



Demand Analysis of Escort Services in Zhanjiang

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ABSTRACT : The aging trend of China's population has intensified, and the demand for medical services has continued to grow, so accompanying services have emerged, not only for the elderly, but also for children, pregnant women, young people living alone, and patients who need medical care in other places. This paper investigates the demand for companion services in Zhanjiang City to explore the factors affecting the willingness of the medical population to be accompanied to medical appointments. The survey was conducted through 10 in-depth interviews and 340 questionnaires. The basic special diagnosis and basic needs of the accompanying users were analyzed, and the price indexes of accompanying medical treatment, consultation substitution and convenient services were comprehensively evaluated using the hierarchical analysis method, so as to provide more comprehensive and high-quality accompanying services for the medical population in a targeted way.

Keywords: Population aging; Companion services; In-depth interviews; AHP

INTRODUCTION

According to the 2020 China Health Statistics Yearbook, in 2020, the total number of medical and healthcare consultations in China will be 8.7 billion, of which 3.8 billion will be in hospitals (including general hospitals, traditional Chinese medicine hospitals, and hospitals combining traditional Chinese and Western medicine). If you break it down to the level of hospitals, then the total number of visits to tertiary hospitals is still as high as 760 million. The large number of consultations indicates a huge demand for medical services, which creates a huge market demand for escort services. (National Health Commission, 2021)

According to the 2022 China Health Care Development Statistics Bulletin, as of the end of 2022, there were six national clinical medical research centers for geriatric diseases; 5,909 second-level and above general hospitals with geriatric departments, 8,627 general hospitals and 19,494 primary healthcare institutions with geriatric-friendly medical institutions, and 4,259 medical and healthcare institutions with hospice care (hospice) departments. 4259 medical and healthcare organizations. There are 84,000 pairs of contracted partnerships between medical and healthcare institutions and elderly service organizations nationwide; this indicates that there is a huge market space for accompanying medical services for the elderly. (National Health and Wellness Commission, 2022)

It is worth noting that not only the elderly need accompanying services, but also children, pregnant women, baby moms, young people living alone, and patients seeking medical treatment in other places, and even young people account for a certain percentage of the population. According to the 2022 China Health Care Development Statistics Bulletin, a total of 127,083,000 elderly people aged 65 and above received health management services at primary healthcare organizations in 2022, 112,363,000 hypertensive patients received health management, and 37,915,000 type 2 diabetic patients received health management. This means that the number of people seeking medical care is large, and the number of people who cannot independently seek medical care on their own accounts for a large proportion of the population, so the potential of the accompanying market should not be underestimated. (NCHS, 2022)

According to the Seventh National Population Census in 2020, the proportion of the resident population of **Zhanjiang City (ZJ)** in various age groups has changed: 18,206,222 people aged 0-14 years old, accounting for 26.08%, an increase of 3.09 percentage points compared to the Sixth National Population Census in 2010; 3,988,641 people aged 15-59 years old, accounting for 57.13%, a decrease of 7.73 percentage points; the population aged 60 and above was 1171,973, accounting for 16.79%, an increase of 4.64 percentage points from 2010; among them, the population aged 65 and above was 832,753, accounting for 11.93%, an increase of 3.11 percentage points from 2010. The above data show that the aging trend is

intensifying. Corresponding policies and measures need to be taken to cope with this trend. (Zhanjiang Statistics Bureau, 2021)

As part of the "silver economy", the escort industry is growing rapidly. With the aging of the population, the silver economy market has shown great potential for growth under the impetus of policies. On September 20, 2022, the National Health Commission held a press conference: according to estimates, it is expected that during the "14th Five-Year Plan" period, the total number of elderly people aged 60 years old and above will exceed 300 million, accounting for more than 20% of the total number of elderly people and enter the stage of moderate aging. Around 2035, the elderly population aged 60 and above will exceed 400 million, accounting for more than 30% of the total population, entering the stage of heavy aging. This trend will greatly promote the development of the aging industry. (National Health and Health Commission, 2022)

This study provides a comprehensive analysis of the demand for the escort industry in ZJ City, aiming to:

- (1) To gain a deeper understanding of how the companion profession can provide assistance to the elderly with smart medical devices instead of being accompanied by their children or friends and relatives, saving time for the clients and improving the efficiency of off-site medical care.
- (2) Provide relevant advice and preventive measures in conjunction with related research, saving loved ones' time and cost, as well as promoting the role and impact of economic development.

