

# *Practice and Thinking of Talent Cultivation in Health-pension Industry*

Rui ZHU\*

Hubei Three Gorges Polytechnic  
Yichang, Hubei, China, 443000  
0086+457+13687222426  
278474328@qq.com

**Abstract**—The cultivation of professional service personnel is a key part of Health-pension Industry, it is needed to break the personnel bottleneck of cause of aging development in China. After many rounds of professional investigation and demonstration, this paper analyzes the current actuality and existing problem, explored and implemented a series of reforms and innovations in personnel training. The quantity and quality of personnel training have been improved. Therefore, the construction of geriatric nursing specialty should be strengthened to promote its connotation development, vigorously promote international exchanges and cooperation to build an international team of nursing teachers for the aged, supply-demand docking, collaborative education and innovative mechanism for talents cultivation.

**Keywords**—*Health-pension industry; Talent cultivation; Practice; Thinking*

## I. INTRODUCTION

Health-pension industry refers to fully incorporating the concept of health into the pension service, strengthening the support of medical and health services, aiming at maintaining and promoting the physical and mental health of the elderly, prolonging their self-care life, improving the meaning and quality of life of the elderly in their later years, and improving the happiness index of the elderly, and providing them with a comprehensive range of pension, medical treatment, health care and day care. The industry of integrated products and services. It includes not only the supply industries of old-age articles, health food, fitness products, pharmaceuticals, medical devices and other products, but also the related service industries of social security, medical care, physical and mental health management and promotion, health tourism and insurance, old-age cultural entertainment and education. Health-pension industry is an important part of the development of health service industry. The State Council's "Some Opinions on Promoting the Development of Healthy Service Industry" highlights that "To accelerate the development of health service industry, we must attach importance to and accelerate the development of healthy-pension service". After many rounds of professional investigation and demonstration, Hubei Three Gorges Polytechnic explored and implemented a series of reforms and innovations in personnel training with the breakthrough elderly care professional in the first batch of national demonstration professional of old-age care services, and achieved fruitful results, and the influence of the school has been continuously enhanced.

## II. CURRENT PROBLEMS

### *A. Market positioning is too broad and talent cultivation lacks stratification*

The formulation of talent cultivation objectives determines the direction of talent cultivation, which largely depends on the market demand for talent. In my research on some domestic vocational colleges with old-related majors, I found that the cultivation objectives formulated by various colleges are too broad, and lack of effective analysis of the types and levels of market demand for talents. For example, in mastering professional skills, most colleges have mentioned that students should have professional skills in geriatric care, nutrition, rehabilitation, emotional comfort, organization and planning of geriatric activities, health management, operation and management of the geriatric industry, and basic skills in the actual work of pension services. The geriatric nursing profession is too broad to adapt to all kinds of old service institutions.

### *B. Lack of Systematization in Course Setting and the core curriculum is varied*

Standardized curriculum system is an important guarantee to realize the goal of talent cultivation. Due to the lack of unified curriculum planning and guidance, colleges often rely on their own talent cultivation objectives, teaching traditions and advantages of school, forming their own curriculum system. This mode of setting up curriculum system relying on its own school advantages not only forms the characteristics of talent cultivation in different regions, but also makes the curriculum of geriatric nursing specialty lack of unified norms, especially in the core curriculum, which is more diverse. Higher vocational colleges should combine their advantages in school and highlight their own characteristics. However, as a separate professional direction, they should enable students to master relatively unified core skills.

### *C. Lack of professional textbooks and classroom teaching is random*

Textbooks are the important guidance for realizing the goal of teaching work. Geriatric nursing professional is a new specialty produced in response to the aging market demand. The lack of teaching materials has become bottleneck which restricting its professional development. Due to the lack of appropriate teaching materials, teachers either use alternative teaching materials or compile their own lecture notes in the

actual teaching process. Taking a domestic college as an example, there are 22 professional courses in geriatric nursing, but few courses can really find suitable textbooks. Many courses need teachers to compile their own lectures. The lack of professional textbooks not only leads to the lack of guidance in teaching, but also makes it difficult for students to grasp the key words in listening.

