

Research on Community Endowment Service Model Combining Medical Treatment with Endowment Based on Intelligent Endowment Service*

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Abstract—China's aging population is aggravating. Based on the current situation that medical institutions and endowment institutions are independent, and unable to meet the needs of the elderly, the author first studies the importance and significance of the endowment service combining medical treatment with endowment, considers and analyses the existing problems of the community endowment service model combining medical treatment with endowment in China, and puts forward the suggestions on promoting the community endowment service model combining medical treatment with endowment based on intelligent endowment service.

Keywords—combination of medical treatment and endowment; intelligent endowment; service mode; aging

I. INTRODUCTION

With the acceleration of the global population aging process, China has entered an aging society as early as 1999. According to statistics, the population aged 60 years old and over in China has reached 222 million by the end of 2015, accounting for 16.1% of the total population. It is estimated that by 2050, China's aging population will be close to 500 million. Therefore, the problem of "population aging" has become one of the most important social problems faced by China today.

Faced with the current situation of China's endowment services, the biggest problem is the insufficient total supply and unreasonable existing structure. Against the background

of rapid economic development and the widening of national policy, the elderly's pursuit of quality of life and the level of medical care and rehabilitation have been improved. Whether home-based endowment, community endowment or institution endowment, the elderly hope to receive sustained and comprehensive endowment service combining medical treatment with endowment. On the premise of maintaining their subjective consciousness and personal dignity, they will take a positive approach to have a healthy life. Therefore, to achieve "providing endowment and medical service for the elderly" has become the focus of the whole society, which is also one of the important topics related to the national economy, people's livelihood and social stability.

The endowment service mode combining medical treatment with endowment is the cross-field cooperation between medical institutions and endowment institutions, which integrates their functions. On the basis of satisfying the daily living and recreational leisure of the elderly, the endowment service will be supplemented by the nursing treatment of their daily diseases, emergency rescue of sudden diseases, medical services such as rehabilitation and health care, psychological counseling and hospice care, etc., so as to solve the contradiction between the supply and demand of medical care and long-term care in the process of providing for the aged caused by the traditional endowment service mode of "separation of medical treatment and endowment" and a series of problems brought about by it. And then, it will form a new-type endowment service mode. [1]

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II. PROBLEMS EXISTING IN CHINA'S COMMUNITY ENDOWMENT SERVICE MODEL COMBINING MEDICAL TREATMENT WITH ENDOWMENT

A. Internal Problems

1) *The low level of professionalization of endowment and nursing staff:* According to the sixth national census, there are about 5.234 million elderly people who can't take care of themselves. According to the 3:1 ratio between the elderly population and nursing staffing, 15.7 million endowment nursing staff is needed. At present, there are 23,9312 employees working in endowment institutions in China, 11% of whom have corresponding professional qualifications. The contradiction between supply and demand of endowment personnel is very prominent. [2]

Most of the employees in the endowment institutions combining medical treatment and endowment are 40 to 50 years old, including laid-off and unemployed workers and housewives. These people lack the necessary knowledge of nursing care for the aged. Their age structure is too large and their quality is uneven. Most of them work only after short-term training. They lack not only systematic nursing knowledge and medical knowledge, but also work experience and excellent psychological quality. They often fail to respond scientifically and reasonably when they encounter such emergencies as falls, illness and coma of the elderly, which leads to greater risks.

The low level of professionalization of nursing staff for the aged directly leads to the low quality of the endowment service combining medical treatment and endowment, and the disapproval of the elderly group and the whole society for the endowment service combining medical treatment and endowment, which is more unfavorable to the market transformation and the healthy development of the endowment service.

