

November Preview on China Senior Housing and Care Insights

One segment of the senior care market will face more competition, although according to the national “9073” strategy, it may cover potentially 90% of the Chinese seniors. You know what I’ m talking about—yes—it’s in-home care service, which seems to have the lowest entry threshold in the senior care industry. We can see many brands have emerged in recent years, and there will be more. Therefore, it is necessary to take more time on the in-home care business model in this edition.

Also interesting thing is, thanks to the economic crises in many western countries, people tend to choose aging-in-place instead of moving to facilities. These countries may have introduced incentive policies and developed a full-fledged market and regulatory environment for decades, and their experiences are really worth learning.

In this edition, we invite our guest Paul Goldenberg, who has practiced in the US assisted living for 40 years, to tell about his journey in the senior care industry, in a series of stories from various angles. I like what he says, we may have different culture, regulation, or economic situation, but the story happens in every family is the same. Yes, emotion is universal. And, we are also happy to have my friend John Corcoron, who is a lawyer of RUSSELL KENNEDY PTY LTD, to introduce what happens in Australia in the in-home care segment with his colleagues.

◆ **Bright Future in In-home Care Service**

Written by Michael Qu

In this Article we will see the current status and the future of China’s in-home care service business, hoping to find where opportunity lies to...

Aging-in-place is a global retirement living trend

Long ways to go in establishing a systematic regulatory environment

The government is to more suitably position itself

Urging for Long Term Care Insurance

A hybrid of senior care and medical treatment is under exploring

To tackle the workforce scarcity

Technology bringing about the breakthrough

Conclusion

◆ Home Care in Australia

Article prepared by Russell Kennedy Principal John Corcoran and Solicitor Jessica Kinnear.

The Australian Government has done much to encourage home-based care in the last 20 years. The recent Aged Care Reform Package represents a further move towards home care that is consumer directed. However, with that comes new challenges for aged care providers.

◆ The Long Term Care Dilemma

Written by Paul Goldenberg

◆ The Legal Framework on Commercial Franchise of In-home Care Business

Written by Michael Qu

Franchise offers a low cost and rapid growth model that provides easy access to the expanding consumer market and second and third-tier cities. Further, franchising enables faster brand recognition, drawing in consumers that see large brand name chains as being more reliable.....especially in the in-home care service sector, many investors see huge potential opportunities in applying the franchise model, while some have already moved on.

To conclude a little bit on some of the most concerned questions from investors in the franchise regulatory environment, the author will, in this article, introduce the legal system in China on commercial franchise, what are the solutions for in-home care service providers and what they should be aware of in the course of franchise business.

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