

Title	Research on the Design Strategy of Elderly Care Buildings Integrated Medical and Elderly Care Type
Name	Liu Xiaoyi
Advisor	Dr.Kanokros Sudprapai
Degree	Master of Business Administration
Year	2023

Abstract

The objectives of this research were: 1) to study the characteristics of elderly disease care, improve the functional configuration and nursing services of elderly facilities, and improve the quality of services and the use of space in medical facilities in elderly service institutions to create a comfortable living environment for the elderly. 2) to analyze the concepts and theories related to the research of this paper are described, the relevant literature on this topic is studied and summarized, and the research hypothesis of this paper is proposed based on the research content., and 3) to propose the results of data analysis combined with the above analysis data analysis is further explored for optimization—finally, the conclusion and recommendations of a study are carried out.

The research results revealed that:1) the study context of economic development and the expansion of national policies, the strong willingness of older people to improve their quality of life and their increased demand for medical care and rehabilitation 2) the four main aspects of home care, community care, or institutional care, older adults hope to receive continuous and comprehensive medical care services and to lead a healthy life actively while maintaining their sense of subjectivity and personal dignity

Key Words: Beverage enterprise, marketing channel, design, management