

Research on the Development Model of the Aged Service Industry under the Background of Internet Times

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Abstract: At present, China's aging is intensifying, and the problem of old-age care is becoming more and more serious. How to achieve "the old and the old, and the old is dependent" is a question worthy of our consideration. Home-based wisdom and health care relying on Internet technology has become a hot topic. It has solved the problems of institutional pension and home-based pensions, and has pointed out the way for China's future pension model. The construction of its human service platform is worthy of us. In-depth study. This paper explores the old-age platform suitable for China's national conditions through the analysis of the current international pension platform and the status quo of China's pension.

The problem of population in modern society has begun to enter everyone's field of vision and has become the focus of people's eyes. With the development of science and technology, the improvement of economic level, and the advancement of medical technology, people's quality of life has gradually improved, young people pay attention to health, and the elderly pay attention to old-age care. All aspects highlight the importance of population issues. Although the population base in China is large, the trend of aging is also obvious, and the disappearance of the demographic dividend means that the peak of population aging is coming. Therefore, the seriousness and necessity of the problem of pensions have surfaced. The age of aging has arrived. The society is generally concerned about the issue of old-age care. It is a hot topic to choose which way of providing for the elderly is more in line with China's national conditions. After research and multi-faceted discussion, the home-based care service model is regarded as the main way of providing for the elderly in China. Compared with the current institutional pension model, the home-based wisdom and pension input and output benefits will be higher. Then how to use the Internet to link personnel training, medical services, and home care to form a platform will become the focus of academic, industrial and even political circles in the future. Therefore, this paper explores the old-age platform suitable for China's national conditions through the analysis of the current international pension platform and the status quo of China's pension.

1. Research Object, Content and Method

1.1. Research Object.

The current international Internet pension platform and the current status of the old-age care model for middle-aged and elderly people in China.

1.2. Research Content.

Based on the research of the old-age platform under the existing Internet model, this survey systematically analyzes the status quo of China's aging, and studies the existing pension model in China, finds its existing problems, and further explores the Internet pension platform suitable for China's national conditions.

1.3. Research Methods.

This study used a literature survey method. Through the collection and extraction of the literature,

the existing Internet pension platform and the information on the population distribution and pension model of China are obtained, and a large-scale investigation is conducted to further explore how to construct a home smart and healthy elderly service platform suitable for the elderly in China.

2. Analysis of Research Results

2.1. Distribution Status of the Elderly in China.

According to the statistics of the National Bureau of Statistics, in 2016, it reached 149.33 million, accounting for 10.80% of the total population. At the end of 2017, it has risen to 158.31 million, accounting for 11.39% of the total population. In 2018, the number of elderly people over 65 years old in China reached 163.86 million. It accounts for 12.47% of the total population, as shown in Figure 1. The number of elderly people in China continues to grow, and China has become the country with the largest number of elderly people in the world. According to the analysis of the current situation of China's population aging, the population aged 65 and over has increased year by year in the past decade, and the demographic dividend has gradually disappeared. At the same time, with the continuous improvement of urbanization in China and the continuous advancement of society, the time for young people to accompany the elderly is becoming less and less. The traditional pension-family pension model is gradually disappearing, and the “empty nest elderly” is now accounting for The majority of the elderly. How to solve the old-age problems of these elderly people has aroused widespread concern in society.

