

The Role of Care Homes in Society

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CURAVIVA Switzerland

- **Sep 2017: CURAVIVA president Ignazio Cassis elected Federal Council**
- **National employer's association** for the sector of care homes, homes for the handicapped and children's homes.
- **Active** on a professional and lobbyist level, delivers services (e.g. consultancy, tools), training and education and further training (e.g. 3 professional schools)
- **Members** are 26 cantonal organizations representing over 2'600 care homes and social institutions.
- **People:** 120'000 clients/customers, workforce: 130'000, CURAVIVA staff: 100.

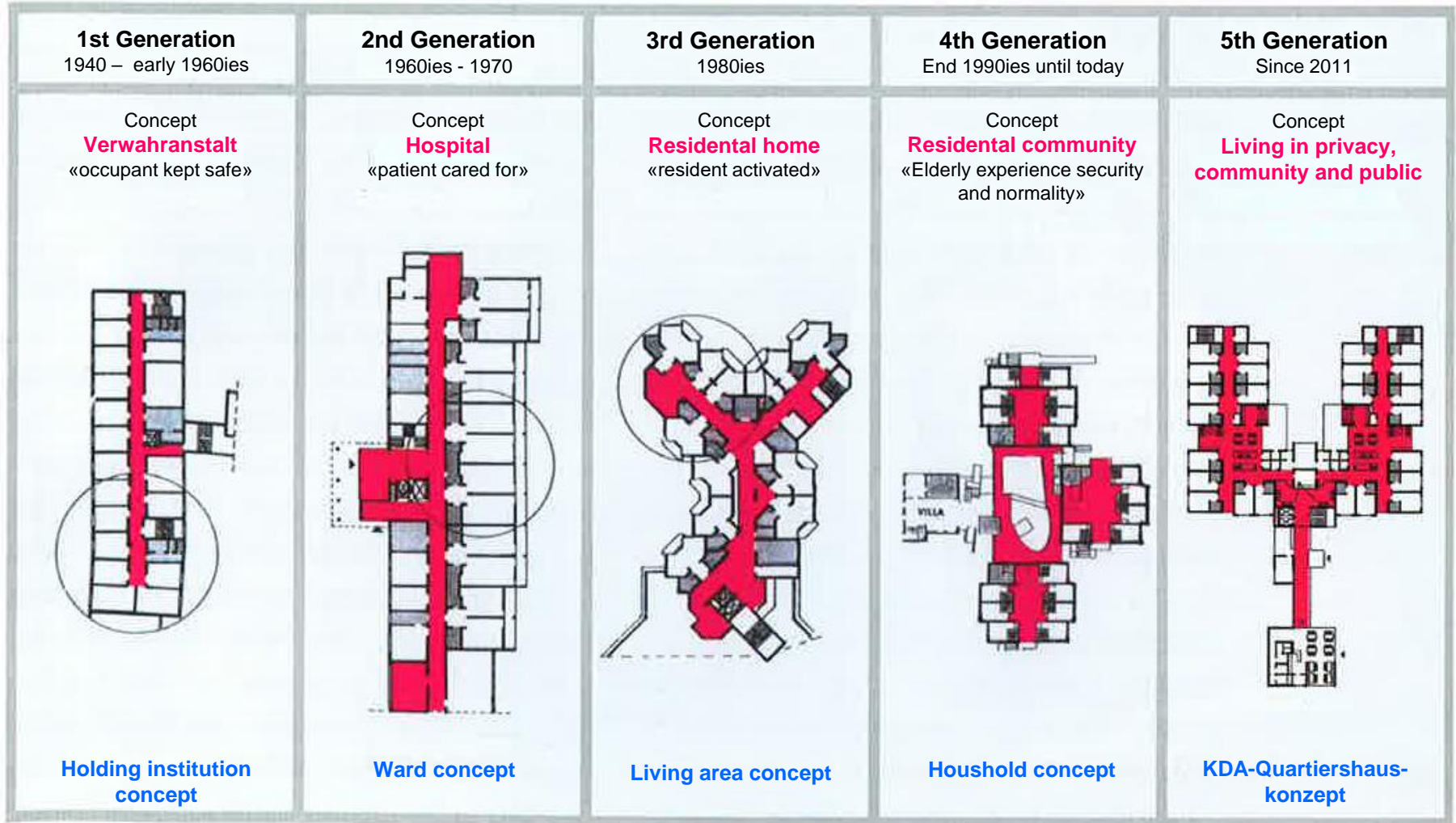
The Role of Care Homes in Society?



