

Japanese care for the elderly in foreign countries

+++What's the key point, now!!+++

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www.riei.co.jp

Katsuyuki Tanaka, Executive Officer, RIEI Co.,Ltd.

Dear All members,

Thank you very much for this opportunity to introduce our development in Asian countries.

My presentation is about what is the **Japanese** care for the elderly from the point of view of our challenges in foreign countries.

We hope you could imagine our contribution to the elderly in each country in near future.

Structure of presentation

Company profile + Overseas activity

Learning in foreign countries

Marketing

Localization

Care services

Dementia

Training

Others

Manga

Points

Management

Company profile

Company profile

- RIEI Co., Ltd
- Established in 1980 to start facility management
- A company dormitory, cafeteria and recreational facility
- Operates more than 420 facilities



Company profile

- Care services for elderly from 2000
- 43 facilities in Japan
- About 600 residents and more than 3,000 day-care personnel in Japan



Company profile

- About 1,500 staff members, 120 nurses, 46 specialists(physical therapy etc.)
- Chinese, Korean, Filipino, Myanmarese and other nationalities staff management
- Training about 800 certified helpers in Japan

Overseas

- 2003, Thailand, Visiting care
- 2012, Beijing, Nursing care, #10
- 2013, Shanghai, Nursing care, #238
- 2015, ???



Staff in Thailand



Dinner at Shanghai

Overseas

RIEI Care Network in Asia



Learning in foreign countries

Marketing

-Internet

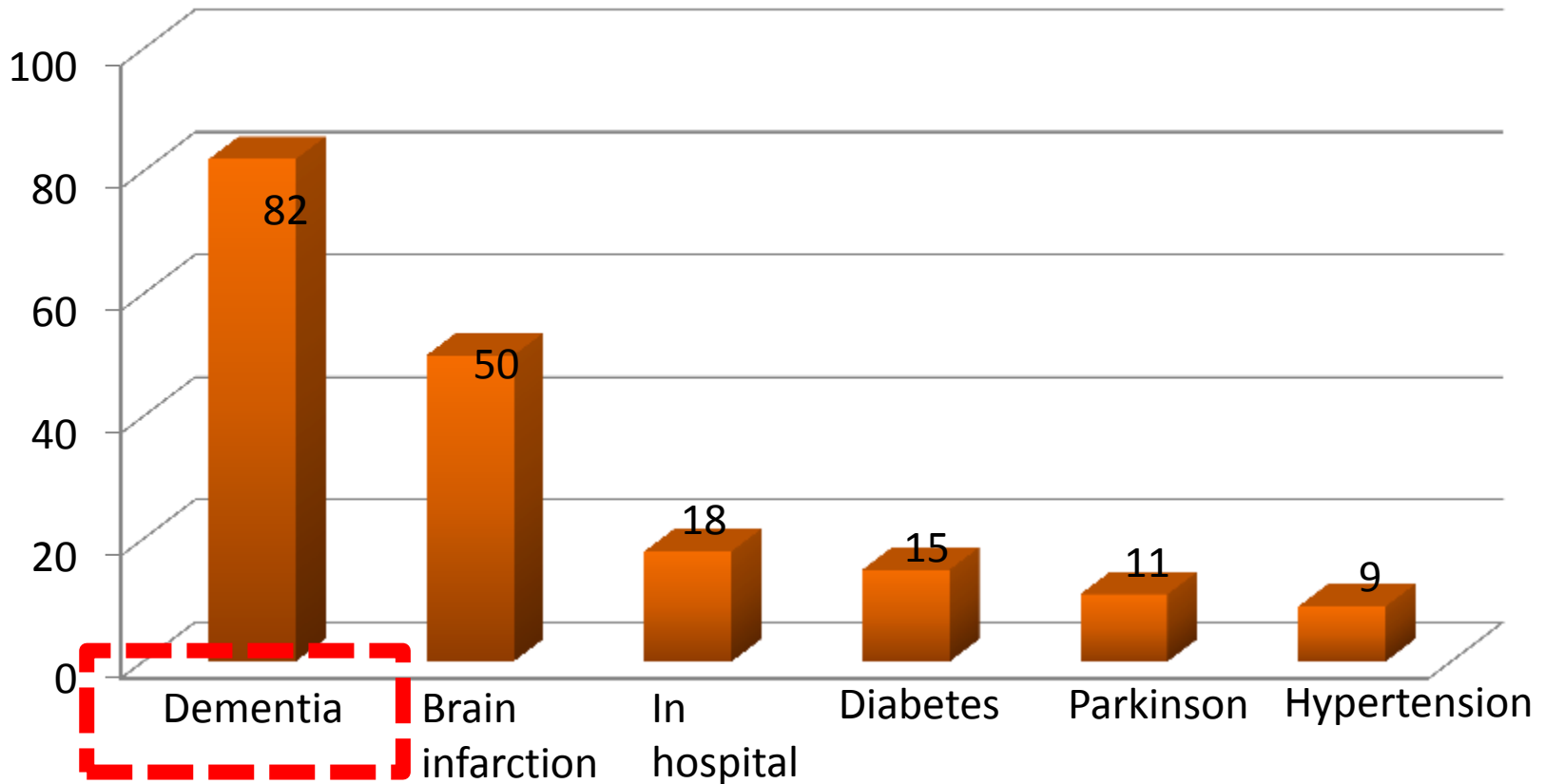
*Our research shows that more than 70% of prospective customers use the Internet to search for information.

