Role of Enterprises in the Development of Elderly Service Industry

-- Practice and Prospect of "Zhongshan Elderly Services Human Resources Development Area"

Mr. Chen Yi, Board Chairman of Zhongshan College
July 6, 2012, Changchun, China
"Expend the respect of the aged in one's family to that of other families ..."

By Mencius (BC 372 - BC 289)
I. Challenges and Responsibilities
The coming acceleration of population aging

- **Aging in China**
  - 1999, 10%
  - 2010, 13.26%
  - 2020, 17%
  - 2050, 31%

- **Aging in Jiangsu**
  - 1986, 10%
  - 2010, 17%
  - 2020, 21%
Proactively responding to population ageing

- The government shouldering the basic responsibilities
- Private sector taking part in industrial development
- Coexistence of multiple means and multiple measures
How could it be sustainable?

- Two-wheel-driven Mode

- Elderly Care Industry
  - Public Welfare Undertaking
  - Public Welfare Quality
  - Social Benefits

- Enterprises
  - Making a profit
  - Economic laws
  - Economic Benefits

Coordinating and sustainable
II. Practice and Innovation
Directions of investment in the elderly service industry

- Exploration of the nurturing of high-quality elderly service talents
- Exploration of promotable elderly service model
- Exploration of sustainable elderly industry operation model
- Experience to integrate civil resources into the elderly service industry
- Carrier: “Zhongshan Elderly Services Human Resources Development Area”
Zhongshan Elderly Services Human Resources Development Area

- Covering a total land area of 49 hectares, it boasts a gross floor area of 180,000 m² and 8,000 students. The phase-II project involves additional floor areas of 130,000 m² and new investments of about RMB 800 million.
The Development Area is located in economically-developed Jiangsu and is at the foot of AAAA Zhongshan Scenic Area to the east of Nanjing.
➢ “Five-in-One”
### Elderly Service Department of Zhongshan College

<table>
<thead>
<tr>
<th>Year</th>
<th>Major</th>
<th>Students</th>
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<tbody>
<tr>
<td>2010</td>
<td>Elderly service and management</td>
<td>90</td>
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<tr>
<td>2011</td>
<td>Elderly service and management, community rehabilitation, community management and service</td>
<td>120</td>
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<tr>
<td>2012</td>
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<td>200</td>
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<tr>
<td>2013</td>
<td>Elderly service and management, community rehabilitation, community management and service, rehabilitation care skills, nursing</td>
<td>500</td>
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- The largest number of students recruited among the similar colleges and majors throughout the country
- Target size of degree/diploma-awarding students maintained at 1,500
Talent training model integration teaching, learning and practicing
Design of course system based on elderly service and management work
• Introduction of “Level-3 Senior Nursing "training course from Australia
• Training course
Student volunteers in community
• Research and development of teaching materials
• Zhongshan Human Resource Development Center for Elderly Care Services
  • Dozens of training classrooms
  • Total floor area hitting 6000 M²
• 10 functional training zones
• 10 functional training zones
• 10 functional training zones
• Training of more than 1600 trainees from Chongqing, Guangdong, Inner Mongolia and etc during the past year
<table>
<thead>
<tr>
<th>No.</th>
<th>Authority</th>
<th>Name</th>
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<tr>
<td>1</td>
<td>Ministry of Civil Affairs Occupation</td>
<td>Ministry of Civil Affairs Vocational Skill Appraisal and Guidance</td>
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<td>Skill Identification Center</td>
<td>Center</td>
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<td>2</td>
<td>Chinese Association of Rehabilitation</td>
<td>Jiangsu Rehabilitation Medicine Training Center of Chinese Association of Rehabilitation Medicine</td>
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<td></td>
<td>Medicine</td>
<td>of Chinese Association of Rehabilitation Medicine</td>
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<td>3</td>
<td>Geriatric Society of China</td>
<td>Zhongshan College Research Base of Nanjing Mental Care Research Center</td>
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<td>4</td>
<td>China Aging Development Foundation</td>
<td>Zhongshan College Demonstration Site of Elderly Mental Care Jiangsu Demonstration Base</td>
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<tr>
<td>5</td>
<td>Jiangsu Provincial Population and</td>
<td>Jiangsu Provincial Demonstration Base of the Elderly Population Health Promotion</td>
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<td></td>
<td>Family Planning Commission</td>
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<td>6</td>
<td>Jiangsu Provincial Elderly Service</td>
<td>Jiangsu Provincial Elderly Service and Management Personnel Training Base</td>
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<tr>
<td></td>
<td>Association</td>
<td></td>
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<td>7</td>
<td>Office of Nanjing Municipal Committee</td>
<td>Nanjing Municipal Elderly Career Managerial Personnel Training Base</td>
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<td></td>
<td>on Ageing</td>
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• Becoming the talent training base of nationwide administrative departments, industrial associations and research institutes related to elderly undertaking
Cooperating with ESCAP to launch the first international training workshop in November 2012
Zhongshan Yiyang Elderly Home

