

# Discussion on the Operation Mode of Public-Private Elderly Institutions under the High-Quality Development of Elderly Services

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**Abstract:** In the context of high-quality development of senior care services, public-private-run senior care institutions are a new type of senior care institution operation mode, which integrates the advantages of traditional public and private senior care institutions, circumvents the drawbacks of the two, and provides a new path choice for alleviating the diversified senior care needs of the elderly. By analyzing the internal and external advantages of the development mode of public-private elderly care institutions, as well as the threats and challenges faced in the development process. The study found that public-private elderly care institutions have the advantages of integrating elderly care resources and tending to be more specialized and diversified, but public-private elderly care institutions are also vulnerable to profit-driven, deviating from the positioning of public welfare; the lack of professional talents and other problems. The strategy of integration of industry and education should be further implemented to ensure the supply of professional nursing talents; strengthen the government's supervision and management, and establish a mechanism for the exit and introduction of public-private elderly care institutions. Further optimize the operation mode of public-private elderly care institutions, provide diversified choices of elderly care services, and help the high-quality development of elderly care services.

## 1. Introduction

The report of the 20th Party Congress proposes, "Accelerate the construction of a new development pattern, and strive to promote high-quality development" [1]. The social trend of deep aging has led to a high rate of growth in the demand for elderly services, and the need for a better life among the elderly has prompted changes in elderly services. Due to the increasing aging of the population, the challenge of old-age security is highlighted. With the gradual reduction of family size structure, the traditional family old-age care has been unable to meet the rising trend of the elderly population, and institutional old-age care has emerged as an important supplement.

At present, the public elderly institutions exist in the quality and level of service is low, the management system is old, lack of innovation and other issues, compared with the private elderly institutions public elderly institutions can provide a certain quality of service, but due to the financing pressure, the level of service varies and other issues, cannot be recognized by the public. As a result, the public-private sector has emerged as a new model of pension operation and management, which integrates the advantages of public and private pension institutions, avoids the disadvantages of both, and provides a new path

to alleviate the diversified needs of the elderly in old age, as well as providing more choices to assist in the high-quality development of pension services.

## 2. High-quality development of old-age services

### 2.1 Connotation of high-quality development of elderly services

The report of the Twentieth Party Congress points out, "Improve the multi-level social security system that covers all people, coordinates urban and rural areas, is fair and uniform, safe and standardized, and sustainable [2]." We need to promote the high-quality development of China's social security undertakings in accordance with the requirements of the Party Central Committee [3]. In the high-quality development of social security, the elderly service is an important part. Yang Cuiying pointed out that with the help of efficient and scientific service models and flexible use of management tools, high-quality service results can be achieved to meet the needs of the elderly for a happy, comfortable and safe life in their old age [4]. High-quality development of elderly care services

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is no longer only to meet the basic requirements of elderly life care, to maintain their basic life, but also to the elderly in their old age and the elderly elderly service width, breadth and depth of the higher requirements. In terms of the quality of elderly services, not only to accelerate the aging transformation of elderly services, but also to accurately match the demand and supply of elderly services. From the source to meet the needs of the elderly elderly services, to provide more diversified elderly services, for different needs of the elderly groups to choose elderly services.

## **2.2 Public-private elderly care institutions to help the high-quality development of elderly care services**

Academics are more recognized the view that the high quality of senior care service is an added value, that is, it means that the senior care service system is not only scientific and conforms to the standard [5], and the results of its management, service, and implementation should be highly efficient [4], which can realize the elderly's pursuit of the beauty of their later life, and satisfy the need for their sense of security, comfort, and well-being. And as a model of institutional care, the public-private elderly care institution operation model is a new choice of elderly care services [6]. Not only provides the elderly with a new path of choice for senior care services, but also combines the advantages of the original institutional senior care model of public-public, private-private, to make up for the shortcomings of both. This public-private pension operation mode can not only integrate and optimize pension resources, improve the quality of pension services, but also provide diversified personalized pension services and stimulate the vitality of the pension industry. The advantages of the public-private operation mode of senior care institutions are obvious, and it is a mode of operation that can help the high-quality development of senior care services.