Internet is important. But a care manager focused on each area is more important function under public long term-care in Japan.

Marketing

-Inquiry @Shanghai

N=185



In Japan, Dementia is problem, too. But there are other diseases with serious conditions as well

Marketing

- Net research @Malaysia (N=461)
About 20% over 65 is Dementia
- Net research @Singapore(N=197)
About 20% over 65 is Dementia

*Sep.2014

In Japan, about 15% is Dementia.

Care services

J Care

- Special care for dementia and serious condition
- Cleanliness
- Sanitation
- Machineries



blog.sina.com.cn/

Compared to Japan, the quality of each equipment is the same, but total level of facility is different in foreign countries. The Point is integrity.

Care services



J Care

-Request from family

- 1) Good care
- 2) Near by home
- 3) Good food
- 4) Better communication

Compared to Japan, there are a lots of request from each family. Especially, they require more communication with staff and require information. So, every time, we need to be ready for the conversation.

Care services

J Care

-Food



Training

J Care

-Well mannered



*Image

Not only basic, but polite and careful

Training

J Care

-Good skills



*Image

Not only basic, but professional

Training

J Care

-Good communication



*Image

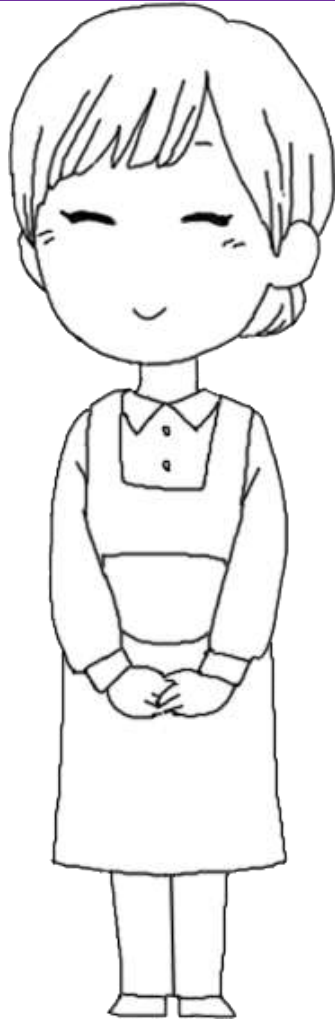
Not only kindly, but good humor, attention and frequency