- Cooperating with Jiangsu Aging Development Foundation
- With total floor area reaching 80,000M², it will complete construction by 2014, and will accommodate 1,500 guests.
- High-standard internship and training base
• “One-stop” elderly service
• IOT-based “Smart Elderly Service” System
• Energy-saving and environment-friendly construction
View of Zhongshan Yiyang Elderly Home
Indoor ring-shaped route facilitating wheelchair access
针对卧床老人的居住
患者移位机与直通式空间流线设计

移位机操作空间设计要求：
直线式便捷交通

动作：洗浴
位置：浴盆

动作：移位
位置：过道

动作：起身
位置：床
Design of toilet
Outdoor resting/relaxing
Sample guest room of Zhongshan Yiyang Elderly Home
Under construction
• **Zhongshan Elderly Rehabilitation Hospital**

- Cooperating with Jiangsu Provincial People’s Hospital
- A Grade-A Class-3 hospital providing 450 beds, with total floor area reaching 45,000M²
- Hospital with specialized (elderly rehabilitation, treatment and nursing) and combined departments
- Top-class rehabilitation and treatment expert team
- China-Germany medical cooperation
- High-quality training base
View of Zhongshan Elderly Rehabilitation Hospital
View of Zhongshan Elderly Rehabilitation Hospital
Facilities of Zhongshan Elderly Rehabilitation Hospital
Pro. Li Jianan, superintendent of Zhongshan Elderly Rehabilitation Hospital, deputy chairman of International Society of Physical and Rehabilitation Medicine, standing deputy chairman of Chinese Association of Rehabilitation Medicine, and associate editor of China Journal of Rehabilitation Medicine
Cooperating with German-Sino Healthcare Group and concluding an agreement on medical resources, technologies and management
Preparation and Construction Office of “Jiangsu Zhongshan Elderly Rehabilitation Hospital”
• Construction site of Zhongshan Elderly Rehabilitation Hospital
### Examination & evaluation
- Locomotory capacity evaluation
- Cardiopulmonary capacity evaluation
- Apnea syndrome evaluation
- Ultrasonic sound evaluation (carotid, cerebral circulation)
- Bone Mineral Density testing
- Higher brain function evaluation
- Independence, satisfaction and social networking evaluation
- Lifestyle and nutrition evaluation
- Psychological and mental evaluation

### Evaluation report
- Overall health status report
- Survival risk analysis
- Lifestyle (diet/behavior/psychoogy)
- Reasonable exercise: intensity and means
- Guidance on daily life
- Other corresponding suggestions

• “Elderly Health Evaluation and Rehabilitation Center”
• Health evaluation
• Health evaluation
• Rehabilitation training
Zhongshan Elderly Career Research Institute

- Government support
- Domestic and international part-time researchers
- Cooperation with Australian, Japanese and Korean higher-learning research institutes
- Specialized studies on the mental health care for the elderly
Japan
Korea
Outputs of elderly mental care studies
Features of Zhongshan Elderly Services Human Resources Development Area

- Public benefit
- Innovation
- Comprehensiveness
- Openness
- Demonstrative role
Public benefit

- **Design of financial target:**
  - Making ends meet and producing small surplus
  - Achieving sustainable development

- **Selection of partners:**
  - Jiangsu Aging Development Foundation
  - Jiangsu Provincial People’s Hospital
  - Zhongshan Vocational College
Innovation

- “Five-in-one” architecture
- Several specific innovations:
  - Internationalization of talent training
  - Project-based practice curriculum
  - IOT-based elderly service applications
  - Nurturing of medical care workers for the elderly
Comprehensiveness