## **3. Current Situation of the Operation Mode of Traditional Nursing Institutions under the High-Quality Development of Nursing Services**

### **3.1 Current situation of the operation of public sector elderly care organizations**

With the increasing demand for elderly care in society, the shortcomings of public elderly care institutions are gradually exposed. Some of the public elderly care institutions have neglected the scientific system of norms, and the high intensity of care tasks and low salary levels have prompted the staff to be inefficient, high energy consumption, and laziness in the work state occur from time to time. Other scholars have also come to a similar conclusion, in most of China's public elderly care institutions there is a lack of professional nursing staff, cultural and age structure is unreasonable, the low rate of

licensing and other problems. The main reason for this phenomenon is that the supply of elderly care services cannot meet the current needs of the elderly for old age. Some studies show that there are about 40 million disabled elderly in China, and it is expected that around 2030, the population of disabled elderly in China will exceed 100 million [7]. In the case of a serious shortage of supply of nursing staff for the elderly, the conditions of access will be relaxed in the recruitment of personnel, resulting in the overall quality of nursing staff is not high, affecting the quality of nursing services. On the other hand, the development of public elderly care institutions was the earliest, due to the lack of foresight in the early construction of public elderly care institutions, the basic supporting facilities are old and need to be upgraded. For example, the lack of age-friendly facilities and healthcare facilities in some public elderly care institutions has invariably increased the risk of activities for the elderly. At the same time, with the development of the Internet, big data network platform, for the development of elderly services to provide convenience, but the public elderly institutions of intelligent interconnected facilities penetration rate is low, elderly care model has not yet with the "Internet +" depth of the integration of intelligent elderly services is insufficient.

### **3.2 Current situation of the operation of privately-run and privately-funded elderly care institutions**

The number of elderly people is rising year by year, and the carrying capacity of public-run elderly institutions is limited, so private elderly institutions are gradually developing and becoming an important supplement to public-run elderly institutions. However, in the process of development, subject to capital, policy and other reasons, private senior care institutions in the construction scale, infrastructure construction, construction environment and other aspects of uneven. At the same time, the construction and operation costs of private senior care institutions are high and lead to a general increase in fees and charges without policy concessions. As scholars Guan Xiping and Zhao Tingting believe that the lack of government support and unfavorable policy implementation for private senior care institutions, coupled with the poor operating results of private senior care institutions, has led to higher fees.

In summary, the traditional public and private elderly care institutions have many problems, can not well meet the needs of the elderly, the need to further deepen the reform of the elderly service institutions. As a result, the public-private sector has emerged as a new model of senior care operation, integrating the advantages of public and private senior care institutions, avoiding the disadvantages of both, and providing a new path to alleviate the diversified needs of the elderly in their old age. From the emergence of public-private reform of nursing institutions around 2003, the incomplete statistics of 2015 data, the implementation of public-private nursing institutions in the country is only more than 120, mainly concentrated in the developed provinces, the western provinces are not involved. Most of the audience groups

of public-private elderly care institutions are elderly people who are old and cannot take care of themselves, and the proportion of them is 69.5%, and most of the public-private elderly care institutions have more than 80% of elderly people who are over 70 years old, and more than half of them are elderly people who are over 80 years old [8].

#### 4. Connotation of Public-Private Nursing Care Institutions and Operation Methods under High-Quality Development of Nursing Care Services

##### 4.1 Connotation of public-private elderly organizations

Public-private elderly care institutions, as an emerging mode of operation, refers to the development of new elderly care institutions, in accordance with the development of the separation of office and management [9], through competitive negotiation, public bidding and other ways, will have ownership of the new elderly care institutions of the right to operate and manage, the right to operate in the form of contracting, leasing, commissioning operations, etc. to enterprises with relevant assets, social organizations or individuals as the operating party [10].

