The Practice Deviation and Governance of the Smart Care Policy—— Take Jining City as an Example

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Abstract:

Due to the difference between the supply and demand of the policy, as well as the multifaceted conundrum surrounding the policy's implementation, it is necessary to define the subject's boundaries of duty while implementing smart care policies. In order to examine the elements that lead to practice deviation and their governance plans, this study employs the research methodology of case analysis and literature analysis to examine Jining City's smart care policy from the standpoint of public policy. With limited financial resources, it seeks to better serve the demands of the senior population, encourage the efficient development of the old-age care service system, and achieve better resource allocation for old-age care. As a result, the paper recommends enhancing the relationship between the supply of pension services and the demand from the elderly population, encouraging the efficient and well-balanced development of the pension service system, bolstering the development of professional talent, and making it clearer who is responsible for what when it comes to implementing wise pension policy.

Keywords: smart care, public policy, policy deviation, Jining.

1. Introduction

The aging problem is one of the major difficulties facing today's societal development, especially in light of the growing population aging and the information technology revolution. The population 60 years of age and over makes up 18.70% of the total population, while the population 65 years of age and older makes up 13.50%, according to the seventh national census report [1]. The Jining City Aging Office's records show that Jining City joined the aging population in 1994. The population's aging trend has clearly showed an increased growth tendency over the last 30 years. The eighth National Census Bulletin of Shandong Province-Red and Black Statistical Bulletin database shows that, in Jining City, the percentage of the population over 60 was 19.51%, and the percentage of the population over 65 was 14.42%. These figures are higher than the national average.

The need for pension services is rising as a result of the population's aging status changing quickly. The burden on small and medium-sized communities, like Jining City, to pay pensions is also growing at the same time. In response to the pressing issues of social pensions and impending economic development, the Chinese government has developed a number of astute pension programs. The Internet of Things, cloud computing, big data, intelligent hardware, and other new generation information tech-

nologies have started to make efforts, and smart pension has arisen, with Internet + serving as the foundation [2]. The term "smart pension" describes a new, contemporary pension model that makes use of big data, the Internet, artificial intelligence, and other information technologies. These technologies have the potential to greatly enhance the elderly's quality of life, contentment, and happiness [3-5]. It is challenging to meet the multilevel and individualized pension needs of the aging population, however, because of the influence of institutional norms, economic development, social environment evolution, and government governance level [6]. As a result, the current pension service system still has imbalances or inefficiencies in the content, quantity, and quality of service supply. In order to examine the elements that lead to practice deviation and their governance plans, this study employs the research methodologies of case analysis and literature analysis to examine Jining City's smart pension policy from the standpoint of public policy. With limited financial resources, it seeks to better serve the demands of the senior population, encourage the efficient development of the old-age care service system, and achieve better resource allocation for old-age care.

2. Jining City Smart Care Status Quo

Most small and medium-sized cities, including Jining, have not released independent smart pension plans, which

are mostly restricted to the local development level, in contrast to the developed smart pension policies in major cities like Jiangsu province. Using Jining City as an example, the policy statement officially introduced the idea of smart pension till 2021.

Over the years, Jining has continuously improved its pension service policy and issued the Jining city people's government office on promoting the construction of the implementation opinions "policy" in order to better deal with the impact of aging on social development. In 2014, Jining city issued the opinions of the people's government on accelerating the implementation of pension service development. The introduction of Jining City's elderly service policy is more focused on community and home care services, which is in line with the actual demand of the elderly for care at home and in the community, according to the official website of the Jining Municipal People's Government. Reading the policy papers reveals that the Internet + pension project is being implemented for the first time, starting with the Internet's three-year action plan and continuing through 2021. The fact that the notion of a smart pension is novel indicates that Jining City's smart pension policy is always being improved.

However, there are variations in policy practices during the policy's implementation phase. The old-age service policy falls within the public service policy category when considering the policy framework, policy object, and social features. The process of putting public policy into action is quite dynamic and complicated. If policy outcomes are not tightly monitored and controlled, it is possible that they will significantly diverge from or negate the initial anticipated aim, transform into a different state, or even take on opposing roles. In particular, it displays the enormous discrepancy between the supply of policies and the need for practical policies, the multifaceted conundrum surrounding the execution of policies, and the border of the duty that has to be clarified.