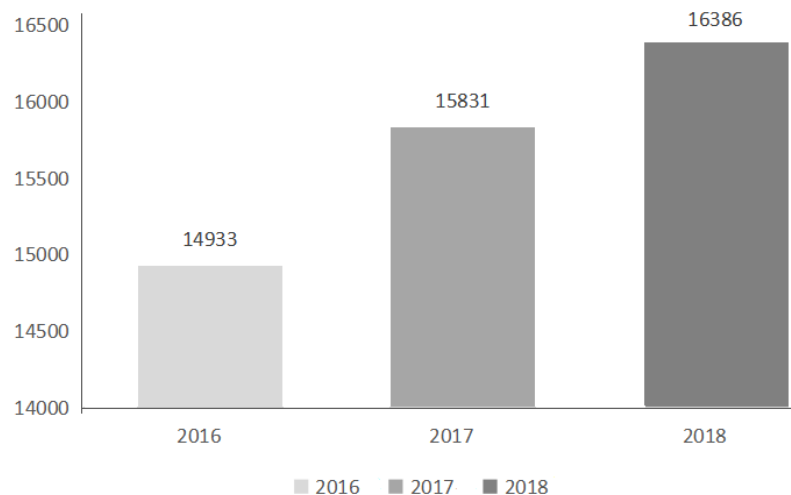


Fig 1. Distribution status of the elderly in China

2.2. Domestic Home Wisdom and Old-Age Care Issues.

The old-age service industry covers a wide range of fields, but China's home-based care service industry is still in its infancy. There are two main ways of home-based care services: one is for the elderly to care for the elderly, the children or the elderly for the elderly to ask for professional care to come to the door; the second is to live in the community to establish an elderly service center to provide elderly care for the elderly. However, due to the stage of development, the home-based care model still has some problems, especially the health management of home-based care and various information processing problems. At present, home-based wisdom and old-age care is still in the pilot stage, and it has only been piloted in some cities, such as Shanghai Hongqiao, Zhejiang Shaoxing, Anhui Anqing, etc., and has not yet spread to all cities in the country. Taking Xi'an as an example, the concept of home-based wisdom and old-age care has not been deeply rooted in the hearts of the people. Many people do not understand the wisdom of home-based care, and even many people do not know that there is a home-based wisdom and old age. At the same time, there is no corresponding institution or platform. In the construction phase, the lack of experience in the construction of the platform is very prone to problems. If we study in advance, we can speed up the

process in the future implementation process and implement policies more quickly so that more elderly people can enjoy better services as soon as possible.

2.3. Home Wisdom Healthy Pension Prospects.

In recent years, the development of the Internet in China has been rapid. Many industries have been infiltrated by “Internet +” from various aspects, and new opportunities will follow, especially the development of the aged care service industry in the service industry. With the advent of the aging era, more and more old-age problems have been exposed, and the rapid development of the Internet has brought new solutions to the problems faced by the elderly services. Therefore, the accession of the Internet has provided a new development direction for the innovation and development of China's old-age care model, combining the "Internet" with the home-based pension, and creating a new model of "home smart, healthy and old-age care".

According to relevant data, the foreign pension model is an organic combination of home-based care and social services. On the whole, it has shown a trend of combining home-based care and community services. Using this new model, the elderly can not only provide safe, healthy and scientific pensions at home, but also get the care they need in their later years of life, eliminating the worries of the elderly and their children. At present, the proportion of elderly people in some developed countries who choose the home-based care service model accounts for about 80% of the total elderly population. It is not difficult to see the development of home-based wisdom for the elderly. The old-age model of the elderly in China is based on the platform of personnel training, medical services and home care.

2.4. Home Wisdom Health and Elder Service Platform Construction.

Using Internet technology to form a new home-based smart health care service platform that is different from the traditional family pension model. According to the requirements of different elderly individuals, we have subdivided the home smart maintenance service platform into several different modules, integrated the functions of personnel training, medical services and home care, and connected various requirements in order to pass the network. Realize the interface between the needs of the elderly and the human services.

The platform has six functions

The human service platform is constructed to divide the functions into six systems: operation management system, medical system, service provider system, service center, self-service center and government supervision system, as shown in Figure 2.

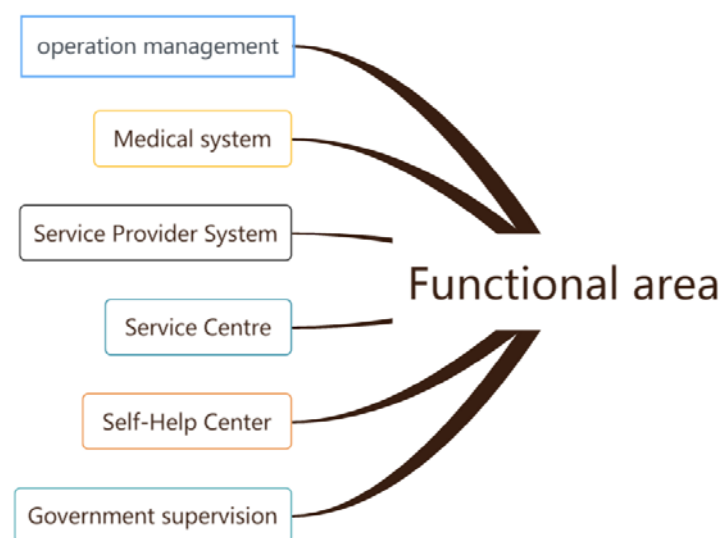


Fig 2. The six functions of the platform

1) The function of the operation management system is to collect the basic data of the entire home care service, dynamically manage the archives data of the elderly through the Internet, and

establish a professional elderly file database. The establishment of the database facilitates the platform to grasp the various situations of the elderly in the community, and also facilitates the government authorities to view and count the basic information of the elderly. The true and accurate data provides a scientific basis for government decision-making. The system sets up modules for elderly people's files, information maintenance, home security, elderly health management, order center, settlement system, statistical analysis, office management and so on.

2) The medical system is specially designed for the doctors of the service. The doctor logs in his own account on the system to ensure the health of the patient and provide professional services. The elderly and their children in need use their own account to log in to the user self-service center, and select the doctors they need on the interface. After the doctor logs in, he can process the previous appointment registration, review his patient file information, provide rehabilitation guidance for the patient, make health records, and respond to various consultations.

3) The service provider subsystem collects the service providers on the platform to establish a system. This function is specially designed for the service provider. The service merchant logs in the exclusive account on the system. The merchant uses the mobile phone or computer to accept the order issued by the customer, and the view is completed or waiting. Solve the order details, modify the basic information of the merchant itself, add or modify the service personnel information, and so on.

