



Performance Evaluation and Analysis of Government Purchasing Home-based Elderly Care Services

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DOI: 10.32629/memf.v5i4.2574

Abstract: With the increasing issue of population aging in China, home care services have gradually become a focal point for both the government and society. Government-purchased home care services, as a new model of elderly care, aim to integrate social resources and improve the quality-of-care services, achieving certain positive outcomes. This paper intends to evaluate the performance of government-purchased home care services, analyze its advantages and existing problems, and propose corresponding improvement suggestions.

Keywords: home care services; government; performance evaluation

1. Introduction

Population aging is a widespread social issue globally, particularly in China, where the aging process is rapid and the pressure on elderly care is immense. The traditional family-based care model can no longer meet the demands of modern society, making government-purchased home care services a crucial approach to addressing elderly care issues. By purchasing services, the government can effectively integrate social resources and enhance the coverage and quality of elderly care services. However, this model also faces numerous challenges in its implementation, necessitating a scientific performance evaluation to continually improve and refine the services.

2. Current Situation of Government-Purchased Home Care Services

China is experiencing rapid aging, with data from the National Bureau of Statistics indicating that by the end of 2020, the population aged 60 and above reached 264 million, accounting for 18.7% of the total population. As the proportion of the elderly population continues to grow, effectively providing elderly care services has become an urgent issue. Home care services, which balance family care and social services, are gaining increasing attention. Currently, the primary methods for the government to purchase home care services include financial subsidies, contracted services, and policy support. Local governments purchase services from professional elderly care institutions to provide seniors with daily care, medical care, and psychological support. Although this model alleviates some of the pressure on elderly care, challenges remain in terms of service coverage, quality supervision, and resource allocation.

3. Performance Evaluation of Government-Purchased Home Care Services

3.1 Evaluation Indicator System

The performance evaluation of government-purchased home care services should be multidimensional, primarily encompassing service coverage, service quality, elderly satisfaction, cost-effectiveness, and sustainability. The specific indicators are as follows:

- 1) Service Coverage: The extent of home care service coverage and the proportion of the elderly population benefiting from these services.
- 2) Service Quality: The richness, professionalism, and timeliness of the services provided.
- 3) Elderly Satisfaction: The satisfaction and approval of the elderly and their families with the services.
- 4) Cost-Effectiveness: The cost of service input versus the resulting social and economic benefits.
- 5) Sustainability: The long-term feasibility of the service model and the continuous supply capability of social resources.

3.2 Analysis of Performance Evaluation Results

Based on the above indicator system, the analysis of the actual performance of government-purchased home care services reveals the following key issues:

- 1) Insufficient Service Coverage: Home care services in some regions have limited coverage, with elderly residents in

rural and remote areas benefiting less.

2) Inconsistent Service Quality: Due to a lack of unified service standards and quality supervision mechanisms, service quality is uneven.

3) Need for Improved Elderly Satisfaction: Some elderly individuals are not highly satisfied with the services, indicating that the content and forms of services do not fully meet their needs.

4) Optimization of Cost-Effectiveness: With limited fiscal input, it is necessary to further enhance resource utilization efficiency to achieve higher social and economic benefits.

5) Sustainability Challenges: As the elderly population continues to increase, ensuring the sustainable provision of services has become a significant challenge.

4. Improvement Suggestions

4.1 Expand Service Coverage

Expanding the coverage of home care services is a crucial step in addressing elderly care issues. Firstly, the government should provide policy support, formulating special policies and plans to increase support for rural and remote areas. For example, establishing special funds to support the development of elderly care services in these regions, offering tax exemptions, financial subsidies, and other incentives to attract more elderly care institutions and social forces to participate. Additionally, the government can promote public-private partnership models to encourage private capital to enter the elderly care market, thus promoting the spread of elderly care services in rural and remote areas. To ensure the effective implementation of these measures, the government should establish comprehensive supervision and evaluation mechanisms, regularly assessing policy implementation outcomes, promptly adjusting and optimizing policies, improving fund utilization efficiency, and ensuring that home care services truly benefit the elderly population.

4.2 Improve Service Quality

Enhancing service quality is the core aspect of ensuring the effectiveness of home care services. Firstly, the government should formulate unified service standards and quality supervision mechanisms to improve the professionalism and standardization of elderly care services. For example, drawing on international best practices to develop detailed service processes and operational standards, and clarifying these through legislation. Secondly, the government should increase training and assessment efforts for elderly care personnel to improve their professional skills and service levels. This can be achieved by establishing specialized training institutions, conducting vocational skills certification, organizing regular training and assessments, thereby enhancing the vocational skills and competencies of elderly care workers. Furthermore, a robust quality supervision mechanism should be established, with regular inspections and evaluations of elderly care institutions and personnel, penalizing and rectifying those with issues to achieve high-quality and high-standard elderly care services.

4.3 Enhance Elderly Satisfaction

Increasing elderly satisfaction with home care services is key to improving service effectiveness. The government and elderly care institutions should fully understand the actual needs of the elderly, providing personalized and diversified services. For example, conducting needs assessments, establishing a database of elderly needs, and offering targeted services based on the specific requirements of different elderly groups. A regular survey and feedback mechanism should be established to timely understand the elderly's opinions and suggestions on the services, and adjust and improve services accordingly. Methods such as telephone follow-ups, home visits, and satisfaction surveys can be used to collect feedback from the elderly, promptly identify and resolve issues, and enhance the relevance and satisfaction of services. Additionally, the government and elderly care institutions should strengthen care and psychological support for the elderly, providing psychological counseling, cultural entertainment, and other services to improve their quality of life and happiness.

4.4 Optimize Cost-Effectiveness

Optimizing the cost-effectiveness of home care services is crucial for sustainable development. The government should strengthen the refined management of fiscal input, enhance resource allocation efficiency, formulate detailed fiscal budgets and expenditure plans, and strictly control fund usage, ensuring every penny is well spent. The government should explore diversified financing channels to attract social capital into home care services. For instance, using public-private partnership (PPP) models to guide private capital and charitable organizations to participate in elderly care projects, thus alleviating fiscal pressure. Moreover, the government should encourage elderly care institutions to improve operational efficiency and reduce operating costs. This can be achieved by introducing modern management models, applying information technology,

optimizing service processes, and improving service efficiency, thereby maximizing cost-effectiveness.

4.5 Ensure Sustainable Development

The sustainable development of home care services is a long-term strategy to address the challenges of aging. The government should formulate long-term development plans, clearly defining the development goals and directions of home care services. Establishing a "National Home Care Service Development Plan" to outline the development tasks and goals at each stage, ensuring the continuous advancement of home care services. The government should enhance the integration and utilization of social resources, establishing a stable service supply system. For instance, creating a home care service information platform to achieve resource sharing and coordination, thereby improving resource utilization efficiency. Additionally, the government should strengthen the regulation and management of the elderly care market to prevent excessive competition and resource wastage, promoting the healthy development of the elderly care market. This will provide a solid foundation for the sustainable development of home care services, ensuring that the elderly can enjoy high-quality care services in the long term.

5. Conclusion

In summary, government-purchased home care services are a significant measure to address the challenges of an aging population. However, as the aging process accelerates, the challenges faced by home care services are also increasing. The government should implement more scientific performance evaluations, identify problems, propose improvement suggestions, and continuously refine this model to achieve the goal of providing adequate care for the elderly.

References

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