

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Market Positioning Of The Pension Industry In Pingdingshan City

Since the consumption of the elderly is mainly affected by personal needs and the environment, it is possible to strengthen the publicity and guidance so that some elderly people with certain spending power can understand the new ways of providing for the elderly and make choices. Older people can influence each other, word of mouth, and greater influence. At present, the combination of medical and nursing mode of Pingdingshan City's old-age real estate and M hospital is a relatively rare advanced pension model in Baotou and even Inner Mongolia. We should seize this difference and give full play to the advantages of the institution. The market positioning of Pingdingshan City's old-age real estate should be highlighted: Medical combination and cost-effective highlights. Pingdingshan City's pension real estate should improve housing facilities and actively cooperate with machine hospitals to provide a comfortable living environment and timely medical assistance for the elderly, improve the health and safety index of the elderly who are admitted to the hospital, and reduce the worries of the elderly and their families. Cooperate with medical institutions to reduce the medical investment of the old-age care institutions on the one hand, and make full use of the resources of the medical institutions on the other hand, and to achieve the win-win cooperation between the old-age care institutions and the medical institutions while maximizing the benefits while meeting the medical needs of the elderly(Song, 2016).

A wide range of products and services. Pingdingshan City Pension Real Estate provides high quality and diversity for the elderly. The old service makes the elderly have a good old age, a happy old age, and a doctor-in-law, and meet the needs of more elderly people in one stop.

5.2 Development Countermeasures Of The Pension Industry Market In Pingdingshan City

5.2.1 Expand Financing Channels And Business Models

1 financing channel.

The development of the pension industry in Pingdingshan City is still at the initial stage of development. Although it cannot be separated from the government's support and guidance, the development of the pension industry should still be market-oriented. The leading force for development should be the enterprises on the market and so on. Participants. Therefore, the development of the old-age industry cannot rely solely on government power. It should also strive for individual and social capital to invest in the old-age industry, promote the strength of all aspects of society to develop the old-age industry, establish a platform for investment financing of the old-age industry, and expand investment in the old-age industry. The scope of sources of funding with financing.

2-business model

Introduce foreign capital and build a world-class chain of old-age facilities. Some international pension institutions or investment companies are trying to open up the Chinese market and build chain-type old-age facilities to alleviate their domestic pension pressure. For example, the cost of old-age care services in some European countries is very high. They hope to expand their markets in countries with relatively low labor costs, and choose old areas with better geographical and climatic conditions to allow old people to support their families at a relatively healthy age. For China, it can take the opportunity to introduce foreign capital and learn advanced foreign nursing and management experience. At the same time, it can promote employment and promote consumption to a certain extent.

Developed together with internationally renowned pension brands to introduce management models. The recent boom in the development of old-age real estate has prompted many developers, investors or government officials to visit and study abroad. They have seen many advanced management models and hope to implement and implement them in China, such as the introduction of foreign senior management

teams. Or jointly developed with foreign famous old-age brands. This model has certain feasibility, but pay attention to "localizing" it. Although the development of the pension industry in developed countries such as the United States, Europe, and Japan is relatively mature, it is not necessarily appropriate to fully transplant to China. The living habits, economic conditions and ways of thinking of the elderly in China are very different from those of foreigners. It may be difficult to smoothly "land" the model of direct foreign copying and needs appropriate transformation.

5.2.2 Do a Good Job Of "Medical Support"

According to the spirit of the "Implementation Opinions on Accelerating the Construction of Medical Integration Service System", it is necessary to provide integrated maintenance services for the combination of life care and medical care for the elderly. With the improvement of people's economic level, the elderly group has a general expectation for daily physical examination and medical services, and the problem that the number of old-age real estate in Pingdingshan City is far from meeting the needs of the elderly is still outstanding. By analyzing the theory of market segmentation, it is known that the old-age industry should be separated from the service industry and provide corresponding service products for the elderly groups with higher income level, consumption ability and enjoyment level. Therefore, it is necessary to continuously improve the old-age real estate equipment and facilities. Provide a modern living environment for the elderly, and pay attention to the needs of medical services. The solution is to send more medical resources to the elderly and move the medical service gateway of Pingdingshan City forward.

Pingdingshan City's pension real estate can be combined with the medical insurance qualifications of the old-age real estate, the hospital's professional medical staff to carry out medical services and more professional medical facilities services, to greatly facilitate the elderly to see the doctors to increase the market attractiveness of the elderly and the elderly (Huang, 2015). Occupancy rate. For example, providing endowment services for pension products, accepting old-age support for disability consumption, and providing on-site services for home-based care, increase the awareness and trust of elderly people on pension real estate. For example, for the

half-disabled and disabled elderly, the nursing home will follow the actual health of the elderly to follow up the nursing and help the rehabilitation. However, for the elderly who are completely self-care, they need to observe in real time and lack response measures for sudden health changes. By implementing a medical cooperation model with neighboring hospitals, it is possible to provide necessary medical services for the elderly who have various types of medical needs, which greatly reduces the possibility of accidents for the elderly due to health reasons. After the initial signing of the cooperation framework, it is necessary to strengthen the connection, set up a special communication mechanism, deepen cooperation, that is, to meet the medical service needs of the old-age real estate, and fully realize the sharing of resources, and to explore the type of rehabilitation for the elderly. Service Content.

