

## Forecast Analysis of Elderly Nursing Service Demand in Urban China

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**Abstract:** According to relevant data, as early as 2002, the proportion of the world's elderly population has reached 10%, and in the future, the proportion will rise to 21% in 2050. China is also in the midst of an aging population, and the government aims to ensure that everyone is provided for in old age. However, due to the diversification and multi-level of the elderly, their pension needs are also diversified, which cannot be solved by the government alone. Elderly community nursing services should be combined with the actual needs, according to its actual needs, to establish a perfect elderly community nursing service. This is an urgent need to assess and forecast the demand for aged care services. This paper sorted out and analyzed the situation of the elderly in different age groups in terms of nursing service needs, service forms, service costs, etc., and put forward relevant policies and suggestions for future community elderly care services.

### 1. Introduction

With the deepening of China's aging population degree, the medical and nursing services such as rising cost, combined with the family miniaturization, youth population migration, the older population increase in the number of chronic diseases, accidental injury, aging and other reasons caused by the loss of increasing number of elderly people, disability, the elderly long-term care service demand rapid growth, The burden of elderly care costs is starting to show. Under this background, the need for elderly nursing is a severe test. From the current situation of geriatric care service, the government strives to let everyone have "old-age support"<sup>[1]</sup>. But due to the current the diversification of the elderly and more hierarchical, their endowment demand also presents the diversification, the government forces alone is unable to solve, and the traditional family endowment, institution endowment has been unable to meet the diverse needs of old people, there is still lack of nursing quality is not high, institutional care and security system is not perfect, It greatly affects the improvement of nursing service level<sup>[2]</sup>.

At present, the traditional family endowment functions are weakening and the institutions endowment is relatively lags behind, the development of community home endowment the new endowment mode arises at the historic moment, while the community can provide basic endowment facilities, convenient old people open the clinic visits, unfold the housekeeping service for the elderly life care, organize the elderly to participate in various cultural activities, But there are also some problems. First, urban elderly people have a high demand for community home care services, but the degree of demand is low; Second, the service level is low, for complex diseases, can not give timely and effective solutions. Third, the nursing service content is single, and most of the service objects revolve around a certain characteristic group, and the content lacks attention to the mental health of the elderly<sup>[3]</sup>. Fourth, lack of service evaluation mechanism. Community elderly care services in China have only implemented a simple scoring system of medical service stations, which is too formal and has no feedback mechanism.

Due to the large number of elderly people, the needs of the elderly are diverse, they are willing to live in their familiar environment and need the care of their relatives. Therefore, it is impossible to rely on the power of the government unilaterally. Instead, society and families should share the responsibility. Obviously, the community endowment has become the best choice to solve the current pension problem. It is based on the family and provides a familiar environment for the elderly. The community can also use its own resources and other social forces to provide services for the elderly. Therefore, this paper analyzes the supply and demand of urban elderly care services under the background of aging, and develops old-age care services suitable for China's national conditions, which is also the reason and starting point of this paper.

## 2. The Present Situation and Demand Characteristics of the Aged in Community Home Care

### 2.1 Demand for Daily Services is Prominent

Older people, especially those living alone and in poor health, need more care and support from society as they age and their physical functions decline. The elderly do not have a high income and rely mainly on retirement funds. In terms of elderly care services urgently needed by the elderly, the demand for “domestic services” was the highest, reaching 84.7 percent, which is in line with relevant domestic studies<sup>[4]</sup>. Therefore, community pension centers should pay attention to better implement and refine the contents of domestic service, and constantly improve the day care service.

### 2.2 Lack of Mental and Emotional Comfort

Due to long-term loneliness and lack of psychological dependence and security, the elderly will suffer from “empty nest syndrome”, such as mental emptiness, loneliness and pessimism, and reduced social activities, which will lead to various physical diseases and even induce mental or psychological diseases such as senile dementia and depression. Therefore, the community should strengthen the construction of public sports and sports space and facilities to enrich the spiritual life of the elderly and ensure their physical and mental health.

### 2.3 The Need for Health Care Services is Urgent

Elderly people are more likely to suffer from chronic diseases after old age, and the course of chronic diseases is longer<sup>[5]</sup>. Good disease control is an important way to keep the elderly healthy. For the sick elderly population, we should help them establish confidence, actively cooperate with treatment, reduce the occurrence of complications. For the elderly with serious illness, especially the empty-nesters, we can make regular home visits. At the same time, establish and promote the community elderly health record management system, understand the quality of life of the elderly status quo.

## 3. To Investigate the Situation of Elderly Care Services by Age Group

The elderly belong to a special group. Since aging and disease are mutually causal, the continuous degradation of physiological functions leads to an increase in the prevalence of diseases with age, and degenerative diseases are the main type of disease. Therefore, this article surveyed the crowd divided into 60-69 years, 70-79 years old, more than 80 years old three age groups, from nursing service demand, service form three aspects, service fees, analysis at different stages of life of the elderly care service usage, to quickly understand the elderly need personalized service, accurate positioning related policy and development strategy to provide the reference. Related research results are shown in Table 1 and Figure 1.