The Role of Care Homes in Society (roles)

- Role theory states that actors have many different roles.
- Within their roles actors behave in a predictable way.
- To each role a set of rights, duties, expectations and norms is assigned that the actor has to face and fulfill.
 - cultural roles - given by culture and mostly stable
 - socio-economic roles – set up by political, socio-economic system
 - situation-specific roles - develop ad hoc in a given situation
 - self-assigned roles - actors adopt for themselves

The Role of Care Homes in Society (cultural role)



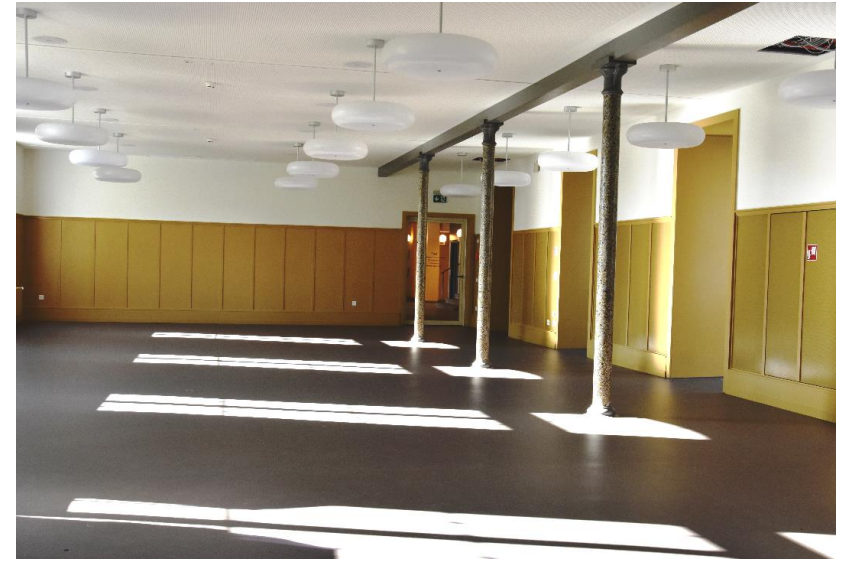
The Role of Care Homes in Society (cultural role)



