

Research on Information Service of Home Care in Internet Plus Era

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Abstract. In the “Internet plus” era, information technology will be applied to the community home-based care services is a new initiative to create wisdom of the pension industry. With the full use of the Internet and large data, the new model of home care for the elderly needs the active participation of the social organizations (enterprises), and the correct guidance of the government. Strengthening the top-level design of government, establishing the information standard and enhancing the applicability of platform will undoubtedly speed up the informatization construction of home care platform and promote the development of our pension system.

Introduction

In recent years, with the rapid development of China's economy, the problem of population aging is becoming more and more serious. According to the bulletin of “Social Service Development released by the Ministry of civil affairs in 2016”, as the end of 2016, there are 230 million 860 thousand people with aged of 60 and more, over accounted for 16.7% of the total population in China. Among them, 150 million 30 thousand of the population aged 65 and over accounted for 10.8% of the total population. Since 1980s, our country attaches great importance to the aging problem is increasingly enhanced. In December 2011 promulgated the "social pension service system construction plan (2011 - 2015) clearly pointed out: the construction of the social old-age service system should be home-based, community-based, institutional support, the State Council promulgated. In February 28, 2017, “13th Five-Year” national aging development and pension system is constructed as follow, home-based, community-based, institutional as supplement, medical support combined old-age service system. However, according to the survey data from the national aging office, it is found that the demand rate of urban home care services in China is only 15.9%. The most prominent problem in home care services is insufficient supply, and the contradiction between supply and demand is outstanding.

On March 2015, Premier Li Keqiang first proposed the “Internet plus” action plan in the government work report. In April at the same year, the national development and reform commission, the ministry of civil affairs, commission and other departments in the “notice” on further improving the development of pension services related work. The “Internet plus pension service” is a new course. In July of the same year, the State Council issued the “Internet plus ”action guidance” clearly put forward to accelerate the development of home network information services, and promote the healthy development of the pension industry “wisdom” to promote the healthy development of the pension industry wisdom, support intelligent health product innovation and application, promote the comprehensive quantitative healthy new ways of life. Accordingly, based on the existing internet resources and social forces, based on the community building endowment information service network platform, to provide nursing care, health management, rehabilitation care in a series of “Internet plus” mode of home care information construction began throughout the trial, which has gradually become an effective approach to solving the shortage, home care service supply in the supply and demand contradiction of this fundamental problem. Leveraging “Internet plus”, to the mobile internet terminal for the media, community-based information service platform for community elderly, providing targeted services, to meet the various needs of different aged, thus constructing home-based care services information platform, providing information and convenient service for the elderly community, both can break the traditional pension

service time and space constraints, thus extending the traditional pension service scope, also can bring market and social resources to actively participate in the construction of the system of social services, and from the problem of insufficient resources for pension services.

Home-Based Care Services Informatization Construction

Home care service is a kind of service form that the society provides for the old people living at home to solve the daily life difficulties. It has been playing an increasingly important role in the pension service as the foundation of our social pension service system. It is an important measure to solve the problem of pension in China. However, due to the asymmetric information of service supply, a part of the elderly does not know the home care service and do not know the content of home care services, so it is necessary to build information platform for home care services. The information technology of home care service refers to the integration process of the new generation of information technology based on the mobile Internet, Internet of things, cloud computing, big data and other Internet technologies in the field of home care services.

“Internet plus community home-based care services” as a new industry is still in the initial stage, in 2015, to promote wide application of the Internet, networking and other information technology in the field of community service and pension services, the Ministry of civil affairs to determine the first pension service and community service information Huimin pilot project units and areas, involving 22 provinces and autonomous region. Many of them have been built on the information platform for the old-age service. At present, Shanghai, Suzhou, Lanzhou, Qinhuangdao, Tianjin, Xiamen city has made some useful exploration, have started the home-based care services information platform construction, the establishment of a community home-based care services information platform. There are several pension mode in different city, such as Ningbo's mutual aid pension services, the wisdom of Xiamen pension, or Shanghai City Comprehensive service platform for the old in China. Home-based care services has made some achievements and accumulated some experience, the typical practice of some of the city's analysis as follows in Table 1.