Integration of government, industry, university and research

- Oriented by education and training
- Underpinned by theoretical studies
- Based on social services
- Supported by industrial operation
Openness

Open platform

<table>
<thead>
<tr>
<th>Government</th>
<th>Public service organization</th>
<th>Enterprise</th>
<th>University</th>
<th>Hospital</th>
<th>Bank</th>
<th>......</th>
</tr>
</thead>
</table>

Open Platform

Open cooperation
- Cooperation with ESCAP
- “German-Sino Healthcare Group”
- La Trobe University
- NMIT
- Osaka University
- Sunlin College
- Suva Nawa
- BONUM
Demonstrative role

- Constructing top-class facilities, providing top-class services, carrying out top-class studies, nurturing top-class talents, building top-class brands, and developing a top-class industry

Objectives of education and training
- National demonstrative major of elderly service and management
- National demonstrative internship and training base for elderly service majors

Objective of social services
- National demonstrative elderly service institution

Objectives of research & development
- Development of teaching materials for elderly service education
- Implementation of studies on vocational qualification standards and job qualification standards for the government
General Idea

Zhongshan Elderly Services Human Resources Development Area (resource integration platform)

- Application study platform
- Education & training platform
- Elderly service platform

- Elderly consultation service
- Elderly service personnel
- Industrial development model
Organizational chart of “Five-in-One”

Government Department
- Government’s administration and supervision
- Government’s macro-guidance and support

Zhongshan College
- Education and training institution
  - Academic Education: Department of Modern Service and Management
  - Technical training: Zhongshan Elderly service personnel training center
  - Vocational training: Elderly wellness manager, Geriatric nutrition, Nursing care skills for the Elderly

Elderly service center (Affiliated to Zhongshan college)
- Zhongshan Yiyang Elderly Home
- Zhongshan Elderly rehabilitation hospital

Research and Development Center (Affiliated to Zhongshan college)
- Zhongshan Research Institute on Aging

Source of investment: Public welfare fund, Public Foundations and Insurance Companies

Supplies skilled trainees, supplies management
- Overseas Elderly Services Institutions
- Domestic Elderly Services Institutions
  - Household
  - Community
  - Institutions

Elderly service norms and theory authority

Professional construction criterion
- Personnel training criterion
- Professional qualification criterion
- Job skills criterion
- Infrastructure construction criterion

Practice Training Base
Social influence of project practices

- Support from officials
4. ESCAP 67th Session invited Zhongshan College and Resolution No. 67/5 acknowledged the cooperation with Zhongshan College and proposed to carry out further cooperation on elderly services human resources development.
College representative attending ESCAP session
Regional Forum on Elderly Care Services in Asia and the Pacific in which we were the organizer
Regional Forum on Elderly Care Services in Asia and the Pacific in which we were the organizer
At the 67th Session of ESCAP, UN Deputy Secretary-General Ms. Heyzer acknowledged our college for the cooperation on elderly service.
III. Problem and Prospect
The comprehensive cooperation for the elderly care industry

- Enjoying the same rights in information sharing, resources distribution, policy supports and administration.

The equal status for both the public and private elderly care organization

- How could the elderly care service be greatly strengthened from the state to the local by comprehensive cooperation at the state level with the guidance of MI/PAI?
- Could it be included into the evaluation of the administration of all level governments?
医疗护理与养老护理融合的人才培养

The training of professionals with both medical care and elderly care skills is essential to elderly care organizations.

掌握一些基本医学知识和护理技术的养老护理员是最适应养老机构需求的。

Elderly care workers grasping the basic knowledge and skills are essential to elderly care organizations.

我们在人才培养中进行了一些探索和尝试。

Some attempts and explorations have been made in our professionals training.

希望政府适应社会发展的需要，人口结构的变化，制定相关政策。

Hoping governments to make relevant policies according to the needs of social development and changes of the population structure.

服务产业创新发展“试验区”

The test zone of the elderly care innovative development

把“钟山老年服务人力资源开发园区”作为政府“实验田”、“试验区”

Zhongshan Elderly Services Human Resources Development Area will be set as the government’s “Test Zone”

设立创新基金，鼓励养老事业创新发展。

Setting up an innovation fund to encourage the innovative development of elderly care services.
Thank You!

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