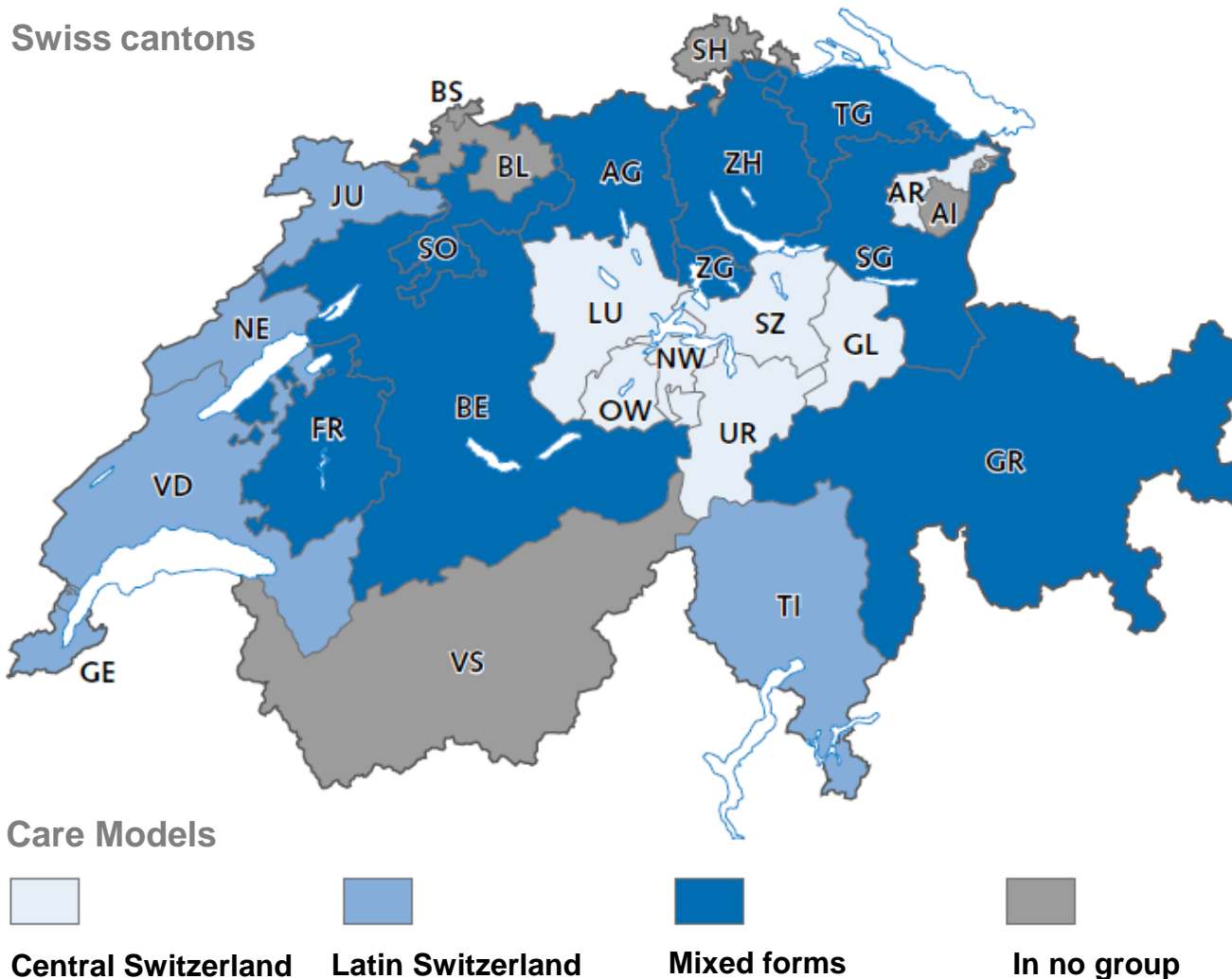
The Role of Care Homes in Society (cultural role)