#### 4.2 Public-private operation

##### Proxy

Entrusted operation is divided into full entrustment and partial entrustment, which means that the government entrusts the newly built public elderly institutions as well as the signed contract to the social forces to manage and operate [11]. The income goes to the property owner and the commissioning fee is paid to the operator.

##### Leasehold management

Lease operation refers to the operation method in which the government leases the senior care service facilities of public senior care institutions to private organizations or enterprises, so as to collect rents, and the government has the right to stipulate the direction and objectives of the institution's operation [11].

##### Contract management

Contracted operation refers to the contracting of elderly institutions to social forces for management and operation on the basis of not changing the ownership of public elderly institutions as well as the nature of property rights. The contractor does not have the right to dispose of the property rights and cannot mortgage, sell or lease the property, nor does it have the right to change the scope of operation, name and location [12].

To summarize, although all three are operated under the operation mode of public-private elderly care institutions, they differ in terms of funding responsibility, operation orientation, pricing mechanism, and the effect of government supervision, as shown in Table 1.

**Table 1.** Comparison of the operation methods of Public and private elderly care institutions

Mode of operation	Funding responsibilities	Pricing mechanisms	Operations-oriented	Effectiveness of government regulation
Commission	Fully funded by the government	Government pricing	Focus on social benefits	Rather or relatively good
Undertake	Balancing economic and social benefits	Government-guided price	Balancing economic and social benefits	general
Leasehold	Economic benefits are the mainstay	Market-adjusted pricing	Economic benefits are the mainstay	Not specially good

#### 5. Analysis of Advantages and Disadvantages of the Operation Mode of Public-Private Nursing Institutions under the High-Quality Development of Nursing Services

##### 5.1 Internal Advantages of the Public-Private-Partnership Operation Model

##### Integrate and optimize elderly resources and improve the quality of elderly services

Some statistics show that China's elderly care institutions as of the end of 2019, a total of 204,000, 7.75 million beds, 30.5 per 1,000 elderly people [13], the emergence of public elderly care beds difficult to find a

predicament. However, the emergence of public-private elderly care institutions operating mode is conducive to cracking this predicament. Its scale of operation is relatively large, the highest degree of completeness of facilities, geographic location has a certain superiority, the social resources, the government to provide resources, the family to provide resources for the elderly and other multi-party integration, but also has a professional management team, the overall management level is relatively high. At the same time, the model of public-private pension breaks the tradition of the previous public and private pension institutions to divide the government and the market, and realizes the cooperation between the government and the market. There are both the public welfare attributes of public institutions and the professional attributes of private institutions. However, there is also the problem that the construction period of public-run senior care

institutions was earlier, and the construction of facilities to provide senior care services and medical support facilities are outdated. In the context of today's high-quality development of senior care services, it is difficult to meet the diversified and individualized needs of the elderly in their pursuit of a later life. Therefore, This type of public-private-private-private operation model has great advantages over traditional senior care institutions. First, the price positioning is universal. Public-private-pension model is mainly positioned as a standard economic model for the majority of elderly people to provide more choices for the elderly, its charges are lower than the price of private pension institutions, by the low-income class is more easily accepted. The second is the double guarantee of elderly services and management capacity. The public-private pension model makes full and reasonable use of the relative advantages of private institutions, giving full play to its own specialized management capabilities and efficient operation mechanism, to provide the elderly with more satisfactory and comfortable pension services, to meet the new era of the elderly personality of the pluralistic needs of the elderly, and contribute to the high-quality development of pension services.

