

**The First National Service Quality
Standard Issued**

首个养老机构 服务质量国家 标准颁布

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2018 年伊始，我国发布了国家标准《养老机构服务质量基本规范》（GB/T35796-2017，以下简称《基本规范》），《基本规范》规定了养老机构服务的基本服务项目、服务质量基本要求、管理要求等内容，是养老机构服务质量管理首个国家标准。对养老机构的经营者来讲，基本规范的颁布意义重大，不妨让我们来看一下。

At the very beginning of 2018, China issued the first-of-its-kind national standard regarding the service standard of nursing homes, i.e. Basic Specification of Service Quality for Senior Care Organization (GB/T35796-2017, hereinafter referred to as the “Basic Specification”), which covers the areas of basic service items, basic requirement for service quality, management requirement, etc. The impact of the issuance of the Basic Specification is significant to the operation of nursing homes. Let’s take a look.



是否必须遵守？

Should we observe the Basic Specification?

虽然从基本规范的属性看，它是一项推荐性（非强制）标准，但我们仍建议各类养老机构最大程度地参照并遵守该规范中的要求，将其作为养老机构内服务质量管理的准绳，主要是因为：

The nature of the Basic Specification only indicates it is a recommended standard rather than a compulsory one. However, we still recommend all nursing homes to take reference and observe, to the best extent, the content of the Basic Specification and treat it as a guideline in the operational management of service quality in that:

1. 基本规范是在国家各部委自2017年开始实施养老机构服务质量建设专项行动的大背景下颁布，全国范围内将以此规范的要求陆续对养老机构服务质量进行检查和整治工作，各地对养老机构的年检、等级评定等各项工作都可能以基本规范为审核标准。

The Basic Specification is introduced under the context that multiple state bureaus have launched special actions as of 2017 aiming to improve the service quality of nursing homes, which will be continued and enhanced over the years. It is expected that the Basic Specification will be served as a basic measure to examine and rectify service quality of nursing homes by various local authorities, and as a result may influence routine works such as annual inspection and accreditation of nursing homes.

2. 从基本规范的内容看，其中很多就是引用了源自规范性文件（例如消防、设计）等方面的强制性标准，因此，从养老机构经营的合规性角度考量，适用基本规范其实是比较安全的做法。

A significant part of the Basic Specification is derived from the statutory standard in various regulations in the aspects of e.g. fire protection, architectural design, etc. Therefore, to play safe, nursing homes should observe the Basic Specification from compliance perspective.

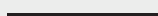
3. 最大限度地遵守相关服务标准和管理要求，是养老机构重视管理和加强风险防范的有力保障，在发生意外的责任事故时，也会成为衡量养老机构是否存在过失及如何承担法律责任的一项考虑因素。例如，针对内设医疗机构的养老机构，基本规范要求做到：观察老年人生命体征、病情变化、体重变化；开展医疗巡视，发现老年人出现病情变化，做出相应处理；对老年人常见慢性病进行监测及健康指导等。在鼓励医养结合、为入住老人提供更多可及医疗资源的同时，基本规范实际上也给这类机构提出了更高的管理要求。

To observe the relevant service standard and management requirement to the greatest extent is a safeguard of mitigating risks in the course of the operation and management of a nursing home. In the event of an accident, it may also be considered as one of the factors in determining whether the operator has any negligence and shall be held liable. For example, for a nursing home with an internal medical institution, it is required as per the Basic Specification that operator shall observe the life symptom, evolvement of diseases and change to body weight of resident, conduct round visit in the nursing home in order to perceive and react as soon as health condition of seniors starts to change; and provide routine monitoring and health guidance to chronic diseases, etc. This as a result requires higher level of management skillset for those facilities with more medical reaches and capacity in the context that the government encourages integration of medical and senior care.