*D. Professional teachers are insufficient and the quality of double-qualified teachers needs to be improved*

Geriatric nursing professional, as a highly practical professional, puts forward a high requirement for the professional quality of teaching teachers, that is, teachers not only need to master the professional knowledge of geriatric nursing, but also require teachers to master the practical experience of front line work. In order to make up for the lack of working experience of professional teachers in old-related enterprises, many colleges adopt the teaching mode of "going out, coming in", that is, let full-time teachers go to the front-line hang-up exercises in old-related enterprises, and at the same time, bring experienced front-line workers to the platform. To some extent, this measure helps to alleviate the gap between classroom teaching and actual needs and the shortage of teachers. However, in reality, due to the shortage of professional teachers, the heavy teaching, scientific research and daily management work, it is difficult for teachers to have time to go to the front line of enterprises to post, and the frequent flow of front-line workers is also easy to affect the order of classroom teaching [1].

*E. Lack of effectiveness in the combination of work and study*

The cultivation of nursing talents for the aged is not only the goal and responsibility of Higher Vocational colleges, but also needs the cooperation and coordination of schools, enterprises and society. In the process of communicating with some old-related enterprises and institutions, the author has expressed such desire many times that he hopes to strengthen the combination of enterprise work and students' internship, and finally realize seamless connection of students' work after graduation. Efficient combination of work and study requires efficient bi-base construction, that is, enterprises are the bases for teachers' on-the-job training and students' practice, while colleges are the bases for employees to improve their theoretical knowledge. However, in the process of practical cooperation, due to the influence of many factors such as university system, enterprise personnel flow system and cost accounting, this kind of bi-base construction often becomes a one-way behavior for universities to provide talents to enterprises. The result of one-way behavior to a large extent causes many staff members in enterprises to have insufficient awareness of the importance of training professionals, which is not only makes students receive attention and training in practice, but also excludes and neglects them.

*F. Related professional enrollment difficulties*

A few days ago, the Health Service Talents Forum revealed that there are about 40 colleges in the country that have established related professional, but the annual enrollment is less than 2,000, and the annual graduation number is less than 1,500. This is also a common problem in setting up old-related professional colleges and universities at home and abroad.

After years of work hard, our school has successfully opened 3 classes for the elderly. Generally speaking, social cognitive bias, low pay, high intensity of work and poor career prospects are the main reasons for students' unwillingness to apply for geriatric nursing major and brain drain after graduation.

### III. PRACTICE OF TALENTS CULTIVATION

*A. Strengthen the construction of geriatric nursing professional and promote the connotative development*

The traditional nursing professional in health vocational colleges is mainly clinical nursing, and the employment of students is single. With the gradual improvement of the qualifications of recruited nurses in major hospitals, "structural unemployment" has become an unavoidable problem. How to reform and explore innovative personnel training mode and cultivate practical nursing professionals has become a subject that relevant colleges must actively face. In February 2015, according to the Notice of the General Office of the Ministry of Education on the Selection of Demonstration Specialty Points for the Elderly in National Vocational Schools, the General Office of the Ministry of Civil Affairs and the General Office of the National Health and Family Planning Commission, our school actively declared the Demonstration professional Points for Nursing (Elderly Care) and successfully approved them in July 2016. In September 2018, three separate classes of nursing (geriatric nursing) professional were successfully opened [2]. School leaders attach great importance to the opening of pilot classes. They not only appoint professional leaders and key teachers as head teachers to infiltrate the professional quality of nursing professionals into students in their daily class management, but also incline the teaching resources to the pilot classes in order to provide geriatric care. It provides sufficient guarantee for the teaching quality of the pilot class of geriatric nursing. In recent years, the school has further analyzed the demand trend of elderly nursing talents, specialty construction and personnel training, and put forward the high starting point construction goal of "international integration, documentary and certificate integration". On the basis of insisting on offering basic courses and core courses of nursing specialty in geriatric nursing class, the curriculum system of integration of documentary and certificate of geriatric nursing docked with international standards was constructed. The courses of international geriatric nursing course, geriatric rehabilitation nursing, geriatric nursing technology, planning and organization of geriatric activities, management of geriatric institutions and health management were added, inviting many foreign teachers to attend classes for students, signing strategic cooperation agreements with German Berford Group and German Medical and Health Education Group, and selecting excellent student representatives to go to Germany for internship and employment, learning international advanced theory and skills of geriatric nursing, so that students can be good at having some experience in geriatric specialty nursing and management of geriatric institutions. It has also made bold explorations in curriculum development, textbook construction, and training mode, teaching methods, entrepreneurship education and "double-qualified" teacher training [3].