Kühlewil - from «total institution» to care home

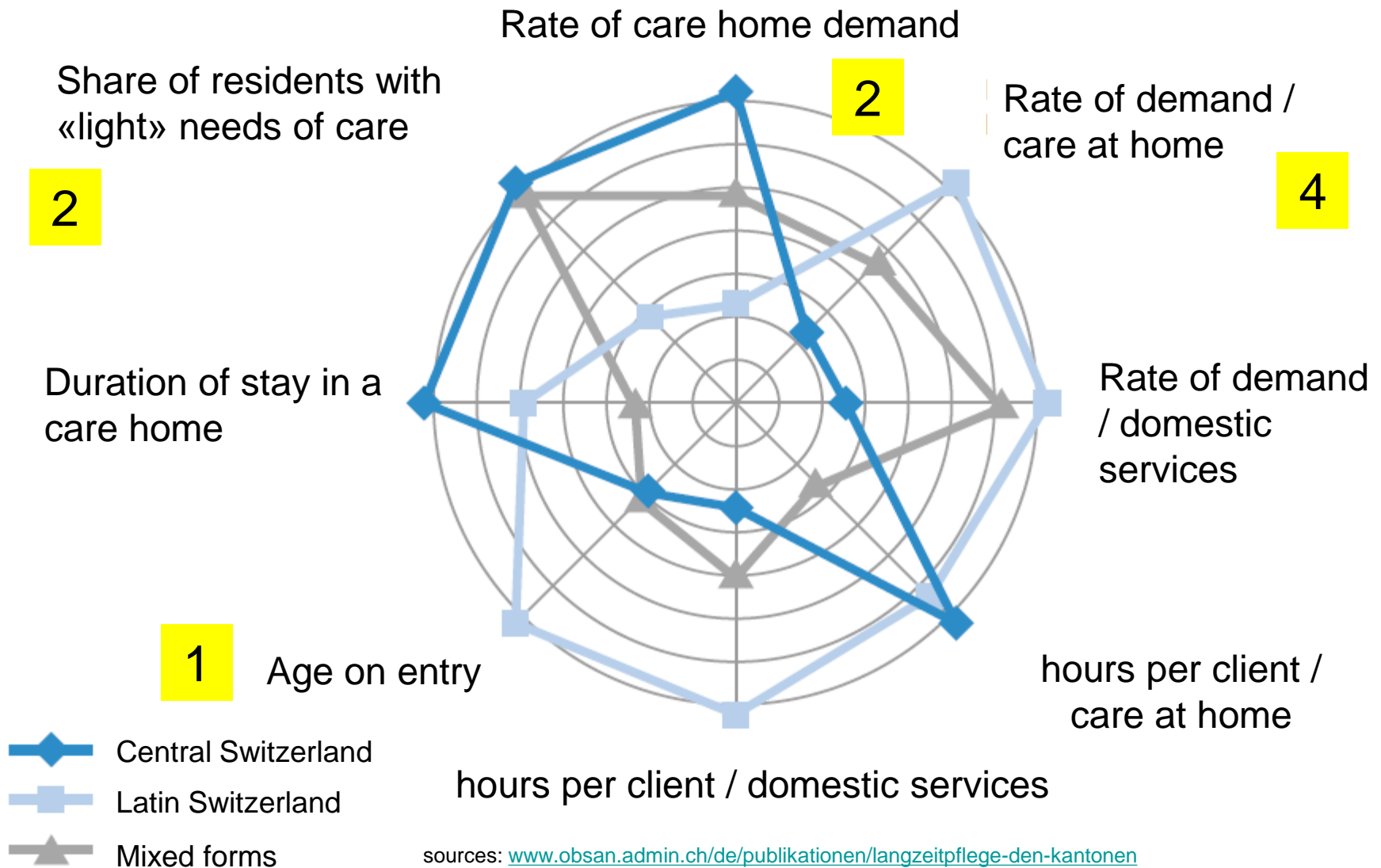




The Role of Care Homes in Society (cultural role)



The Role of Care Homes in Society (cultural role)



The Role of Care Homes in Society (cultural role)

- How is the «cultural role» of care homes changing in society?
- What is shaping society's view regarding age, aging, end of life ... care homes?
- Will fundamental values (e.g. solidarity, equality, equity) change in an aging society?
- The impact of mega-trends lasting up to 30 years:
 - individualization
 - urbanization
 - connectivity
 - health
 - gender shift
 - mobility
 - security

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Die einzelnen Stationen einer Megatrend-Linie wiederum verdeutlichen die unterschiedlichen Dimensionen, Facetten und Trendaspekte. Sie bilden die Vielschichtigkeit eines Megatrends und die diversen Einflussfaktoren ab, die im Umfeld eines Megatrends wirken.



Das entscheidende Merkmal von Megatrends ist aber weniger ihre Dauer, sondern ihr „Impact“. Sie verändern nicht nur einzelne Segmente oder Bereiche des sozialen Lebens oder der Wirtschaft. Sie formen ganze Gesellschaften um.

- | | | |
|---|---|--|
|  INDIVIDUALISIERUNG |  NEW WORK |  GLOBALISIERUNG |
|  FEMALE SHIFT |  GESUNDHEIT |  URBANISIERUNG |
|  SILVER SOCIETY |  NEO-ÖKOLOGIE |  MOBILITÄT |
|  NEUES LERNEN |  KONNEKTIVITÄT | |

The Role of Care Homes in Society (cultural role)

- **Technology trends -> consumer trends -> product trends**
 - human enhancement
 - personalized medicine
 - ambient assisted living / self-tracking
 - remote care / remote drug delivery
- **Socio-cultural trends -> consumer trends -> product trends**
 - active and healthy aging / life-style
 - health promotion and prevention / preventive healthcare
 - senior targeting
 - new work -> modern workstyle

The Role of Care Homes in Society (cultural role)

A cultural role of care homes: «The last option» to avoid by all means?

- In Switzerland, an increasing majority of the Swiss population does not want to live at high age in a care home at all.
- Only 8% wish to die one day in a care home. People want to die at home.
- But the majority of people at high age die in hospitals or in care homes.
- Care homes are not considered as a «good home» for the elderly and support for their families

The Role of Care Homes in Society (socio-economic role)



The Role of Care Homes in Society (socio-economic role)

Demographic drivers of health care and LTC expenditure

- Evidence suggests that population ageing accounts for only a minor share of the increase in government health expenditure per capita in EU countries over the last decades.