从何做起

Where to start



纵观基本规范的内容，共有 112 条，对养老机构服务质量提出共计 106 条要求，主要包括基本要求、服务项目与质量要求、管理要求、服务评价与改进等内容，但用语大多比较简要概括，机构如要直接拿来作为运营管理的守则，存在一定的难度，因此我们建议从以下几方面入手：

Generally, the Basic Specification is comprised of 112 clauses which specifies requirement on service quality in 106 items, including basic requirement, service items and quality requirement, management requirement, service review and improvement, among others. In practice, it is hard to implement the Basic Specification directly as the contents therein are very general and basic without detailed operational rules. In light of this, we recommend nursing home operators to start from below steps:

1. 先解决从无到有的质量管理要求。建议养老机构管理者先全面审核基本规范中关于服务要求、服务管理、人力资源管理、基础设施管理、安全管理等各方面的要求，如发现机构存在尚未满足基本规范要求的方面，应及时做好改进。例如，基本规范在安全管理方面，要求养老机构建立健全各项安全管理制度，包括：安全责任制度、安全操作规范、安全检查制度、事故处理与报告制度、突发事件应急预案、考核与奖励制度等。毋庸置疑，这些制度的形成都不是一蹴而就的。

First of all—fill in the blanks where internal rules and procedures are in absence. Starting from going through the Basic Specification, from service requirement and management to management of human resource, infrastructure and safety, operators shall supplement to areas that used to be neglected. For example, in the aspect of safety management, nursing homes are required to establish and improve all safety management mechanism, including safety responsibility system, safety occupation protocols, inspection system, handling and reporting system, response plan for emergencies, test and reward system, etc. Needless to say, none of such mechanism can be built up in one day.

2. 更新已有的机构管理制度。据我们观察，基本规范的大部分内容对已在正常运营的大多数养老机构而言并非新鲜事物，但仍不排除有些机构还在适用旧的地方标准或者是从国外移植而来的标准，尚未来得及本土化。因此有必要引起足够的重视，将现有的管理制度、流程、各项 SOP 与基本规范进行比对，如有冲突，需考虑如何与基本规范的要求同步；如有进一步细化，需把握是否与基本规范的原则以及其他法律法规、规章制度的要求不冲突。

Update current management system of nursing home in operating. To our observation, majority of the Basic Specification is not new to most of the operators who have run the business for years; however, it will not shy away the importance of the Basic Specification as there are quite many of them have not had a chance to update their current standard or localize an advanced standard that is translated from abroad. The approach is to look into the difference between the Basic Specification and their current applicable management rules, procedures or SOPs. Where conflicts are found, it is advisable to adopt the Basic Specification in lieu of current ones; where the Basic Specification leaves plenty of room

for operators to elaborate, do make sure detailed measures will not be in conflict with the principle of the Basic Specification or other laws and regulations.

3. 适时开展内部培训。任何企业管理制度的建立都离不开自上而下的贯彻实施，因此养老机构有必要在经过自查、改进后，对其内部实施的质量管理流程和规范进行员工内部培训，将风险控制落到实处。并且，基本规范本身也要求机构建立定期的服务评价和改进机制，因此我们建议机构站在长期、动态的角度落实基本规范的各项要求。

Organize internal training as soon as possible. No management system of business is built along without a top-to-bottom execution, and therefore, it is necessary for a nursing home to provide internal trainings for its employee after self-examination and rectification to the internal quality standard and procedures are finished. In the meantime, the Basic Specification requires operators to review and improve internal protocols on a routine manner, so it is better to treat the execution of the Basic Specification as a long-term and dynamic journey.

需要指出的是，由于基本规范刚刚颁布，各地在实施和解释该规范时，可能出现不同的理解，在因地制宜落实到具体养老机构项目时也可能出现不同程度的偏差。因此，经营者应考虑在必要时征询当地政府部门或法律顾问的意见，尽早做好质量管理风险防范工作。

It is worth noticing that while the Basic Specification has just been enacted and it is inevitable that different local authorities might enforce or interpret it differently, or deviation may arise to senior care projects on a case-by-case basis. As such, operators may consider to consult with local authorities or their legal counsel when necessary and get ready for the risk management task in the respect of service quality.

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