3. Problem Analysis

3.1 Docking Deviation of Policy Supply and Practical Demand

3.1.1 Lack of a grasp of the policy value

Smart care lies in the use of intelligent technology to provide help and support for the daily life of the elderly. Therefore, the construction of intelligent pension cannot be separated from the support of intelligent pension. However, intelligent pension is different from intelligent pension. It not only focuses on the pension needs and technological changes, but also advocates taking the elderly as the service center and promoting the generation of the environment for respecting the elderly in the whole society. But in the current Jining about wisdom endowment policy file, understanding of wisdom endowment is limited to technology category, and the wisdom endowment equivalent to intelligent endowment, the wisdom endowment construction value concept presents obvious technology tendency, namely too much emphasis on intelligent pension technology in the actual pension process of the application, too pay attention to advanced technology in the process of intelligent pension can produce immediate effect, and ignore the actual demand when the elderly group, not considering the elderly group for intelligent technology situation and the enthusiasm for learning intelligent technology [2]. The elderly care service objects are easy to fall into the dilemma of the declining learning ability and the asymmetry of technical information [7]. At the same time, grassroots governance subjects are prone to emphasize the use of the Internet, mobile phones and other technology applications, leading to the excessive pursuit of online processing, the formation of digital dependence, and ignoring the process optimization and humanistic care of the system and mechanism [8].

3.1.2 Policy objectives contrary to actual needs

Jining City has been building more community smart care facilities in recent years to cater to the older population that requires community pensions; nevertheless, there is a discrepancy between the policy aim and the actual need. Through observation of the senior living community in J County, it is discovered that the elderly population is more open to creating traditional entertainment projects and that the smart senior living facilities constructed by the government have a low use rate. This problem also affects Jining City's rural districts. As a result, it shows that the government is concerned about the senior population, but it also shows that not enough study has been done on the requirements of this population.

3.2 The Multidimensional Dilemma of the Policy Implementation Subject

3.2.1 Uncooperation between multiple policy enforcement agencies

The effective implementation of public policy not only involves the vertical "rule" relationship, but also involves the horizontal "block" coordination, that is, the multi-attribute characteristics of public policy [9]. Pension service policy execution also involves multiple transverse functional departments, such as health, people club, planning, hair change administrative departments, but surveyed district civil affairs staff, said institutions cannot move administrative units, pension work department cannot effectively coordinate the level above department, the practice of pension service policy implementation. In the process of implementing specific elderly care policies, grass-roots

departments often faced with the problems of mutual wrangling, interest disputes and shirking responsibilities. The horizontal coordination dilemma indicates that the grassroots aging departments are faced with the "acquired defects" in policy implementation.

3.2.2 Lack of grassroots elderly care service personnel

The analysis reveals a shortage of aged care workers, despite the fact that these professionals are crucial to the execution of the smart care program. When it comes to the market distribution of resources, a larger wage and a strong sense of professional accomplishment may play a significant role in luring talent and human capital to the senior care sector [10]. It is evident that the pension service sector is now unable to offer this benefit. According to Jining City's policy on senior services, the goal of improving the talent team's construction mechanism is the sole advancement made in the current construction of senior service people, which is still in the primary stage. "Does not discuss" how to build especially "and" enhance the compensation and treatment of senior service people" in the formation of the building mechanism of the team for elderly service personnel that combines academic education and on-the-job training.

3.3 Confusion of the Boundaries of Subject Responsibility

Limited by China's unbalanced economic development, the overall economic level of Jining is not optimistic, so the elderly retirement income is low, purchasing ability limitations, make them face to market supply, profit as the goal of high-end wisdom pension service when pay performance, in the face of the purpose of survival out for security, fragmentation, low level of public wisdom pension services and daily endowment demand difficult to meet the idea of purchase. Due to high investment, low return and poor incentive, the smart care service is not strong for the market. At the same time, the intensity of government subsidies has not reached the expected target of enterprises. And purchase service standards on the market is not unified, the pension service provision process has professional complexity and subjective evaluation of service object, the government as the buyer does not have professional knowledge of pension service products, also cannot develop detailed service evaluation standards, which may cause the government of pension service management or evaluation of practical deviation. Finally, the supply of smart care service products lacks quality and quantity, and the multi-level and diversified needs of the elderly for the better life cannot be met, secondly, under the influence of traditional culture, the elderly prefer to support the elderly in the community. However, due to the negative external influence of weak policy support and inadequate capital matching, these two service modes generally have the

