

FOR IMMEDIATE RELEASE

HKQAA Service Quality Management Certification Scheme – Elderly Services

An objective standard for identifying quality eldercare providers

(22 May 2012, Hong Kong) In a ceremony held today, fifteen organisations became the first to be certified under the Hong Kong Quality Assurance Agency (HKQAA)'s Service Quality Management Certification Scheme – Elderly Services. The Scheme was launched in the first quarter of 2012 and helps the public to identify quality elderly care providers. The certification ceremony was attended by a member of the Elderly Commission, scholars and industry professionals, who shared their experience in elderly care.

Assess care homes from multiple perspectives

Hong Kong's population is ageing and the government has recently introduced measures to support elderly people. It is therefore expected that the demand for elderly care services of high quality will increase. At the same time, in the past few years incidents related to inadequate or inappropriate care for the elderly have raised awareness of the need for better quality services.

The HKQAA, a non-profit-distributing organisation established by the Hong Kong Government, launched the **Service Quality Management Certification Scheme – Elderly Services** in the first quarter of 2012 to meet this challenge to our community. The Scheme assesses care homes from multiple perspectives, and provides a comprehensive and objective set of standards which the public can use to identify quality elderly care providers. The Scheme has been enthusiastically supported by the industry and a number of elderly care providers participated in the pilot programme.

“The Scheme is HKQAA's way of responding to society's concerns. It helps organisations to demonstrate their ability to provide quality services, which in turn promotes the sustainable development of elderly care services and raises standards of professionalism,” said Ir Prof. Peter K. W. Mok, Chairman of HKQAA.

“The Scheme was developed with reference to international standards and codes of practice issued by Social Welfare Department, and is tailored to match the actual circumstances of the local elderly care industry. Various stakeholders, such as delegates from government departments and associations, scholars and industry practitioners, were consulted prior to formulating the requirements.”

Food testing; interviewing elderly and family members

A quality eldercare service has different components, such as a comprehensive and modern management system, good hygiene and proper arrangements for residential and medical care. Therefore, the Scheme assesses service providers from several different perspectives:

Management system assessment – Consistency of service quality is very important. However, high staff turnover is a big challenge for elderly home operators as they try to maintain service levels. In view of this, the Scheme encourages elderly homes to maintain an effective management system. This can help establish an operating framework and provide procedures, requirements and guidelines in aspects like internal and external communication, nursing and caring services, environmental safety and community harmony, for all staff to follow. It also enables the care home to cultivate in all staff a sense of what constitutes quality service, encouraging them to strive for continuous improvement.

Stakeholders' opinions – Customer satisfaction and service quality are closely related. One of the ultimate goals of establishing service quality management systems for elderly homes is to improve users' satisfaction. However, the elderly themselves may not be able to express clearly their feelings about their stay so it is necessary to gather opinions from other stakeholders, such as frontline employees and the resident's family members. Interview comments from these groups of people are a good indicator of the quality of daily operations and reflect the effectiveness of the management system. Stakeholder interview data is a necessary complement to the management system assessment.

Microbiological testing – Hygiene is a major concern when providing care to ageing people because of their physical frailty. In this part of the assessment, food samples are taken and tested to prove scientifically that the environmental hygiene of an elderly home complies with the given standard.

Fifteen elderly homes pass the first assessment

To recognise the accomplishments of the fifteen successful applicants (see attachment for complete list), the HKQAA today held the HKQAA Service Quality Management – Elderly Services Certificate Presentation Ceremony at the Chiang Chen Studio Theatre of the Hong Kong Polytechnic University.

“The Scheme complements other assessment methods and initiatives in elderly care services by providing operators with an effective tool for evaluating their management system. It drives continuous improvement in the organisations by helping them to identify their strengths and correct weaknesses. The certification also enhances corporate image and strengthens competitiveness,” said Dr Michael P. H. Lam, Chief Executive Officer of the HKQAA.

A Seminar on Opportunities and Challenges for the Elderly Service Industry in Hong Kong was held at the same time. Prominent industry professionals and scholars shared their knowledge and experience in elderly care services. Speakers included Dr Cheung Moon Wah, Member of the Elderly Commission, Prof. Thomas K. S. Wong, President of Tung Wah College, Mr Kenneth Chan and Dr Godfrey S. S. Ngai, Chairman and Vice-Chairman respectively of the Elderly Services Association of Hong Kong, and Ms Pelletier Ho, Senior Project Officer in the Asia-Pacific Institute of Ageing Studies, Lingnan University.

For further information, please call (852) 2202 9111 or visit the HKQAA website at www.hkqaa.org



Members of the HKQAA and representatives from the certified companies



Ir Prof. Peter K. W. Mok, Chairman of HKQAA (left) presents certificates



Industry professionals and scholars discuss the opportunities and challenges for the elderly service industry

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HKQAA Service Quality Management Certification Scheme – Elderly Services
Complete list of certified organisations
<ul style="list-style-type: none"> ● Tung Fong Home For The Aged ● Evergreen Nursing Home Cum Day Care Centre ● Mie King Home For Aged Limited ● Riviera Elderly Centre ● Oasis Nursing Home ● Oi Kwan Care For The Aged Home (Branch 3) ● Shui On Nursing Centre (Yau Tong) Company Limited ● Care & Services Elderly Centre (North Point) ● Kato Home For The Aged ● Fai-To Sino-West Combined Home For The Aged ● Fai-To Centre For The Aged ● Fai To Home For The Aged (On Lai) BR ● Hiu Kwong (To Kwa Wan) Nursing Centre ● Hiu Kwong (Hung Hom) Nursing Centre ● Hiu Kwong Nursing Centre Company Limited



HKQAA Background

As a non-profit-distributing organisation established by the Hong Kong Government in 1989, Hong Kong Quality Assurance Agency (HKQAA) assists industrial and commercial organisations to develop management systems to enhance their competitive advantage. As one of the leading conformity assessment bodies in Hong Kong, HKQAA provides enterprises in Hong Kong and China with professional, impartial and value-adding certification services. It also promotes management systems and offers training services. Please visit <http://www.hkqaa.org> for further information.