2) *There are many difficulties in the effective allocation and optimization of resources:* On the road of the development of the endowment service combining medical treatment and endowment, an extremely important issue is the integration of social endowment and medical resources. The development of the development of the endowment service combining medical treatment and endowment relies on the local endowment and medical resources. At present, in terms of resource integration and allocation, the predicament faced by the development of the endowment service combining medical treatment and endowment in China is mainly the lack of original social resources, the lack of new resources and the difficulty of resource integration. [3]

At present, the large-scale public endowment institutions combining medical treatment and endowment have not yet been built, and the institutions transformed into public endowment institutions combining medical service and endowment are small in scale and limited in service level, while the private endowment institutions combining medical service and endowment are small in scale and uneven in development. There is a big gap between private institutions

and public endowment institutions in terms of scale and influence. Private endowment institutions have a low level of service and provide basic endowment and medical treatment services for the aged. Despite combining medical treatment with endowment, they are often unsatisfactory in terms of service items due to the limitations of funds and skills. Public-owned endowment institutions combining residence with endowment have a single source of funds, and most of them are supported by government financial input. There are many problems in their operation, and most of them do not have the conditions to transform into an institution combining medical treatment with endowment.

The lack of social resources and new resources also make it difficult to integrate resources. The effective integration of resources is a key issue for the endowment service combining medical treatment with endowment for the elderly. In addition to institutional resources, the integration of community health care, voluntary services and other resources is also a difficult issue.

B. External Problems

1) *Inadequate government management services:* Firstly, multi-management of the government and its responsibilities are not clear. The management of endowment services belongs to civil affairs departments, human resources and social security departments, health departments, fire protection, public security, epidemic prevention, street management and other departments and units. In addition, women's federations, disabled federations and trade unions also have a small number of businesses related to endowment services. It can be said that in the field of endowment service management, "multi-management" is very prominent. There are not many unfavorable factors for the establishment of industrialized service system of combining medical treatment with endowment.

Secondly, the relevant policies are difficult to implement, and the cost and operational risk of endowment institutions are high. The state and local governments have issued a series of policies to promote the integration of medical treatment and endowment, and the implementation of some preferential policies is worrying. The lack of specific implementation rules and uniform implementation standards in policy implementation leads to the lack of operability and legal binding of the policy, which plays a very limited role in supporting and encouraging the endowment service industry.

Thirdly, it lacks effective mobilization and participation of social forces. At present, in the field of combining medical treatment with endowment, the enthusiasm of social forces to participate in the work of endowment services is not high enough, and most of them held a wait-and-see attitude.

2) *Unsound social security system:* China has initially established a social security system, but it is still imperfect. There is no specific medical insurance reimbursement policy in the link of medical treatment and endowment services, door-to-door diagnosis and treatment, transfer treatment, rehabilitation and nursing, etc. With the

development of endowment service combining medical treatment and endowment, the lack of medical security system has become a bottleneck restricting its development.

On the one hand, referral at different levels is difficult to apply for reimbursement. There is no relevant medical insurance system for long-term rehabilitation nursing, and all the expenses are borne by individuals, that is, the elderly who enjoy rehabilitation nursing services. On the other hand, China's endowment insurance has been fully covered. Overall, the level of social security is low, endowment and related benefits are far from the basic requirements of enjoying endowment service combining medical treatment and endowment. This is not conducive to the development of endowment service combining medical treatment and endowment. In order to promote the combination of medical treatment and endowment, we need the guarantee of relevant systems.

III. THE CHARACTERISTIC OF PROMOTING COMMUNITY ENDOWMENT SERVICE MODEL COMBINING MEDICAL TREATMENT WITH ENDOWMENT BASED ON INTELLIGENT ENDOWMENT SERVICE

A. Regional Intelligent Endowment Service System

The separation of medical treatment and endowment resources is a prominent problem in China's endowment service system. From the content of the national "13th Five-Year Plan" outline, the endowment service model combining medical treatment with endowment has become an important factor to improve and promote the healthy development of community endowment service system. According to the current situation of China's endowment service system, regional intelligent endowment service model plays an important role in the intelligent endowment service model combining medical treatment with endowment. On the cloud service platform of intelligent endowment, the service functions of the regional intelligent endowment service system mainly include the following contents: first, the management function of basic information and health records of the elderly; second, the management function of the franchisors and service personnel of the regional intelligent endowment service system; third, the evaluation function of the demand for intelligent endowment service; fourth, the service function of community general practitioners; fifth, emergency rescue call and service functions; sixth, online payment settlement and platform customer service functions. At this stage, the Ministry of Civil Affairs and National Health and Family Planning Commission of the People's Republic of China take the lead in the regional intelligent endowment service mode. Community public service resources, social public service resources and third-party enterprise service resources are the basic elements of this service model. After the completion of this service system, relevant personnel can use community health service centers to establish health records for the elderly, and provide security for the sharing and access of personal health records by different organizations within the platform. While enjoying the basic services included in the contracted services, the elderly can also make reservations or