Training

- Study of dementia
- Study of physical conditions of each persons

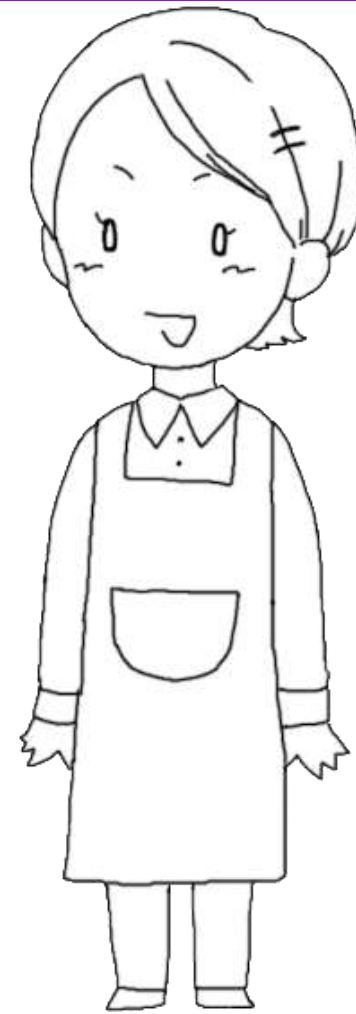


Manga



Beginner

Helper/Caregiver



Skilled

Helper/Caregiver 21

