

Learning Experiences through Managing Elderly Care Services from Community Care Depots in Taiwan

* Ruey-Fa LIN

Cooperative Economics, FengChia University, Taichung, Taiwan.

1. Introduction and Problems

Healthcare has become an increasingly prospective industry in the future within aging society. The elderly care policy partnered with the nonprofit social enterprises plays a success key to inventing and innovating caring technologies and management strategies in the past decade around the Taiwan. The lessons learned in community care depots integrated with healthcare services such medical, nursing, educational, social, living and others via case/care management. This study aimed to reveal a possible trend analysis and transformative strategy for organizational development and innovative services from technologies, management and implementation. Accompanied with the escalating growth of aged population, healthcare services are required and needed for better lifestyle and quality of life. The best practice business model is further strongly recommended to boost a suitable and hostility service for the human elderly life. Innovative processes improvement plan is needed.

2. Social Enterprising Healthcare Services in Community Care Depots

An indigenously developed public policy has been developed from community care and molded into social-enterprise/community-industry framework for delivering aged concerns around Taiwan. Being characterized by 1 CSR (corporate social responsibility) spectrum, 2 bottom-lines (social, and economic as well as ecological), 3 commodities (e.g., products, services, and ideas), 4 sustainability (governance, management, finance, and innovation), and 5 accountability (balanced, opened, transparent, close-related, and due diligent), care depots as social enterprise are borrowed to deliver elderly care services for satisfying aged customers' needs. The best practice business models are successively dedicated to improving and elaborating the quality of services and lifestyle thereafter. Innovation plays the critical key to fulfill the social and social performance. Those delivered services are composed of call-out concerns, public visitation, meals-on-wheels, and health promotion. Six other annual assessment criteria are also included for analysis. Further to the healthy for all community movement since the end of last century, some advanced and extended concerns are put together readily to strengthen healthcare services into the long-term social care system for the aged and ageing population.

3. Research Methodology and Analysis

Some empirical annual assessment data from local authority were employed to discover the empowering mechanism in different social enterprise patterns. A series of quasi-longitudinal studies were conducted with cluster, MANOVA (multivariate analysis of variance), and DEA (data envelopment analysis) to filter, build up and transfer the successful experiences from benchmarking organizations. Surveyed population was collected and analyzed from Metropolitan Taichung City with SPSS and DEA packages.

4. Results and Discussions

Five out of seven in nine targeted benchmarks were found as possibly the best business models amongst all 147 community care depots. They are commonly featured with high financial and social performance, cohesive volunteerism, available social resources and network, helpful case/care management, sustainable innovation, and transparent accountability. Further to clustering categories and grouping comparisons, DEA finally selects the best practice depots as business models for modeling and improving corporate social and financial performance simultaneously as a whole perspective in services delivery.

5. Suggestions and Recommendations

The promising and long-ranged progressively elaborated improvement plans will be discussed for the sustainability and accountability of social enterprises employed to keep the core value as branding services as a whole within civil societies. The following invention, innovation, implementation, and improvement of community care depots as social enterprise and community industry shall be developed to obtain the visions and missions within a civil society. Methodologically speaking, the coming SWOT analysis and its following SMARTER strategies can vehicle a better performance necessarily and successively.

