the embedded elderly care model, whether it is the service "bottleneck" caused by imperfect systems or the service "shortcoming" caused by insufficient support, it brings varying degrees of challenges to the implementation of the embedded elderly care model. This article analyzes the problems in the development of community embedded elderly care through the theoretical path of "macro meso micro" embedded elderly care model social governance ecology, and explores effective strategies to solve the problems, helping us better understand the construction and operation of embedded elderly care model. Through efforts in policy implementation guarantee, diversified collaboration, resource investment, intelligent supervision, and sustainable construction and operation, we aim to promote the high-quality development of embedded elderly care models and meet the elderly care security needs.

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