

Research on the Influence of Integrated Medical-Care Management on old Age Retirees Selection Intention in Deyang City

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Abstract: Deyang city retirees face challenges in planning for medical and nursing integrated management, as evidenced by trends toward a decision for such service. Medical institutions could foster innovative models for retiree selection intention for their needs. This study examines the influencing factors under the medical and nursing integrated management of subjective norm, behavioral attitude, and perceptual behavior control to retirees' selection intention. Evidence suggests essential personal and social consequences associated with inadequate retirement planning for retirees with the proper decision-making. The three research objectives are; to analyze the influence mechanism of the management mode of integrated medical and nursing care on the willingness of retirees in Deyang, to explore the influencing factors of the medical-care management on retirees, and to make a proposal on medical-care management for improving old age retirees selection decision.

Keywords: Integrated Medical-Care Management; Old Age Retiree; Selection Intention

1. Introduction

Data from the National Bureau of Statistics and the Office of the Leading Group for the Seventh National Census of the State Council show that my country's population maintains a low-speed growth trend, and the degree of population aging is further deepened. Currently, the proportion of my country's population over the age of 60 has exceeded the United Nations aging standard, reaching 18.7%, and the population over 65 has also exceeded the United Nations aging standard, reaching 13.5%. China is about to enter a profoundly aging society. The Central Committee of the Communist Party of China and the State Council issued the "Decision of the Central Committee of the Communist Party of China and the State Council on Optimizing the Fertility Policy and Promoting the Long-term Balanced Development of the Population," pointing out that it is expected that my country's population will enter a stage of moderate aging during the "14th" period, and will enter a location of severe aging around 2035. At this stage, it will profoundly impact the entire field of economic operation, all aspects of social construction, and many aspects of social culture, especially the development of the elderly care industry.

2. Theoretical Basis

2.1 Theoretical Significance and Value

In this paper, the theories and methods of planning behavior, approach motivation, etc., focus on the sampling area of retirees in the Deyang area to discuss and analyze the influence mechanism of medical and nursing integration management on the retirement choice willingness of retirees in Deyang area, which further enriches the corresponding theoretical content and can supplement the research literature on the desire of retirees in western my country to provide old-age care in institutions; secondly, it discusses the establishment of an old-age care model that conforms to the actual situation and tries to put forward feasible suggestions and countermeasures to build reasonable old-age care for remote western areas. The model provides a reference and has theoretical significance.

2.2 Practical meaning and value

Based on the literature analysis method, this paper summarizes and analyzes domestic and foreign researchers based on research literature, such as the influencing factors of pension choice willingness. Based on combining relevant theories, taking the Deyang City area as the research scope, the questionnaire survey method is used to conduct a questionnaire survey, and the corresponding information is collected. Based on the data, carry out reliability and validity analysis, demographic analysis, descriptive statistics, correlation analysis, and other research results, analyze the impact mechanism of medical and nursing integration management on retirement choice willingness of retirees in Deyang City, and then propose practical guidance. Reasonable suggestions on the desire to choose the elderly have practical significance for the future government to develop elderly services, formulate elderly support policies, develop high-quality elderly care institutions, and efficiently improve the quality of life of the elderly.

3. Understanding the Influence of Integrated Medical-Care Management on Old Age Retirees Selection Intention in Deyang City

3.1 Planned behavior theory

Si: et al. (2019)^[1] emphasized the direct influence of behavioral intentions on specific behaviors and that intention are directly affected by behavioral attitudes and subjective norms. Behavioral perspectives refer to the beliefs individuals hold to perform a particular action, whether positive or negative. The personal standard refers to the social pressure an individual perceives when deciding whether to make a specific choice or perform a particular behavior.

3.2 Approach motivation theory

Guan: et al. (2015)^[2] developed five aspects in the follow-up research. First, a complete motivation includes behavioral motivation and behavioral guidance. Motivation can be understood as guiding the organism's initial behavioral activation or the initiation of action in a general way, and behavioral advice can be understood as driving behavior in a precise manner; secondly, The intrinsic difference between approach motivation and avoidance motivation is a physiological or psychomotor concept in which positive stimuli and approach tendencies are intrinsically linked, and approach orientation will make the stimulus approach the organism; Positive stimulus movement implies two forms, one is to promote new positive situations, and the other is to maintain existing favorable conditions. Fourth, positive valence is conceptualized as a dimension close to the core evaluation of motivation, with different meanings in different contexts, such as adjective meanings such as beneficial, liked, or wanted.

4. The Conceptual Framework for the Research Study

4.1 Integrated medical-care management

Integrated health care is the systematic coordination of general and behavioral health care. The system combines mental health, substance abuse, and primary health care to create an effective way to care for those in need. Integrated health care plans are more commonly used in nursing roles, such as clinical nurse leaders responsible for developing patient care plans.

4.2 Old age retiree selection intention

To meet the caring needs of frail elderly persons, center-based day care centers/units for the elderly and home-based enhanced home and community care services and integrated home care services provide a range of care and support services.

5. The Influence of Integrated Medical-Care Management on Old Age Retirees Selection Intention in Deyang City

Chen. et al. (2020)^[3] explored the management mode of combining medical care and elderly care, providing a new solution to the current problem of "separation of medical care and elderly care" and realizing the optimal allocation of social resources. It will help solve the current pension problems and promote the realization of healthy aging in China. Through the research of this paper, we can

analyze the influence mechanism of the combination of medical and elderly care management on the willingness of retirees to choose pension in the Deyang area and put forward corresponding improvement suggestions to improve the desire of retirees to choose pension institutions in the combination of medical and elderly care management. The expected results analysis found that the influence of group consciousness and face consciousness on supervisory norms was positively correlated; the consequences of cognitive information, emotional beliefs, subjective norms, and perceived behavioral control on behavioral attitudes were positively correlated; personal will and external conditions had positive correlations on perceived behaviors. The influence of power is positively correlated, and subjective norms, behavioral attitudes, and perceived behavioral control impact retirees' willingness to choose medical care.

6. Conclusion

Influenced by China's traditional concept of raising children to prevent old age, retirees are more reluctant to accept institutional pensions. With the continuous deepening and improvement of institutional services for the elderly in my country, the constant improvement of institutional pension service models has further improved the mode of retirees accepting institutional pensions. Based on the development of the combination of medical care and elderly care in China, the analysis and research on the influencing factors of retirees' willingness to care for the elderly have continued to deepen. To achieve the sustainable development of medical and elderly care management institutions, it is necessary to focus on the control of retirees' willingness to choose and through the implementation of reasonable measures and methods to affect the subjective norms, behavioral attitudes, and perceived behavior control of retirees. It is also for this reason that it is necessary to deeply understand the importance of the research on the factors influencing the desire of retirees to choose old-age care by the combination of medical and elderly care management to promote the development of a variety of medical and elderly care management in China.

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