From the "Internet plus" home care services in the practice case of China can be seen through the pension information platform to carry out home-based care services to solve the supply and demand information asymmetry, single service and service quality, has great advantages in the field of home-based care services.

Keep up with the Development of the Times and Improve the Efficiency of Community Home Care Service

With the popularity of intelligent terminals in people's daily life, more and more people are used to exchanging and trading on the information platform. In the era of big data, all kinds of information can be effectively integrated in the database, providing great convenience for people's production and life. The construction of community home care information platform is a new mode that is close to people's lifestyle. It can effectively collect all kinds of information and sort out, greatly improving the efficiency of home care services.

The Advantage of Buying Public Service is Obvious

The government purchase of public services is the community old-age home in the road, the government as a direct provider of services, to address the needs of the elderly home care service part through the purchase of the service, not only can reduce the burden of government staff, also solves the problem of the administration of human resources is not enough, not professional service team, to maximize the integration of community resources, solve the problem of limited government resources. "Internet plus" home-based care services with the pension information service platform construction can effectively solve the existing community endowment service level of a single, poor professional, poor service quality problems.

Table 1. Home-care social pension system in different city

Project name	Main service	Character
Ningbo Jiangdong District "home integration" pension	<ol style="list-style-type: none"> 1. Construct a database (database) Line (87680000 service hotline) a machine (old machine) system (home integration information system) "information service model; 2. The virtual network and the entity network are mutual and mutual promotion to realize the integration of information network and service function. 	<ol style="list-style-type: none"> 1. The construction of the information system is comprehensive and the resources are used reasonably. 2. The information of the service for the aged and the service for the aged are interconnected, and the resources are effectively used.
Xiamen wisdom Pension	<ol style="list-style-type: none"> 1. Pension information platform has set up a public service center for the aged. 2. Opened the "12349" service special for the aged, and provided the hotline service for 24 hours. 3. platform has developed smart watches, fall alarm, smart mattress and other intelligent devices, which can monitor the elderly's health in real time and alarm in time, providing good support for emergency rescue. 	<ol style="list-style-type: none"> 1. "Platform" + "hotline" to build a three-dimensional old-age service information system. 2. The combination of online information and offline services to form a new model for the elderly. 3. Use intelligent equipment to monitor the elderly in real time and provide effective emergency rescue for the elderly.
Health room in Guangxi	<ol style="list-style-type: none"> 1. Government led, enterprises to host building healthy huts; 2. To establish the information database for the elderly and the dynamic electronic health files for the elderly, and provide the services of health management, living care and mental care. 3. Build an information, intelligent call service and support center to establish a perfect health care system for the elderly. 	<ol style="list-style-type: none"> 1. "Government + enterprise" operates the old-age information system to reduce the burden of the government's pension investment. 2. The use of information database for the elderly provides accurate information for the service of the aged.
Shanghai is an old service platform	<ol style="list-style-type: none"> 1. (www.shweilao.cn Shanghai integrated service platform for old age). It has three functions of "unified portal for old information service", "unified entrance of old age service industry management" and "old database of service resources". 2. Integrate and link all kinds of old service information to facilitate the public browsing and inquiring the content and service information of the industry. 3. Use the information system to implement dynamic management for the old service institutions and personnel, and strengthen the service and supervision of the industry. 	<ol style="list-style-type: none"> 1. Comprehensive services for the old service platform to achieve a powerful, "one key service"; 2. The elderly are combined with management and supervision to achieve multiple services in management.
Qinhuangdao endowment service website	<ol style="list-style-type: none"> 1. Strengthen the construction of information, establish a public web site for the old-age service industry and the service website of each community pension center. 2. The page design and language of the web site are concise and clear and clear at a glance. 	<ol style="list-style-type: none"> 1. The information is released in time to facilitate the users to understand the service information quickly. 2. The web design is concise and convenient for the communit residents and the elderly to look up.