Non-demographic drivers of health care and LTC expenditure

- Evidence shows that non-demographic factors, such as income, prices, patients' expectations and technology, are the key drivers of health care expenditure.

The Role of Care Homes in Society (socio-economic role)

- **General trend:** shift from public to private supply and payment.
- **Care home market** varies extremely at national, regional and local level.
- **Three types** at the national level:
 - Licensed: Operators required to gain approval from local authorities before they build, open or operate a new care home (e.g. Belgium, France, Italy).
 - Free market: Operators allowed to develop care homes largely without interference from local / national governments. However, some restrictions are usually put in place (e.g. Germany, Spain, UK).
 - Outsourced: Local authorities outsource operational responsibility to private companies, which hold contracts typically from 3-10 years (e.g. Finland, Norway, Sweden).

The Role of Care Homes in Society (socio-economic role)

- **Expansion.** European care home market is undergoing a period of expansion, largely driven by the private sector.
- **Declining role.** While public and not-for-profit facilities continue to dominate some European markets (e.g. France, Sweden, Switzerland), their role has diminished in recent years.
- **Lack of resources.** With most European countries facing budgetary constraints, the public and not-for-profit sectors do not have the necessary capital to repair current facilities, let alone expand to meet present and future demand.

The Role of Care Homes in Society (socio-economic role)

Residential homes

Day & night
care facilities

House
communities

Rest homes

Generation
houses

Living at home /
domestic care

Apartment
communities

Care homes

Appartments with
services



The Role of Care Homes in Society (socio-economic role)

- **Service provider** publicly and / or privately financed.
- **Investor** in public and / or private infrastructure.
- **Creator** of employment and opportunities to participate in the labor market.
- **Driver** of more effective LTC systems.
- **Employer** offering small salaries and career opportunities.
- **Competitor** for increasingly scarce resources on local / national market.
- **Cost driver** ... not the non-demographic factors.
- **Limiter** of resources available for other policy areas.
- **Prohibitor** of more effective LTC systems.

The Role of Care Homes in Society (socio-economic role)

A new role : «controlled» vs. «voluntary» data generator?

- Bureaucracy trying to manage the complexity of LTC in an aging society.
- In Switzerland, care homes obliged by law have to transmit a great deal of data to state authorities and health insurers to measure their performance.
- Soon, they even have to transmit more data regarding quality of care.
 - Forced or voluntarily transparent?
 - State or voluntary free market solutions? Increasing variety of quality and best practice related initiatives and labels
 - Just self-branding or improving legitimacy?

The Role of Care Homes in Society (situation-specific role)



The Role of Care Homes in Society (situation-specific role)



Source: www.blick.ch/news/schweiz/altersheime-in-der-schweiz-die-brueder-manz-klagen-an-unsere-mutter-wurde-gefesselt-id6603388.html

The Role of Care Homes in Society (situation-specific role)

Exploiting the system because it set false incentives

- In Switzerland, a new system for financing LTC was introduced in 2011 differentiating between health and social care.
- Hence, health care required is measured on different care-levels by care-minutes per day covered by health insurances.
- The rest is covered by the cantons, municipalities and other social insurances.
- Care homes could maximize the minutes for health care in order to cover the cost for unpaid social care.
- In addition, they could either select or place people at higher care-levels.

The Role of Care Homes in Society (self-assigned role)



Source: Anchor (2015). [The future of retirement housing and care.](#)

The Role of Care Homes in Society (self-assigned role)