*B. Vigorously promote international exchanges and cooperation to build an international team of nursing teachers for the aged*

The Planning for the Construction of Modern Vocational Education System (2014-2020), issued by the Ministry of Education and other six ministries, puts forward clear requirements for the internationalization of Higher Vocational education. The main goal of internationalization of education is to cultivate internationalized talents, and first of all, the training of internationalized talents needs first-class international teachers. According to the "China Made 2025" national strategy and the "The Belt and Road" initiative, our school attaches great importance to the construction of international teaching staff, and develops high-level international experts and quality teaching resources through international exchanges and cooperation. Departments and large foreign vocational education institutions have made useful explorations in exploring the reform of international talent cultivation mode, vigorously improving the international teaching ability and level of nursing teachers for the aged, and achieved gratifying results.

By implementing the strategy of "Going Out and Inviting In", we set up a network of international exchanges and cooperation with the nursing (geriatric nursing) professional as the breakthrough point in the first batch of national demonstration professional points of geriatric service in Vocational colleges. It has conducted friendly exchanges and cooperation with German Berford Group, German Medical and Health Education Group, Denmark Basic Health Nursing college, International Health Promotion Association and Fooyin University in many fields, such as Chinese-foreign cooperatively-run schools, introduction of international high-quality teaching resources, overseas teacher training, international academic exchanges and students' overseas practice and employment.

The school actively develops training and learning channels outside the country of teachers. According to the development planning and professional construction needs of the college, in the past two years, professional leaders and key teachers have been sent overseas for training, and the content and form of training have been carefully designed to ensure the training effect. During the training abroad, advanced vocational education concepts, technologies and methods were thoroughly studied from the modern vocational education system to vocational education concepts, from specialties, curriculum settings to specific teaching methods, from concept to practice, from on-site teaching to scientific research and so on. After teachers return from their studies, they fully communicate and publicize in the college to ensure the transmission of learning results. Through the training of teachers abroad, cross-border cooperation and cross-cultural exchanges, a team of teachers with international vision, advanced educational concepts and excellent teaching ability has been gradually constructed, which also promotes the common progress and promotion of other teachers in the college, and leads the leap-forward development of international school running.

In 2018, the school introduced the International Geriatric Nursing Course, inviting four nursing education experts from

the Danish Basic Health Nursing College to teach for a week. More than 40 senior nursing students and more than 100 professional teachers participated in the study. Foreign teachers advanced educational concepts, interesting teaching methods and pragmatic work style infected and nurtured the students participating in the training, and promoted the improvement of the international education and teaching level of the participating teachers. Through promoting international exchanges and cooperation, we have nurtured a number of teaching and academic backbones, promoted the renewal of teaching content, the reform of teaching methods and the internationalization of curriculum construction, and greatly improved the quality of education in our school.

*C. Supply-demand docking, collaborative education and innovative mechanism for talents cultivation*

In order to further strengthen the mechanism of talents between schools and industries, explore the mode of running higher nursing education, Developing Trend of Joint Education and Process Management for Social Demand Talents, mutual benefit and win-win situation, in September 2018, our school in nursing (geriatric nursing) specialty and Landsea Pension Institution discussed the project of "integration of industry and education, collaborative education". It is hoped that the advanced concepts and operation modes of enterprises will be integrated into the training of geriatric nursing professionals, and the seamless connection of personnel training will be realized through close cooperation between schools and enterprises. Through the characteristic cooperation project of integration in industry and education, the college will further accelerate the reform of the training mode of geriatric nursing professionals and improve the quality of personnel training. In the near future, the enterprise will send career planning instructors to our school's geriatric nursing class to carry out the "Prospects and Individual Development of the Old-age Care Industry" career guidance lecture, preach corporate culture, establish an order class in the later stage, actively explore engineering practice, strive to improve skills and professional ethics; Professional teachers actively participate in interactive exchanges, constantly improve the level of education, teaching and scientific research, and strive to establish involvement. It is hoped that both schools and enterprises will continue to broaden the scope of cooperation, intensify cooperation and jointly train more excellent and high-quality talents. The two sides intend to strengthen cooperation in the formulation of industry standards for the "embedded" high-end pension model, the development of school-enterprise cooperative teaching materials, teacher training, and the construction of training rooms, so as to cultivate more and better professional and skilled personnel, so that both sides can become active members of social responsibility.