problems of imperfect smart care infrastructure, imperfect digital allocation of professional staff and incomplete service content [10]. Finally, the smart care service, as an emerging hotspot, has become the "face project" for the grassroots performance assessment, which makes the pension choice of the elderly appear face and visualization. In the final analysis, these phenomena occur that the government and multiple social forces have not reached a social consensus of joint participation and coordinated development, especially the lack of full chain development and supply and innovation of social governance, which is bound to lead to the negative development of smart elderly care services.

4. Suggestions

First and foremost, the government should support the efficient design and well-rounded growth of the old-age service system, as well as maintain the link between the provision of old-age services and the requirements of the elderly. Considering the real demands of the aging population is crucial to the implementation of smart care policies. On the one hand, the majority of elderly rural residents continue to support and reside in their villages due to the current stage of urbanization growth and the sensible decision-making of farming families. Consequently, it is imperative that China's rural communities have access to intelligent senior care services. In rural regions, smart senior care experience centers should be built, and senior citizens, along with their friends and family, should be invited to try out smart and creative items [11]. Over time, this recommended regulation helps guarantee that a greater number of people use atypical services or equipment. However, the government must to assist and mentor the senior population in becoming tech-savvy. According to Zhang et al., older consumers are price-sensitive when it comes to cutting-edge smart devices. Their expectations for how convenient it will be to use this kind of intelligent service are high [12]. Learning new technology can be difficult for older populations, particularly if they are difficult to operate. As a result, local governments must focus on the elderly population's ability to learn clever technologies.

Second, professional talent construction is required to support the execution of the smart care strategy. The effectiveness of senior care services is directly impacted by the caliber of the staff providing them, therefore in addition to having high standards for personal qualities, professional caliber and skill sets are crucial components of senior care service quality. Thus, it is critical to develop and enhance the vocational education training program for potential pension service employees, to fortify the training of pension professionals and expand the pool of potential employees, to depend on resources for higher education, and

to offer senior citizens health, medical, and psychological services. Additionally, strengthen the social publicity about the importance of pension service personnel, improve the social status and social cognition of grassroots elderly service personnel, and further improve the treatment of elderly service personnel. Additionally, improve the security level of elderly service personnel in terms of income level, income tax reduction, and social security.

Lastly, it is critical to make clear each subject's boundaries of responsibility during the smart care policy implementation process. For the aged, smart care is a cross-sector social welfare cause in which the government must take the lead. Social forces and non-governmental organizations must to be heavily involved in it as well as fully embrace the benefits of market flexibility. In order to establish a collaborative governance mechanism that spans multiple subjects, the government is building an artificial intelligence endowment service cooperation platform, strengthening departments such as public security, civil affairs, and social communication and cooperation, breaking down departmental silos in the management mode, and establishing government, market, and social organization subject linkage mechanisms through the use of big data technology. In order to preserve the market's and social organizations' dominating positions in the provision of smart senior care services, safeguard their legal rights and interests, and provide suitable subsidies and rewards, it is also imperative to set up incentive and supervisory systems. Instead of funding the development and management of senior care facilities, the government acts as a regulator as the [11,13].

5. Conclusion

In the modern world, smart care has gained a lot of attention. Every government creates rules and regulations, issues policies, and works to further the building process. The smart care policy's implementation is undoubtedly not an easy task. There will unavoidably be a variety of practical variations in the real process. Examples include the multifaceted conundrum of policy implementation subject, the significant divergence between policy supply and practical demand, and the border of subject responsibility that needs to be defined. The relationship between the provision of senior care services and the needs of the elderly population must be continually strengthened. The system for providing senior care services must be constructed and developed effectively, professional talent must be developed, and the roles and responsibilities of each participant in the smart care policy's implementation process must be made clear. In light of the limited financial resources available, it is beneficial to realize more efficient resource allocation for elder care. This will help

to meet the diverse and individualized needs of the elderly population, enhance their quality of life and happiness, and facilitate the efficient development of an elder service system. Using Jining City as an example, this paper's scope of applicability is limited, which makes it challenging for other researchers to duplicate the research findings in other settings. This could have an impact on the study's universality.

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