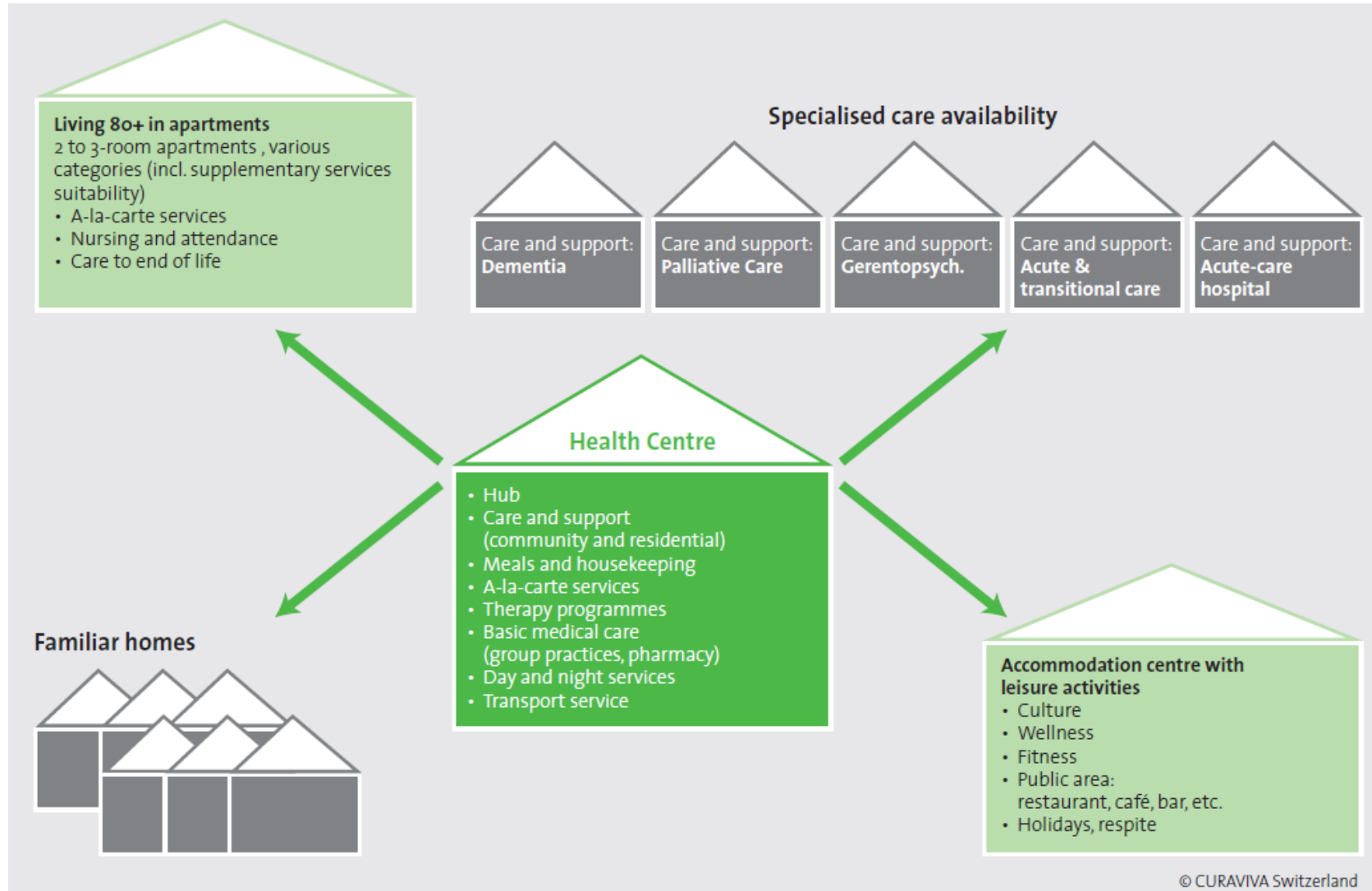


The Role of Care Homes in Society (future roles)

«2030 Residential and Care Model» of CURAVIVA Switzerland (May 2016)

- A forward-looking vision regarding future development of care for the elderly.
- Stakeholders and investors want to have a vision for their investments.
- Anticipate change: 5th generation of care for the elderly based on four pillars
 - Living in privacy
 - Life with one's customary standard of living
 - Living within a community
 - Living in public
- Care homes become decentralized and customer-oriented service providers.

CURAVIVA - 2030 Residential and Care Model



Markus Leser

Herausforderung Alter

Plädoyer für ein selbstbestimmtes
Leben

Kohlhammer

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Inhalt

- Gerontologische Zeitreise
- Gerontologische Analyse von Politik
und Gesellschaft
- Vision für ein selbstbestimmtes Leben

Zielpublikum

Führungs- und Fachpersonen, die sich
mit der Frage beschäftigen:

Woher kommen wir und wohin gehen wir
beim Thema »Alter und Altern«?