4) The service center is a platform for community service customers. In the service window of the system, the staff provides assistance and solves problems for the elderly. The customer service staff answers the call and records it to make the appropriate processing. The closed-loop service order system is also used in the platform, unified processing services, unified service hotline acceptance, unified response, and so on.

5) The self-service center is provided to the elderly and their relatives. The elderly use the account login center, and the relatives need to register for an account to use, providing the elderly with professional services such as health, convenience, home, and medical care. Seniors and their children can view health data, reservation information, order details, and find the immediate location of the elderly through the User Self-Service Center.

6) The government supervision system, which is specially built for the government's aging authorities, has a powerful data reporting function and achieves statistical analysis of the data collected by the platform. Government departments can use data to understand the community, community, service organizations, service personnel, the elderly and their health and help-seeking situation, and provide real data basis for the government to make relevant decisions. At the same time, the government can log in to the system to check the relevant platform information, guide the standardization of the platform, and increase the user's trust in the platform.

Platform Operation is divided into three modules

The platform is divided into three main modules, using a diversified service model, as shown in Figure 3.

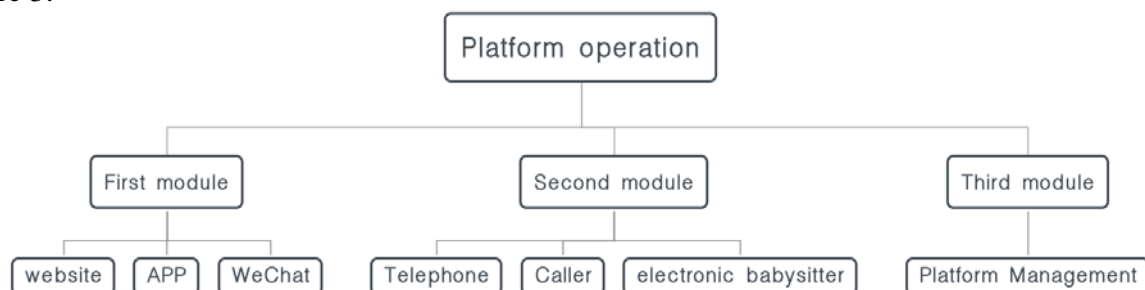


Fig 3. Three modules of platform operation

The first module is the website, APP and WeChat. The website is the premier platform for serving older people and includes services and service providers to meet the needs of older people. In addition, the platform will develop promotion modes for different channels, such as the use of APP, WeChat platform, etc., to promote it more conveniently. The second module is a telephone, a caller and an electronic babysitter. In the background of the platform, the information of the elderly

is counted. When the elderly need it, they can ask for help through various channels such as telephone, call machine or electronic nanny. The device will send the information sent by the elderly to the management center, the staff The background service system receives the demand and communicates it to the corresponding service system according to different needs. The third module is the platform service management system. The function is to supervise service providers and staff members, to complain about non-compliance, and the supervisors solve the problem in various situations through systematic collection.

For service providers, the platform will first launch various preferential programs to attract the participation of various service providers, and then improve the service provider system of the platform. At the same time, the platform staff will be appointed to contact more businesses that can meet the requirements of the elderly. Invite them to join the platform to meet the needs of the elderly. For the elderly who use the platform, we use the website, mobile APP, WeChat, etc. to carry out our services, and carry out promotion and promotion. At the same time, for the elderly who will not use the network, the platform will be equipped with exclusive telephone, call machine, electronic babysitter and other tools. These older people are convenient and ready to get in touch with the service staff. For operations, the platform is conducted in a variety of ways, including websites, apps, WeChat, proprietary phones, callers, and electronic nannies. There will be service personnel online 24 hours a day, the elderly can make requests at any time, regardless of time constraints, to avoid the situation of contact people when unexpected situations occur, greatly ensuring the health and safety of the elderly.

With this new pension model, it not only solves the problem of insufficient bed in nursing homes, but also alleviates the worry and economic pressure of the elderly. It can safely, intelligently and scientifically support the elderly at home, and also solve the government's pension pressure. The government does not need to increase More nursing homes are responding to the arrival of China's aging era, which has greatly reduced financial pressure.

3. Conclusion

Nowadays, the high development of science and technology has made Internet technology interspersed in every corner of daily life. Therefore, home wisdom and health care have strong characteristics of the times and meet the needs of the times. At the same time, the combination of technology and market and mutual coordination has become a platform for smart retirement. It is not only a platform for gathering information, but also a platform for applying technology. The construction of the human service platform in the home smart health pension platform is an extremely important part. Combining human services with needs through "Internet" technology and establishing a platform is a multi-system that integrates various technologies and various concept models to innovate. All walks of life work together and work together to create a suitable human service platform, and then construct a characteristic home-based wisdom and health care for the Chinese-style aging society.

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