#### **Providing diversified and individualized elderly services**

With the national health of China strategy put forward, the elderly concept of old age change. Old age is no longer to meet the basic life care of the elderly, more to meet the basic needs of the elderly and life care at the same time but also the pursuit of health care, leisure and entertainment, psychological comfort, and other aspects of recreation and prevention, spiritual needs, humanistic care of the elderly services. Elderly people's demand for elderly consumption has changed from basic survival needs to spiritual needs, and the elderly industry has ushered in new opportunities for development. The operation mode of public-private elderly care institutions is a comprehensive service, which integrates medical care, elderly care and market-oriented operation, and this operation mode of public-private elderly care institutions can fully meet the diversified and personalized needs of the elderly. On the other hand, the infrastructures of public-private-run senior care institutions are more complete and in line with the aging-friendly design. In response to falls and slips of the elderly, public-private elderly care institutions can provide appropriate facilities in a timely manner. To a large extent, this model reduces the occurrence of risky events and accidental injuries and minimizes the risks, thus reducing the injuries caused to the elders and the losses to the institutions when the risks occur, and providing the elders with a low-risk, high-safety and high-security living environment. In terms of nursing staff recruitment, more standardized and strict, to provide more specialized nursing services for the elderly, such as Shanghai, the appointment of nursing staff with certain conditions and norms, set the threshold of access, requiring elderly care nursing staff with relevant qualifications. At the same time, public and private nursing institutions focus on the professional training of personnel, entry staff must be pre-service training, to achieve the corresponding hours, and at the same time from time to time to carry out training.

#### **Stimulating the inherent vitality of the elderly care industry and providing new path options for elderly care services**

The public-private elderly care model is a new path choice for the elderly care model in the institutional elderly care service, which injects new vitality into the existing elderly care operation model. On the basis of the original public elderly care model and the private elderly care model, the public-private elderly care institution model chooses the middle way between them, in terms of the efficiency of resource utilization, integrating the elderly care resources, so that its services tend to be more specialized and diversified direction, fully combining the advantages of the public elderly care model's strong hardware facilities and financial support with the advantages of the private elderly care model's operational flexibility, greatly bringing into play the advantages of the public elderly care model and the private elderly care model, and circumventing the need for the private elderly care model, which is a new way of operating elderly services. The combination of the advantages of the strong hardware facilities and financial support of the public elderly care model and the operational flexibility of the private elderly care model has greatly brought into play the advantages of the public elderly care model and the private elderly care model, and circumvented the disadvantages of both the public elderly care and the private elderly care model. For the elderly service market to provide a new business model of the path to choose, enriching the choice of elderly groups elderly services. At the same time, it also injects impetus into the existing elderly service market, stimulates the activity of the elderly service market, and promotes the healthy competition and development among the elderly organizations.

#### **5.2 Internal Disadvantages of the Public-Private-Partnership Operating Model**

##### **Targeted deviations**

Generally speaking, the public-private sector refers to the government's promotion of welfare community-based elderly care services or recreational nursing care institutions, in order to prioritize the protection of "three noes", "five guaranteed households" and other difficult and special elderly groups of care service needs. The high-end enjoyment-type, recreation-type, vacation and leisure-type high-grade senior care institutions are regulated by the market. However, during the actual operation and management of this model, private managers, in order to improve their own strength and the expansion of the elderly care business, are often prone to fall into the dilemma of public welfare and profitability, and even deviate from the essence of the "public-private" model of elderly care institutions. On the one hand, this may lead to the emergence of exclusionary phenomena, whereby disadvantaged elderly groups with relatively poorer economic conditions are excluded from publicly built elderly care institutions. In the absence of government supervision, the lack of openness and violation of the bidding contract and related policies will exclude some of

the disabled elderly and disadvantaged groups. On the one hand, the cost of admission will be raised, and on the other hand, profit-making services will be over-developed and geared towards high-income groups of older persons, thus deviating from the public welfare objectives of public-private institutions for the elderly.