Beginner Helper/Caregiver

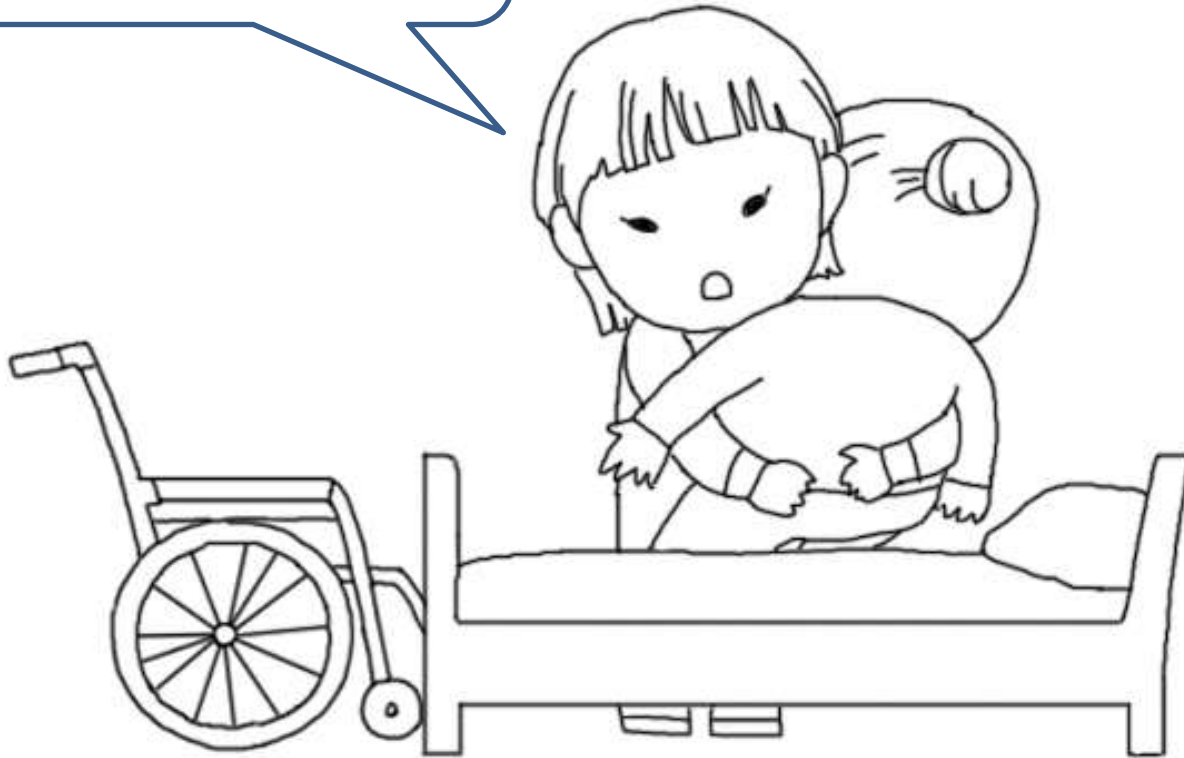
Okay

Chair,
Please

Why
should I
do this?



oops-a-daisy



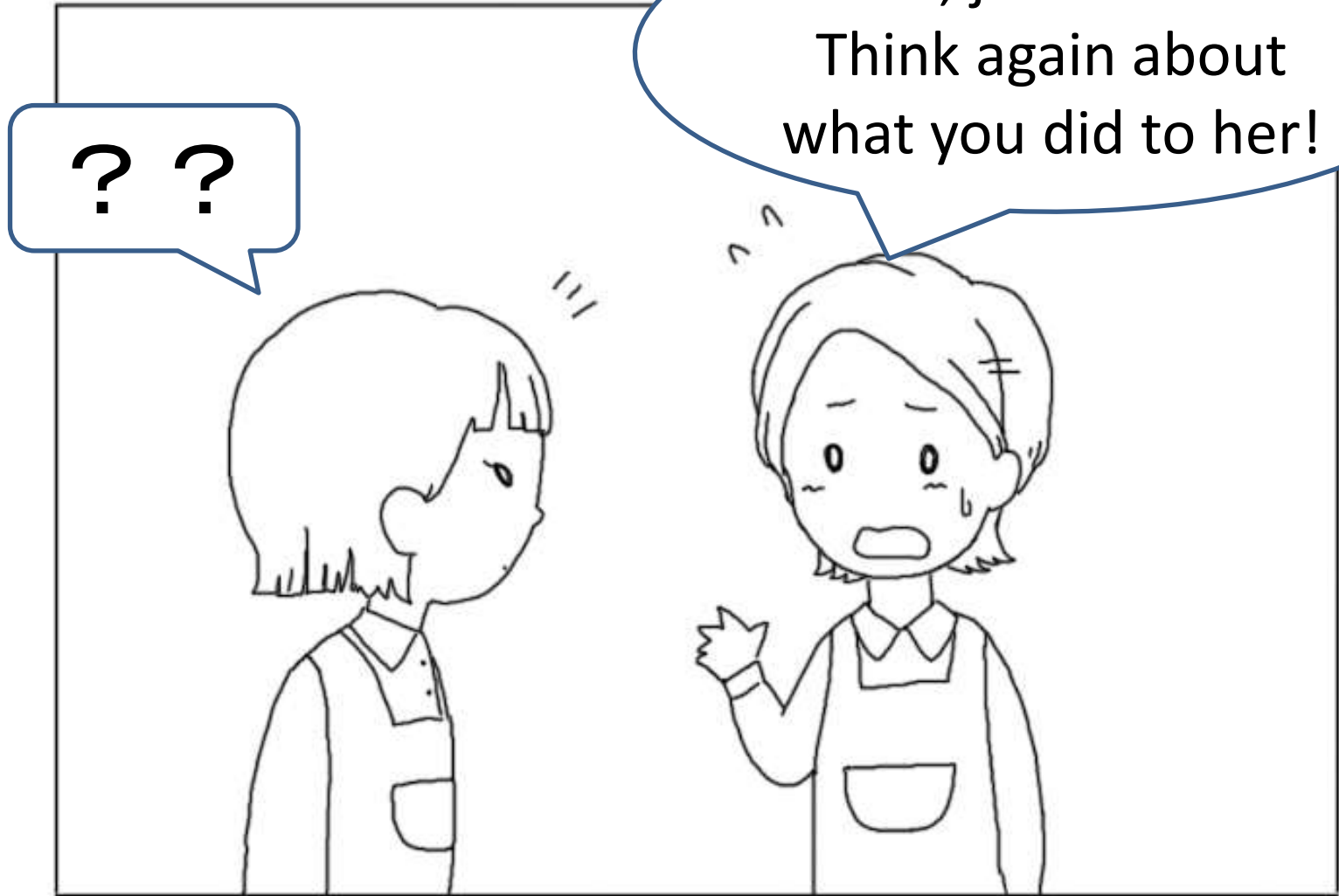
Wow !

