

₹ 200

ISSN - 2249-555X

Volume : 1 Issue : 6 March 2012



Journal for All Subjects

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Listed in International ISSN Directory, Paris.



ISSN - 2249-555X

Indian Journal of Applied Research

Journal for All Subjects

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Outsourcing of Geriatric Services

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ABSTRACT

Government and social security organizations in developed nations have a viable option to reduce the cost of institutionalization and prolonged medical care of the aged. This can be affected by outsourcing these functions from regions where the required skills are adequate in terms of quality and number, but costs are a fraction of those in developed countries. Outsourcing is eminently feasible, especially in institutional care, where the aged could be moved to live in such countries, probably with more agreeable, warmer climates. Large Colonies where such geriatric care is provided to people of the same nationality or speaking the same language can be created, so that the aged can enjoy a social life in a familiar cultural environment while receiving the medical/geriatric services of the highest standard available in their countries or even better, at an affordable cost for their social security organizations and government.

Keywords : Geriatrics, Gerontology, Commodification, Latrikos', Outsourcing

Introduction

About 7.6% of the world's population is above sixty years of age. In many developing countries, the systems are inadequate to promote, support and protect health and social well-being of the elderly partly due to, lack of human and financial resources. The elderly find themselves exposed to the harsh realities of globalization, changes in cultural values and beliefs, high disease burden from chronic non-communicable diseases and weak family and social welfare system.

The advancement of science and medicine has enabled the society to achieve improvement in industrialization, urbanization and modernization and also longevity. The increase in life expectancy, decreased birth rate and death rate has resulted in increased proportion of the aged people. In the modern hi-tech society, wherever the moral and ethical values lagging, senior citizens are considered as waste. The changes in social structure from joint family to nuclear family may leave the elderly people with no meaningful social roles within the family and the community. The human and spiritual values like mutual love, respect kindness sympathy, passion, understanding, humility, non-violence and considering each person in each phase of his life as equal, a worthy human being and divine soul are most declining.

The cost of providing institutional/medical care to the aged is increasingly becoming a challenge to the developed world. On the one hand Government is hard pressed to find funds to support the growing number of senior citizens. Social security organizations have to source finance from a relatively shrinking number of working adults for medical and institutional care needed by the retired dependent elders. This problem is complexed by the high cost of medical services and institutionalization that continue in the man power intensive service sector. On the other, citizens expect and demand an increasingly large set of expensive medical interventions which were affordable, a few years ago, only to the wealthy. Despite the cost of these falling with time new set of more expensive treatments and surgical procedures are constantly coming in further raising the expectations of the common citizen and concerns of society about equity and the denial of unaffordable treatment to deserving people.

Government and social security organizations in developed nations have a viable option to reduce the cost of institu-

tionalization and prolonged medical care of the aged. This can be affected by outsourcing these functions from regions where the required skills are adequate in terms of quality and number, but costs are a fraction of those in developed countries. Outsourcing is eminently feasible, especially in institutional care, where the aged could be moved to live in such countries, probably with more agreeable, warmer climates. Large Colonies where such geriatric care is provided to people of the same nationality or speaking the same language can be created, so that the aged can enjoy a social life in a familiar cultural environment while receiving the medical/geriatric services of the highest standard available in their countries or even better, at an affordable cost for their social security organizations and government.

The developing countries, often tropical areas with climate better suited for senior citizens can, in turn, benefit in terms of realizing the substantial employment potential that exists in providing institutional services to the aged. As a greater proportion of employment could be expected for women in this sector, this could also mitigate the gender inequalities that exist in many developing countries for employment. The growing income for women can be expected to be better utilized for fulfilling their family needs, especially the educational and health care needs of their children, leading to less child labour and wholesome social and economic development. This will reduce the financial burden and assist the governments in the developing world to bring about their societies, equity development and domestic peace.

LITERATURE REVIEW:

The term gerontology- the scientific study of aging – has been derived from Greek words "Geronto – Geron" meaning old man and Logy meaning science. The science of gerontology is concerned with situations and changes inherit in increment of time, with particular reference to post malnutrition stages. It is also concerned with the changes that occur between attainment of maturity and death of the individual. It is related to the problems of the aged male and female in a social group. 'Geriatrics' is also a combination of the Greek words namely Geron which means old man 'Latrikos' which means retirement.

Geriatrics and Gerontology are relatively new terms. The terms denote a multidisciplinary study of aging and all its re-

lated aspects from various angles, biological, psychological, social and economic and others. Tenderness towards old age existed already in the primeval consciousness in our people (Desai K.G, 1982)

Ageing is a universal natural phenomenon. Ageing of the population occurs when there is an increase in proportion of old persons increase in the population as aged when the proportion of persons above the age of 64 in the population exceeds seven percent with the rate of growth of ageing population exceeding general, world is heading for, what can be called as "Graying of Nations" (Sankaran K. 2008)

Graying of population was the most significant characteristics of the twentieth century, and quite often the first quarter of the twenty first century is called as "the age of ageing" (Journal of Social Change 1999)