**The combination of medical and nursing care is weakly serviced and has low technological intelligence.**

At present, the public construction of private elderly care institutions there is a combination of medical care service participation is small, auxiliary services, equipment and products of scientific and technological intelligence is low. The public-private elderly care model has just started, the policy is not perfect and talent, financial support is not enough and other reasons, there is now a lack of elderly care services combined with the lack of Chinese medicine and nursing care services and auxiliary services of science and technology intelligent products. In the combination of medical care, the elderly chronic diseases, major diseases, incapacitation and other issues, there is a lack of professional doctors and examination equipment, for the existence of chronic diseases of the elderly, science and technology intelligent products involved in less, unable to real-time monitoring of the elderly's physical functions, and their precise care.

### **5.3 External Opportunities of the Public-Private-Partnership Operation Model**

**Weakening of the family's elderly care function and increasing demand for institutional care**

With the rapid development of China's economy and the continuous progress of society, the structure and size of urban families have been reduced, showing the characteristics of miniaturization and nuclearization. The traditional multi-child family structure has gradually turned into a "nuclear family" structure with fewer children, resulting in the gradual weakening of the family's function in old-age care and an increased burden on children [14]. In the small family old-age care is difficult to meet the needs of the elderly care and old-age care, the elderly will shift to the social old-age care, the demand for social old-age care is gradually increasing. However, the supply and demand of public elderly care institutions in China is seriously mismatched, one fifth of the elderly in the city are willing to live in elderly care institutions, and more than 10% of the elderly in the countryside are willing to live in elderly care institutions, but the beds owned by China are far from being able to satisfy at present. Compared with family eldercare, institutional eldercare can provide detailed, professional and comprehensive services for the elderly, especially for the disabled, semi-disabled and sick elderly who need professional nursing care, which requires the professionals in the institutions to effectively guarantee the quality of life of the elderly from the aspects of medical treatment, nursing care and life care. Some studies have found that as age increases, the poorer self-care ability and the small number of children will increase the chance of choosing institutional care.

**Taking the national pilot as a traction, vigorously promoting the reform of public-private partnership**

At present, there is a grim situation for the elderly in China, with a deepening degree of ageing. There is a discrepancy between the supply of elderly care services in China and the matching of the needs of the elderly, and the total quantity and structure of elderly care supply are unable to meet the needs of the elderly. Most of the public senior care service organizations have long existed problems such as rigid management system and insufficient innovation motivation, and there is an urgent need to deepen the reform. From 2011 to 2016, China has successively issued the notice of the Social Service System Construction Plan (2011-2015), and launched the pilot reform of public-private-run elderly care institutions. It has continuously encouraged and supported the public-private construction and other ways to set up the senior care service industry, and guided and supported social forces to set up senior care service facilities. Pilot reforms of public-run senior care institutions were launched, with the implementation of public-private construction and support for operational development in the form of operating subsidies and purchase of services. Public-run senior care service institutions have seen marked improvements in operational effectiveness and service quality. In 2016, China launched a second batch of pilot reforms, making public-private partnership the main model for reforming publicly-run elderly care institutions in various regions.

### **5.4 External Threats to the Public-Private-Partnership Operating Model**

**Lack of professional nursing talents and low recognition of elderly care work**

According to the 2018 demographic report, there are 250 million elderly population groups over 60 years old in China, of which 40 million elderly people are disabled and semi-disabled, and there are only 4 million people with professional caregiver qualifications in China, which can be clearly seen that there is a significant shortage of demand and supply. The international standard stipulates that 1:3 is the allocation ratio of caregivers to the disabled elderly, and from the ratio, China needs nearly 10 million elderly caregivers. Therefore, there is a general lack of professional caregivers in most of the elderly care institutions, and the existing caregivers are older and less educated, while most of the caregivers lack professional training and have a low license rate. The reason for this is that the professional requirements of nursing staff in public elderly care institutions in China are in contradiction with the high intensity and low income of nursing work, and the number of nursing staff cannot meet the needs of elderly care institutions under this contradiction, which leads to the lack of strict standards and restrictions on the recruitment of personnel, and the quality of personnel is generally low. On the one hand, senior care institutions lack professional assessment teams and unified standardized assessment standards, and most of them do not assess the living ability, self-care ability, health status and past medical history of the elderly, and

the nursing staff do not classify the elderly according to their actual needs, so that they are unable to provide the elderly with professional, supply and demand-matched medical and nursing services. On the other hand, the long working hours, heavy workload and low wages of elderly care work have led to frequent turnover of personnel and low professional recognition of elderly care work.