Table 1 Elderly Care Services by Age

	Service requirements	Service form	Service fee
60-69	85% can provide for oneself 5% don't get the service they need	Spouses and children are the main service providers 35% receive professional services	Children and themselves were the main cost bearers, 38% and 3% respectively. Basic medical insurance also covers a larger

			portion (18.5%)
70-79	The proportion of people receiving care services rose by 12 percent Spending without services increases by 8 percent	The focus of services shifts significantly to the home: around 70% of services are done by non-professional family members, such as children	The cost burden also falls mainly on family members, such as children (56.5%), with a significant drop in both in-person and third-party payments
More than 80 -year-old	The proportion of people receiving care rose by 23% The percentage without service also went up 16%	The responsibility for care rests primarily with the family, especially the children	Overall costs rise, and children are the main cost bearers (55.2%)

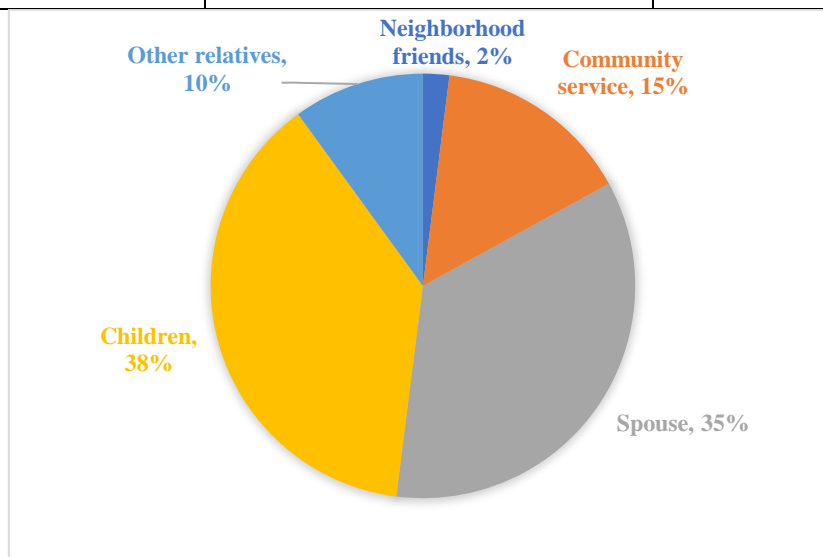


Fig.1 Life Care Main Body Pie Chart

The use of care services by the elderly in these three age groups shows that the age of 70 is a difficult threshold for the elderly, both from the point of view of physical functioning and care services. When the elderly over 70 years old, on the one hand, the physical decline is more obvious, the demand for nursing services began to highlight, but on the other hand, the shortage of appropriate professional nursing resources, there are many problems. For the elderly, the gap between the demand for services and the supply of services has begun to widen, and it is mainly family members, especially children, who fill the gap. In addition to the demand for services, the cost of care for middle-aged and elderly people has increased significantly, with most of the burden also falling on children, whose families bear the burden of care, and the financial burden is worrisome<sup>[6]</sup>.

#### 4. Suggestions for Improving the Demand for Geriatric Care Services

##### 4.1 Improve the Government-Led Market-Oriented Pension Mechanism

A well-functioning community service system inevitably needs the guidance of the government, which provides the community with policy support, especially financial guarantee, to provide a good development environment for community old-age services. The government should fully realize the importance and urgency of the old-age care problem, give play to its leading role in the development of the elderly cause, and make overall planning for the funding input, comprehensive coordination, supervision and management of the home-based old-age care development<sup>[7]</sup>. In terms of costs, the community and the market jointly negotiate. The market provides old-age care services needed by the elderly, and the community pays certain costs to the market. Both sides achieve a win-win situation.

## 4.2 Improving the Quality of Medical Services

In order to improve the level of community health service, especially the level of community health service station, we should realize the prominent position of community health service and strengthen the construction of community health service<sup>[8]</sup>. On the one hand, we should learn from foreign experience, strengthen the cultivation of community nurses, and constantly reform the education mode of community nurses. On the other hand, pay attention to the construction of the elderly medical team, improve the overall quality and level of the team. So as to improve the level of treatment for the elderly, so that they can enjoy professional medical services without leaving their homes<sup>[9]</sup>.

## 4.3 Strengthen the Publicity of Elderly Care Services

The government should give full play to the role of television, radio, newspaper and network media, increase the publicity of “home-based care service”, let more elderly people understand the characteristics and advantages of community home-based care service, deepen people's understanding of home-based care service, and form a more scientific concept of old-age care<sup>[10]</sup>. Let more elderly people understand the characteristics and advantages of community home-based care, deepen people's understanding of home-based care services, and form more scientific views on old-age care. At the same time, timely summarize the advanced experience of home care across the country, promote these successful cases, and actively listen to the opinions and suggestions of the elderly in the community, so as to further promote the in-depth development and good development of community home care.

## 5. Conclusions

With the economic development and social changes, the traditional family endowment mode cannot be sustained, and the future will be dominated by community home-based care, which also means that the community home-based care service has a broad market prospect. Such problems as ageing, decreases the growing, the role of family support in the elderly long-term care is gradually decline, and China need to care of the elderly population is rapidly expanding scale, the degree of care needs, nursing time length is in rapid growth, these require the state, society and market demand for elderly care services to respond. Only when the limited resources are used on the people who need them most can their maximum utility be played, medical resources can be reasonably allocated, and service evaluation can be guided to form a balance between supply and demand of nursing service resources, so that the people who really need nursing services can get the most needed services, and the waste or overuse of resources can be reduced. In a word, the elderly community nursing service should be combined with the reality, according to its actual needs, to establish a perfect elderly community nursing service.

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