Eek !



PLUNK!!





Wait, just minute.
Think again about
what you did to her!

??

Not be considerate of
elderly's well-being

Skilled Helper/Caregiver

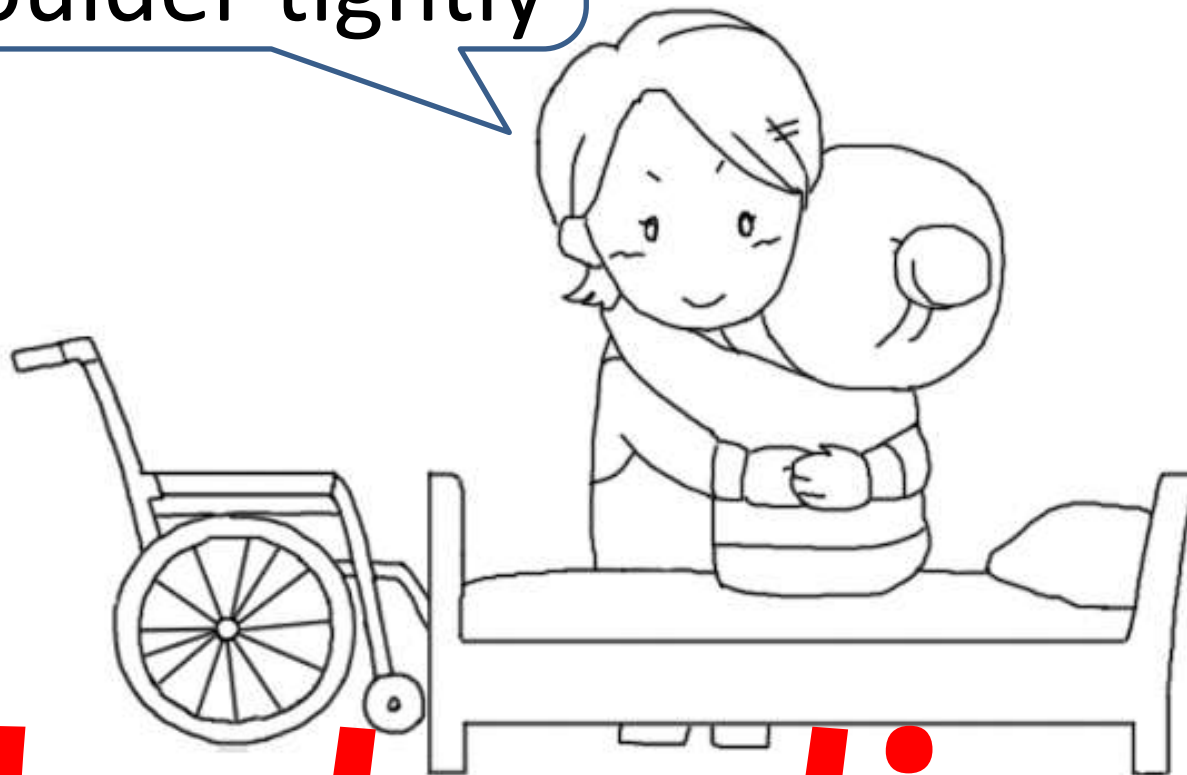
Certainly

Chair,
Please



Smile!!!