#### **Inadequate regulatory system**

The public-private model of elderly care institutions started relatively late, with a large gap in the legal and related systems at the initial stage of development. In the process of actual operation, when the government and social organizations handle the relevant formalities, there is the problem of unclear definition of functions, which is easy to cause a certain amount of shirking of responsibilities and deviation from the goal-oriented problems. At the same time, in the daily operation and management, government departments such as civil affairs, aging, health and other departments of the management of its cross-powers, unclear powers and responsibilities and other problems, supervision and punishment power is weak. This model is a new type of operation mode explored in the field of senior care services, and has not yet formed a unified paradigm and required cooperation mode. At the same time, there are cooperation mode dissimilarity. For example, the private party receives a fixed percentage of service fee according to the operating income every year, and the private party is mainly responsible for the management. In another case, the operator is responsible for management and invests part of the funds to improve the elderly service facilities. Due to the different modes of cooperation, the government has diversified supervision methods. The government regulates public-private elderly care institutions in terms of fixed assets and operational quality. In fact, the government has already introduced a corresponding regulatory system in each province for the supervision of fixed assets. However, there is a lack of supervision on the quality of operation, and some local governments take a completely laissez-faire attitude towards the management of the operators, while at the same time failing to regulate bad behaviors that are contrary to the public welfare of the public-private institutions, which ultimately leads to the lower and lower level of satisfaction of the elderly with the public-private institutions.

## **6. Countermeasures and Suggestions for the Operation of Public-Private Elderly Care Institutions under the High-Quality Development of Elderly Care Services**

### **Implementing the strategy of integration of industry and education to cultivate a professional nursing workforce**

At present, there is a general lack of professional nursing talents in the senior care service industry, and the integration of industry and education is an effective way to alleviate the problem of insufficient supply of elderly caregivers. It is an effective mode of training elderly caregivers, which can enrich the elderly care faculty,

enhance the professional competence of elderly caregivers, accurately match the supply and demand of elderly caregivers, and promote the high-quality development of the construction of the elderly service talent team. In this regard, the government and relevant departments should encourage and support colleges and universities and secondary vocational schools to set up additional geriatric nursing related majors and courses, increase practical links on the basis of theoretical courses, break through the barriers between theory and practice, accelerate the construction of senior care services and geriatric nursing professionals cultivation system, cultivate gerontology, rehabilitation, nursing and social work professionals, and set different learning and cultivation objectives for people with different academic qualifications. It should also set up different learning and training objectives for people with different academic qualifications, such as setting up different elderly care training courses for specialists, undergraduates and postgraduates. Promote the development of industry-education integration, strengthen the combination of the training of talents in the senior care service industry and the mechanism of training talents in vocational colleges and universities. Encourage graduates of senior care related majors to enter the senior care industry, injecting fresh blood into the senior care industry. Secondly, encourage the community to organize nursing care training, with the help of market forces, to promote the professional development of elderly services. On the other hand, to create a "dual-teacher" teacher team construction, to promote school-enterprise cooperation, the field of senior care service professionals hired as a cooperative mentor.