Taking the Needs of the Elderly as the Guidance to Effectively Meet the Elderly's Needs for the Aged

Only with the needs of the elderly, can the participation rate of community residents be improved and the effective demand of community home care for the elderly can be met. Because of the diversity, dynamicity and variability of the needs of the elderly, the demand for services varies from different health status, income level and so on. With home care information platform, the elderly can choose their

own services on the platform to meet the personalized needs of the elderly, and also solve the current plan of home care services.

Problems in “Internet Plus” Home-Based Care Services

Although the "Internet plus" home-based care services in the community home endowment service has played an important role, but there are also some problems.

Lack of Industry Standards and Effective Supervision

Standard construction of our country at present the information in the community home-based care services is still lagging behind, the country has not yet formed a "Internet plus" community home-based care services and the corresponding management norms and service standards, quality standards are not yet on the wisdom of the pension service industry entry and exit, intelligent community home care services, pension services and intelligent system to provide services organization evaluation explicit specification. It is precisely because of lack of industry standards that further leading to government supervision is not in place. It has not yet been scientifically evaluated objectively for the information platform itself and the organization providing pension services.

Over Reliance on the Government, the Low Degree of Marketization

At present, though the government tries to alleviate the problem of effective supply of pension services by buying services, entrusting business and public-private partnerships, the effect is not obvious, and the contradiction between supply and demand is still outstanding. Although the existing pension information platform alleviates these contradictions to a certain extent, the phenomenon of relying on the government is still obvious because the current home care is still dominated by the government. In addition, under the background of the government led, market organization's participation in community home care services is not very active, resulting in inefficient use of the information platform, and the effectiveness has not yet been effectively implemented.

Incompatibility of Pension Information Platform

At present, the information platform of community home care service mainly adopts government departments as the center to issue government information, even though some platforms extend to the communities where the elderly live, but it is still difficult to achieve the downward shift of management focus. Moreover, the information platform developed by each intelligent pension enterprise is not compatible with each other, and does not connect with the government's pension service information network platform.

The information can not be shared, which affects the construction of the public information platform for the old-age service.

Improve the Countermeasures of Home-Based Care Services of the Internet Plus "

Strengthen the Design of the Top Level of the Government, to Promote the Cooperation of the Departments and to Establish the Standard System of Information Standards

The government plays an important role in the development of social service for the aged, as well as the planners, policymakers and supervisors. In the construction of "Internet plus" community home-based care services system, the government should still play a key role. First, from the policy level to improve the relevant legislation, to provide policy support for the "Internet plus" home-based care services. Second, we should set up a unified standard system for the elderly service information as soon as possible, and speed up the research and formulation of the information standard of the old age service according to the actual needs, the formulation of standards, the sharing of information, the sharing of resources, and the interactive use of information platforms.

Guide Social Organizations and Companies to Participate in the Information Construction of Community Home Care Service

“Internet plus” home-based care services is home-based care services activities carried out under the guidance of the government. It needs the active participation of social organizations and market forces, so that we can solve various problems faced by the elderly at home, and meet the needs of the elderly in the diversified pension system. To this end, the government should take government procurement, government enterprise cooperation and other ways to guide the social organizations and companies to participate in the construction of the service platform for the aged. At the same time, the introduction of preferential measures in taxation, land, construction, encourage and support social forces to invest in "Internet plus" home-based care services platform.

The Applicability of Improvement Internet Plus "Old-Age Home Information Platform

From the building “Internet plus” home care information platform's efficiency, mainly is the basic information data of the elderly registration, collection and input, so as to establish the elderly database, the elderly mainly by phone or smart devices on the platform subscription service. This is just the initial stage of home care information, to obtain the considerable development, the construction must pay attention to the applicability of the platform, the integration of social resources, the life care services, health care and psychological comfort services connected through the network, the realization of “one button”, improve the quality of home-based care services.

Conclusions

Facing the pressure of population aging and the decline of family care function, it is no doubt that the cooperation between the government and the third party to provide pension services is a great measure to solve the pension problem. "Internet plus" the use of information technology, the government, social organizations (enterprises), the elderly link, extension of home-based care services in time and space, help to promote the full coverage of social endowment service, solve the menace from the rear of the elderly.

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