5.2.3 Enriching Old-Age Products And Services

As far as the current status of the development of the pension industry in Pingdingshan City is concerned, there is a certain gap between the related services and products in terms of quantity and quality. The service level is low and the types of services are small. The public lacks recognition and acceptance of institutional pensions. To improve service levels, in addition to the quality of work of employees, whether or not there are perfect products and services is also a key link. In combination with the theory of demand hierarchy, we should pay attention to the self-realization needs of the elderly, and carry out the community and public welfare activities for the elderly, and provide a platform for the elderly to realize their own value. Therefore, the most important point in the process of new product development is the establishment of the pension real estate. In the actual situation of the elderly, accurately grasp the consumer psychology and actual needs of the elderly, and use practicality, convenience and effectiveness as key indicators to measure products.

The first old-age industry involves a wide range of aspects, including food, clothing, housing, transportation, health care, housekeeping services, investment and wealth management, tourism and vacation, and education. And because of the particularity of the elderly group, it is necessary to consider the difference between

the elderly and the other in terms of physical and psychological, in order to more accurately grasp the consumption preferences and behavioral characteristics of the elderly. Many elderly people have strong spending power, and they are not only limited to wanting to receive basic care. In particular, some self-careers think that “legs” can move around and want to “take a walk”. Therefore, Pingdingshan pension real estate can rely on its own environment in the future, and form a long-term cooperative relationship with the surrounding scenic spots, using health, outdoor sports and tourism as the leading of entertainment life, and also constantly improve within the interior, enrich the center of the elderly cultural activities, will Traditional card games and mahjong are enriched into more "Ryukyu", "Calligraphy", "Painting", "Running" and other projects. Regularly organize sports and cultural activities competitions, increase the learning space and communication space for the elderly, and improve the elderly. Happiness index.

The second is to build a comprehensive old-age community.

A comprehensive old-age community refers to a residential community that provides services for the elderly, including pension homes, pension apartments, and pension facilities. In addition to the residential buildings provided for the elderly, there are also various supporting facilities such as the elderly activity center, the health center, the medical service center, and the old university. The main body of development can be a variety of different types, either private enterprises or government investment.

The planning and design of a comprehensive old-age community for housing enterprises should consider the factors that the elderly will age in the process of living. The elderly may be physically healthy when they first stay, but as the age increases, the elderly will gradually develop nursing needs. Therefore, in the development and construction, these factors should be fully considered, and the corresponding forms of residential products should be designed to meet the living needs of the elderly from self-care to self-care. For example, when the elderly are self-sufficient, they can live in ordinary retirement homes; when more comprehensive care is needed, they can choose to stay in nursing care apartments or old-age facilities.

When planning and designing, attention should be paid to rationally partitioning different types of residential products to ensure their independence and avoid mutual interference. When developing a large-scale comprehensive old-age community, it may consider phased construction, such as building self-care old-age houses and some service facilities, and reserve a certain amount of development land. After a period of time, build nursing-type pension apartments and corresponding supporting facilities. and many more

6 Conclusions

According to the above discussion, there is still a long way to go before housing companies can develop old-age real estate. In the process of developing old-age real estate, some enterprises and experts are trying to explore new development directions. Most housing companies still see much and move less. "Investment is big and returns are small." Some insiders analyzed that "the old-age property is a way out of light assets. After establishing a profit model, it can be split and listed and enter the capital market. In fact, China Sun City has already consolidated a certain profit. The ability of the project, plans to jointly listed. Such a listing will be more successful."

"Room enterprises can build O2O pension service platform on the basis of their own development of old-age real estate projects, and provide on-site services for the elderly in the community and surrounding communities." Industry insiders said that by extending the old-age service chain, they will find new profit points and form The scale effect can win a place in the fierce market competition. "China's old-age care industry is still at an early stage of development, but it is believed that with the advent of an aging society, the social needs of the old-age industry will grow rapidly. Driven by the changes in relevant business methods and service concepts, the pension industry is expected to achieve social and economic benefits. "win-win". The market positioning, sales methods and service system in the old-age real estate operation mode directly affect the success or failure of the old-age real estate business. Therefore, the construction of the old-age real estate operation model is very important. The construction of its operating model mainly has the following form: the concept of "ageing culture" Marketing model; industry chain extension model: old age service industry, old age real estate industry, old age medical care industry, old

age supplies industry, old age tourism, old age entertainment culture industry, old age consulting service industry, old age financial investment industry; rent, sale, anti-mortgage Combination check-in mode.

The diversification can and should be further increased by investing part of the funded scheme internationally. Full international investment, however, is an interesting but only theoretical benchmark since many conditions to make it optimal do not hold in reality. Prefunding part of retirement income is also a means of coping with the political risk. No pension system is fully immune to political risk and thus political decisions, which negatively influence retirement income through contribution and benefit changes, taxation, or inflation. However, individualized and funded provisions create a strong political constituency against such changes, and international financial markets are a check against unsound economic policies.