The rapid decline in fertility and lowering of the mortality rates in recent years have led to a dramatic rise in the number and proportion of the elderly in the population of developed and developing countries. In some developed countries fifteen percent or more of the population is already 65 and above while 3.4% are aged 80 above. Though the percentage of the elderly in the population in developing countries is substantially lower than in developed countries, the absolute numbers of old people worldwide are considerable. Almost hundred million people are being added to the world population every year, mostly in the developing world, eroding the gains of progress, causing irreparable environmental damage and putting unbearable pressure on families. At the same time, with increasing expectancy of life, the global population is ageing rapidly and according to the projected figures, the world will be inhabited by 1.2 billion people above sixty years of age by 2020 and 71% of those are likely to be in the world. Until the early 1980's developing countries perceived that population ageing was an issue that concerned developed countries also. The world's older population from 500 million people in 1990 is projected to reach almost 1.5 billion in 2050. In 1988 there were an estimated 159 million persons aged 65 and above in developing countries and over sixty percent of the monthly global net increase in older persons was in the developing countries. The major growth of older population in developing countries will be particularly in Asia. According to UN forecasts elderly population is going to increase more rapidly in Latin America and South East Asia between 1990 to 2025, the percentage of the population aged 65 and above is expected to increase just over twenty percent in Europe and North America and to double from five to ten percent in Asia, Latin America and Caribbean. Three of the four countries projected to have the largest number of old people in the year are China, India and Indonesia (J.S. Siegel and S.L. Hoover 2000)

In our modern world most people are in the habit of collecting old/antiques and keeping them as prestigious/status symbol. But the old are not given that importance since the old are considered as liability or burden. They are not at all recognized as experienced and learned which affect the social value. Now-a-days development in science and technology has increased life expectancy and number of old age.

Need for outsourcing

The changed social system and the increase in life expectancy led to increase the problems of old age. It is conceivable that the problems that people are required to face may be more severe than the ones they faced when they were young or in middle ages. The changing social systems on the one hand and the artificially enhanced life span on the other triggered multiple problems of the older persons. The young with their achieved status consider themselves as "fittest survivals" leaving the old for struggle for survivalness. (Vijaya kumar & 2001)

Ageing is the problem of almost every family involving strains of earning and stresses of intergenerational interactions. It is

everybody's problem as everyone is bound to age and experience the impact. Plans to support the elderly are generally inadequate. Many thousands of them are still rejected by the society and their final years are grim and cheerless. Therefore the present and expected increase in the ratio of senior citizens in future, call for greater attention to the financial, physical, sociological adjustment problems that specific to the elderly (Hasan suryid zaface 1975)

In the pre-industrial Indian society, most of the people used to remain financially independent throughout their life. They retained ownership of land holdings and other occupational establishments and participated in productive activities according to their fitness. In the process of ageing, individuals grow old and their physical and mental strength gradually decrease. Consequently they may not be able to perform certain roles and work, which they performed earlier. Such an inability decreases their cashing capacity and eventually they are forced to depend upon others.

As one grows old, control over the finance of the family slips from him and individuals who are required to retrieve and deprived of their main source of living have to face these problems. There are number of old people who have no pension benefits and their income is not sufficient to meet their basic needs. Their opportunities are very limited to earn.

The most important and serious problem among the old is that of health. Even when one is not suffering from any diseases, one experiences a gradual decline in physical strength with the growing age. Disabilities of both physical and mental types are additional problems to many old persons. The National policy for older persons recognizes that with advancing age; old persons have to cope with health and associated problems. Some of which may be chronic, of a multiple nature, requiring constant attention and carry the risk of disability and consequent loss of autonomy [Help age Indian Research and Development Journal, Vol. Jan 2002 No.1 p. 12]

Any illness may occur at any age. But certain disorders increase in frequency after the peak of maturity. These disorders, while not limited to senescence, are never the less characteristically geriatric (Desai K.N). Moreover, the aged respond to habits rather than adjust habits to environment. They live by habits. They are not ready to change their habits. These cause many health related problem.

Old age is the terminal stage of one's life cycle, which is accompanied by decreasing energy and body resources and with infirmities.

With the advancement of medical science people live longer than ever before. With the longer life span, expenses to care the elderly also rise and hence elderly care in many of the countries are to be outsourced.

The administration of elderly care has changed dramatically in most of the countries in recent years. Previously care was provided within households/ families, it is now a public activity subsidized by all developed countries. This development has led to marketization of intimacy and commodification of care has become a universal citizen's right, with the government's being responsible for operating the elderly care sector, and services offered include housing and care facilities for the elderly, as well as personal and practical assistance in the form of care. The Govt. became obliged to contract out the provision of geriatric services as desired by individuals.

Outsourcing is an agreement extended between a Government and a third party for the ongoing management and the improvement of activities related to a part or to the whole of a function in the society.

Outsourcing is rapidly becoming a management tool used by companies, Government for redefining and reenergizing processes within the country.

Outsourcing is the transfer of control over a service that distinguishes from other customer/supplier relationships.

Outsourcing also allows mountains of interest legacies of government systems to be by-passed.

Outsourcing is one of the greatest organizational and industry structure shifts of the century. (Micheal I. Corbell)

Outsourcing helps to reduce overall infrastructure management costs by centralizing various services through standardization.

Task Ahead

- The government must discuss with various NGO's, Serv-

ice Organizations to gain insight about their feelings. Allow them to have input with regard to what outsource avenues will be explored.

- Obtain recommendation from various elderly care organizations and get their willingness to work with senior citizens or elderly people.
- List out the way of caring loved ones, how they handle, medications, medical emergencies and other issues.
- Sign contracts with the facility they choose
- Make arrangements with clients to stay in the area as long as possible to be able to visit daily, then less frequently as the clients loved one adjust to the new surroundings and staff members.
- Visit frequently by the clients to check the care the elderly people receive

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