Grab my
shoulder tightly



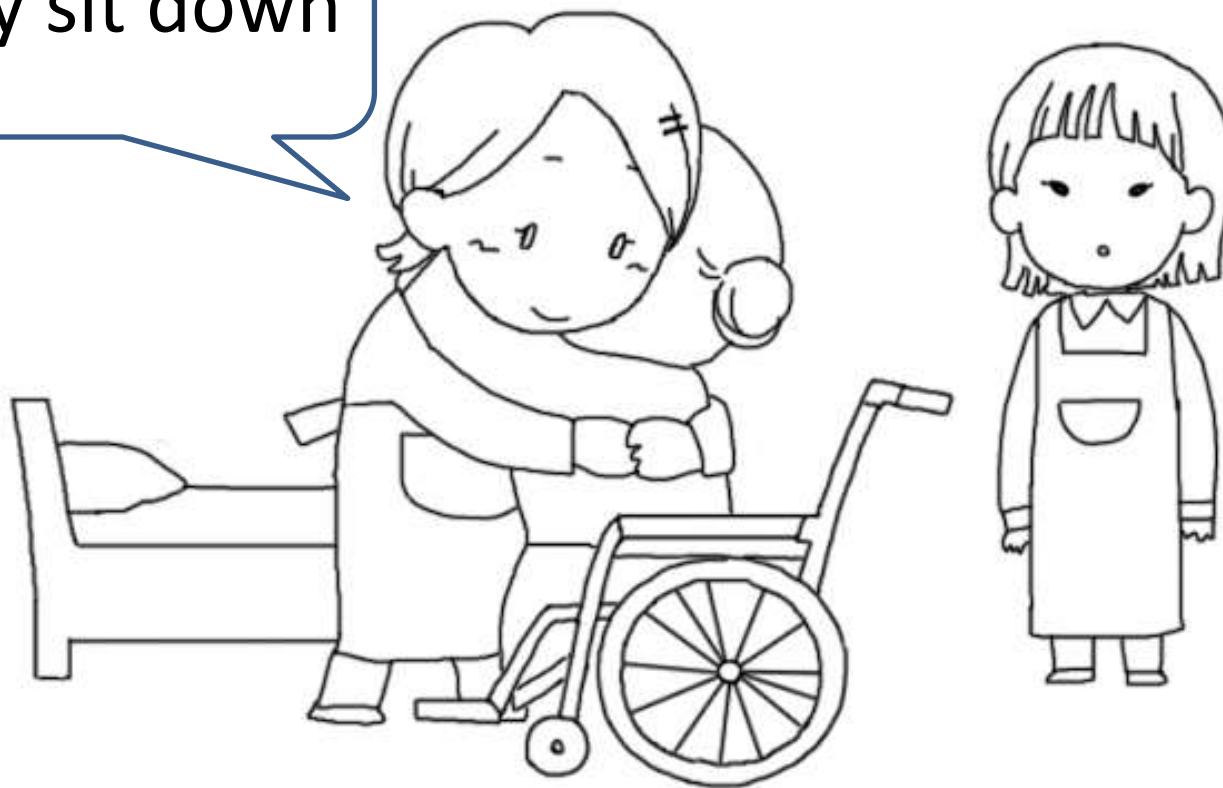
Instruction!!

You are doing good.
Move your leg
slowly.



Safety!!!