purchase personalized services in the platform of intelligent endowment service system. It can be said that the establishment of regional intelligent endowment service system will greatly provide comprehensive and multi-level endowment services for the elderly.

B. Hospital-based Intelligent Endowment Service System Combining Medical Treatment with Endowment

In addition to the regional intelligent endowment service system, the hospital-based intelligent endowment service system combining medical treatment with endowment is also an important component of the intelligent endowment service model. According to the actual needs of this service system, the system mainly includes the integrated platform of medical treatment, endowment and nursing, in-hospital clinic, pharmacy management and maintenance management and other functions. [4] After analyzing the specific content of this endowment service system, we can find that the integrated platform of medical treatment, endowment and nursing includes data center management, standardization management and multi-agency management.

C. Construction of Intelligent Endowment Service Cloud Platform

According to the discussion above, the cloud platform of intelligent endowment service plays a vital role in the construction of intelligent endowment service mode combining medical treatment with endowment. Under the influence of Internet technology, the platform can effectively connect with public service resources such as secondary and tertiary hospitals, grass-roots health service centers, community nursing institutions, social endowment institutions, civil affairs information systems and human resources. The system architecture of this platform is mainly composed of a variety of modules, such as intelligent endowment data center, basic service module, platform application service module and standard specification system. For the institutes combining medical treatment with endowment based on the clinic management, the health problems of the elderly are the main service orientation, and the diagnosis and treatment of the common chronic diseases and frequently-occurring common diseases of the elderly are the main work. With the application of Internet technology in the construction of Intelligent Cloud Service Platform for the aged, the platform mainly consists of the elderly-terminal (children-terminal) and the mobile terminal of medical staff. Among them, the elderly-terminal and children-terminal contain many functions, such as online contract signing, service application, service reservation and service tracking. The terminal of medical staff is inseparable from the driving role of personal work home page and personal business navigation. This system includes many functions, such as elderly management, contract management, needs assessment and door-to-door nursing.

IV. CONCLUSION

Against the background of "getting old before getting rich", unbalanced economic development in urban and rural areas and imperfect social welfare system, China has entered

a period of rapid population aging. To meet the endowment needs of large elderly population has become the focus of people's livelihood at present. In order to realize the blueprint of "providing endowment and medical treatment services for the elderly", the government has taken corresponding measures to change the situation of the separation of medical treatment and endowment resources system, and has built an endowment service model combining medical treatment with endowment, so as to achieve the goal of dual cooperation, resource sharing and common development between medical treatment institute and endowment institute. [2]

Based on the existing research results, this paper makes a systematic and intuitive analysis on the present situation of the endowment model combining medical treatment with endowment in China, and draws the following conclusions. Firstly, the combination of medical treatment and endowment is the innovation and development of the traditional endowment model, and also the transformation of the traditional endowment concept. The "medical treatment" and "endowment" are two different levels. Its service objects are the elderly. Its functions are multi-level, specialized professional endowment service, and the realization form is diversified. Secondly, according to the overall situation of current implementation of the combination of medical treatment and endowment, the development of the endowment model combining medical treatment and endowment has been fruitful. To a certain extent, it alleviates the contradiction between the supply and demand of the current medical treatment and endowment resources. However, there are some economic and technological problems in its future development. Thirdly, in view of the existing problems in the development of endowment model combining medical treatment and endowment, the future development model of combining medical treatment and endowment in China can be promoted according to the idea of "seizing opportunities, giving full play to advantages, overcoming disadvantages and avoiding threats".

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