### **Establishment of specialized assessment teams to grade the elderly according to their different needs**

As a result of social and economic development, the quality of life of residents, medical and health care and health care levels continue to improve, the life expectancy of the elderly population has also been extended, showing the development of advanced age, but also the number of disabled and semi-disabled elderly people continue to increase, which is bound to put forward higher requirements for the standardization, precision and specialization of elderly care services. Therefore, senior care institutions must establish their own professional assessment team to assess the needs of the elderly's ability to live, health status and past medical history, stratify and classify them into different levels according to the corresponding assessment results, scientifically measure the degree of demand for care services, determine the level of time for different services, and formulate methods to match the assessment and care services, effectively connect the assessment and service resources, and provide targeted senior care services. Elderly people's needs are assessed before they are admitted to an elderly care facility. This can accurately identify the needs of the elderly, and also help to identify the personalized care services needed by the elderly, so as to accurately formulate care service plans [17].

### **Establishment of an improved governmental monitoring system and the formation of effective entry and exit mechanisms**

The Government should ensure the public welfare of the operation mode of public-private elderly care institutions, give full play to the role of the main body of supervision, and prevent the development of public-private elderly care institutions from evolving into profit-making and over-commercialization. First, it should formulate strict and standardized rules for access, and while introducing social forces, it should give full consideration to factors such as financial strength, integrity, management and operation level, and technical strength. The second is to hire a professional evaluation team to monitor the operator on a regular basis. Disciplinary action will be taken against operators with poor operating results and poor service quality, and they will be required to rectify the situation. If the operation still fails to meet the standards after rectification, the government has the right to replace the operator. Third, the establishment of a standardized, institutionalized regulatory mechanism, and joint multi-departmental supervision, but also to do a good job of supervision and evaluation results, and effectively improve the effectiveness of supervision and evaluation. Fourth, strengthen the organizational leadership of public and private elderly care institutions, and strengthen the policy guarantee. Organizational leadership and policy protection is the first resource for the development of the elderly cause, is an important support for the development of elderly service institutions [16].

#### **Effective formation of the "health-care integration model" to reduce the occurrence of risks**

According to the Global Cancer Report 2020, more than 180 million elderly people in China suffer from chronic diseases, and nearly 70% of them suffer from at least one chronic disease. At the same time, with the increase of age, the physical functions of the elderly gradually decline, slip, fall, fracture, choking and other accidents occur from time to time. Therefore, public-private elderly care institutions should improve and strengthen the prevention of risky events and the handling of accidental injuries to minimize the risk, thereby reducing the risk of injury to the elderly and bringing losses to the institution, and creating a low-risk, high-security, high-protection living environment for the elderly. First, it should ensure that basic medical facilities are complete and that there are enough professional medical staff. If an elderly person suffers from a disease or an emergency, he or she should not have to commute between the hospital and the nursing home, and there is currently a dilemma of separating medical care and nursing care in the care model for the elderly in the nursing home [15]. Therefore, the Government should strengthen cooperation with medical institutions, implement a "combined medical and nursing" model of care for the elderly, and open green channels for timely access to medical care.

#### **Enhancement of technological intelligence in elderly services**

Public-private elderly care institutions are in need of technologically intelligent equipment to provide technical support for elderly care services. The degree of scientific and technological intelligence determines the degree of

humanization and meticulousness of elderly services. In the future, public and private elderly institutions can enhance the degree of scientific and technological intelligence of elderly services through the following two aspects: on the one hand, increase the investment in scientific and technological intelligence products. The construction of information technology platform is the focus, and actively optimize the intelligent allocation of elderly resources. With the needs of the elderly as the main focus, the use of intelligent technological products to monitor the health of the elderly in real time, and to develop personalized medical care for each elderly person. Furthermore, it is solidly promoting the strategic cooperation of science and technology enterprises. The introduction of third-party technology companies to work together, for technology companies, you can use these devices to collect health data of the elderly, expand their own database, through the collection of big data to update the iteration of the product; for the public construction of private elderly care institutions, you can receive technology enterprises for the elderly to provide intelligent products to monitor, and more humanized to provide services for the elderly. At the same time, reduce the work pressure of the staff of public and private enterprises.

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