Order Class adopts the teaching mode of "combining work with learning". Students take 3.5+1 professional knowledge training every semester, that is, one month of training in Pension Institution every semester, and one full year of internship in enterprises in the third academic year. The company will regularly go into order classes to preach corporate culture and provide personalized career guidance to students. The order class adheres to the principle of "students' voluntary, survival of the fittest" and grant a certain amount of

grants to all orderly class students to help them better complete their studies. For excellent students, the company will bring them into the ranks of reserve cadres and focus on targeted training.

#### IV. THINKING AND SUGGESTION

##### *A. Innovating the enrollment mechanism to solve the enrollment difficult*

Due to social concepts, professional reputation, career prospects, industry characteristics and other factors, the related professionals are in a very weak position. Under the current social background, it is necessary to use policy leverage to tilt in order to attract high-quality students and improve the quality of personnel training. For example, we can use the model of free normal students for reference to exempt the tuition fees of the old majors, introduce policies to support enterprises and universities to carry out order class, tuition fee reduction and exemption, etc.

##### *B. Improving the employment security mechanism and enhancing the attractiveness*

On the one hand, the state issue policies requiring relevant internship units to ensure that the graduates of pension service specialty can achieve 100% paid internship, and the remuneration of internship is much higher than other majors graduates. On the other hand, it calls on the local government to establish an employment subsidy system for college students majoring in pension services, and to grant employment subsidy for those who have worked in pension institutions and community pension service centers for a certain period of time; to formulate preferential policies to encourage counterpart graduates of colleges and universities to engage in pension services, and to graduate from relevant majors of higher education, higher vocational education and vocational secondary pension services, and pension institutions. Personnel who have signed a formal labor contract for more than five years and have worked for one year on the job will be given a preferential policy of returning full tuition fees year by year according to the educational system, so as to attract high-quality talents to stay in the pension service industry.

##### *C. Promoting the system of professional qualification certification and certification for employees in pension service institutions as soon as possible*

Due to the immature market of the pension service and health service industry, there is a lack of industry standards and access system. Following the abolition of the national qualification certification of nursing staff for the aged, it is urgent to establish a new professional qualification certification for the employees of nursing service institutions for the aged. Involving occupations (work types) related to old-age care in the list of urgently needed jobs, and bringing into the employment training system of the human resources and social

security department, 100% of them hold a certificate, so as to meet the needs of skills training for nursing staff for the aged.

##### *D. Increasing the treatment of professionals*

Aiming at the problems of low income, low social status and lack of industry attraction of pension service and health managers. For professionals and technicians employed in pension institutions, the same policies as those of medical institutions and welfare institutions in terms of professional qualifications, registration and evaluation of professional titles shall be implemented, and salaries, welfare benefits and social status shall be gradually improved. Social pension institutions and pension service enterprises enjoy the same treatment as government-run pension institutions in terms of technical title evaluation, continuing education and vocational skills training.

##### *E. Accelerating the development of directories of leading professional in the field of pension services and health management*

As a new industry, pension service and health service industry are still in the stage of development. Vocational posts are in the process of formation. Relying on medical and health services, health management services and related supporting industries, we should build a professional system of all-round life-cycle docking health service industry, jointly develop classified and guiding professional catalogue, improve the compatibility of personnel training and social needs, and further optimize the structure of health service talents. We should adjust the existing nursing and rehabilitation treatment professional and set up new professional for the health service industry.

Under the new situation, exploring the cultivation mode of talents in the health care industry conforms to the major strategy of Healthy China and the trend of higher vocational education reform. It will vigorously promote the construction of professional talents in the health care for the aged, promote the scientific and standardized development of the geriatric nursing professional, and meet the growing demand of the people for medical and health services.

#### ACKNOWLEDGMENT

This research was financially supported by the Hubei Three Gorges Polytechnic Research platform Foundation.

#### REFERENCES

- [1] Jiang Xifu, Zhou Qinying, Yang Chunxiang, Pan Chun. Thoughts on the cultivation of talents in the healthy old-age industry under the background of population aging [J]. *Journal of Chizhou University*, 2015, 29 (02): 142-144.(In Chinese)
- [2] Li Hongwu. Analysis of the present situation and Countermeasures of the cultivation of professionals in pension service [J]. *Research on Aging Science*, 2014, 2 (07): 53-60.(In Chinese)
- [3] Li Yuling. Practice and Exploration of the Construction of Old-age Service Talents [J]. *Social Welfare*, 2012 (02): 24-25.(In Chinese)