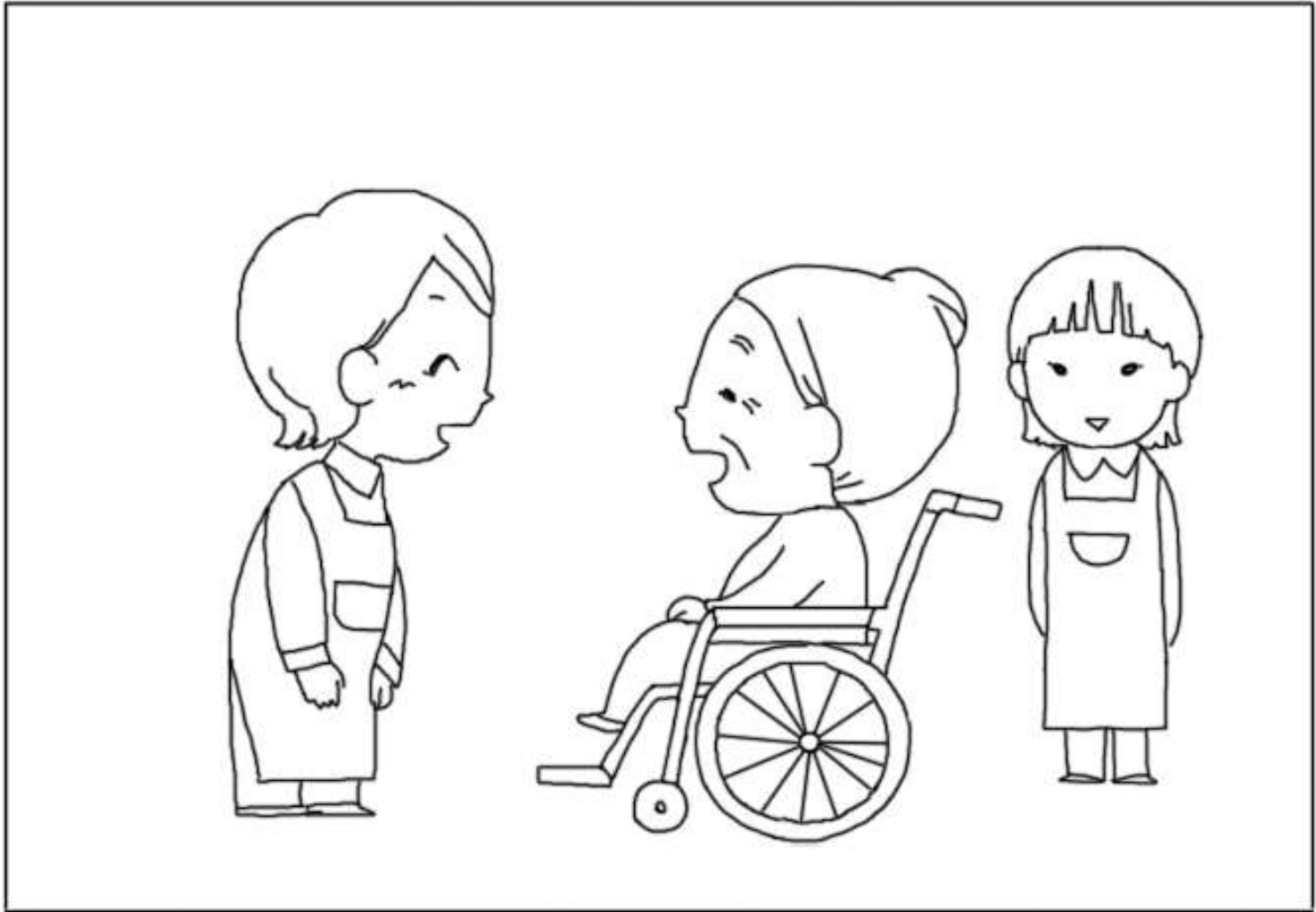
Slowly sit down



Well done.
Here you go



Appreciate!!!







Be considerate of
elderly's well-being

Management

- Local manager and staff
- Instructor from Japan
- Skype meeting



*Beijing

Localization

- Accept the each elderly's condition
- Talking with each family frequently



*Beijing



*Shanghai

Dementia

J Care

- Unit care
- Group home
- Care & cure, collaboration with hospital
- No binding



blog.sina.com.cn/u/2784058933

*Beijing

Others

J Care

- Information and Communication Technology solution
- Robot technology



*Image

Points

- Understanding of Dementia
- Localization between Japan and other countries



Thank you