Research Background The new generation employees in various industries has gradually become the backbone of the workforce. With the advent of the digital age, the business environment has become more dynamic and complex, significantly enhancing the interaction between employees and the organization. Although dynamic events have posed challenges to corporate operations, they have also helped to stimulate employee initiative, thereby promoting company development.

LITERATURE REVIEW

In China, several studies have pointed out that escort services play an important role in solving the problems of elderly people in accessing healthcare and improving the quality of healthcare services. Chen Tengxia (2023), Zhou Huanhuan (2022), and Xie Xinyan et al. (2023) conducted in-depth studies on the current status of and demand for companion services among the general public, their children, and in specific regions (e.g., Changzhou City and Xi'an City), respectively, and found that companion services are recognized by the general public, and that women are willing to choose companion services for older adults to cope with problems such as mobility problems and lack of familiarity with the medical process. It was found that the accompanying service is recognized by the general public, and women are generally willing to choose accompanying service for the elderly to cope with mobility problems and unfamiliarity with medical procedures. Wang Shixin et al. (2023) explored the feasibility of the escort service industry from the perspective of the Beijing-Tianjin-Hebei collaborative development, emphasizing the potential for the development of escort services in the region. Hu Zhaoning et al. (2022), on the other hand, provided a comprehensive analysis of the rise and development trend of the escort service industry, and proposed that the escort service industry should follow the development path of standardization and specialization to adapt to the growing social demand, and gave corresponding strategic suggestions for the development of the industry. Yang Haihong et al. (2023), Zhang Shuping et al. (2022) paid attention to the application and implementation of companion services in geriatric friendly care clinics, which further proved the important position of companion services in the geriatric care system.

Overseas, in some countries facing population aging and gradually increasing demand for healthcare services, the companion service has been developed faster and more strongly regulated as an effective coping program. Boekholt et al. (2023) demonstrated how cross-sectoral integrated care management can effectively support older adults with cognitive impairment in accessing healthcare; Anderson (2021) Shared wards in hospitals are able to provide companionship and support to patients, especially in the absence of family or friends; Dilruwan et al. (2022) In Sri Lanka a teaching hospital faced medical and administrative barriers to implementing a birth accompaniment program that needed to be addressed in a comprehensive manner to ensure program success; Justice Department (2022) The U.S. Department of Justice entered into an agreement with the hospital to ensure effective communication with deaf patients and their peers, in compliance with the Individuals with Disabilities Act (IDA); Abiétar et al.(2023) this study explores issues of patient safety in Spanish hospital

settings and makes recommendations for the participation of patients and their companions in policies and practices. It provides lessons and insights from an international perspective for the development of companion services in China.

MATERIALS AND METHODS

This study takes 10 counties urban population, offline through the distribution of ZJ City, the population distribution of in-depth interviews; online through the questionnaire network to cover a wider range of the city. ZJ medical population questionnaire collection, in-depth interviews to gain an in-depth understanding of the medical population in the process of medical care for the accompanying service of the real needs, expectations and potential problems.

3.1 Questionnaires

3.1.1 Questionnaire Design

The questionnaire included the following three parts:

In the first part, the survey started from the personal factors of the escort users, and explored in depth the basic characteristics of the escort users, their understanding of the situation, the degree of difficulty in accessing medical care, and the degree of understanding of the escort service. Specifically, the basic information of escort users was investigated in detail in order to get a comprehensive understanding of their social background and living conditions. At the same time, in-depth inquiries were made about the degree of difficulty encountered by the accompanying users in the process of seeking medical care, in order to reveal the challenges they face when seeking medical services.

In the second part, an in-depth survey was conducted on the price willingness of people to receive accompanying services from the perspective of the accompanying users themselves and the enterprises. The survey mainly focuses on three core factors: escorted medical consultation, alternative consultation and convenient service. The price acceptance of these three factors was evaluated by the escort users and subdivided into five levels of acceptance: unacceptable, barely acceptable, generally acceptable, acceptable and very acceptable. In order to ensure the scientificity and accuracy of the study, this study adopted the Litt scale as a research tool to quantitatively analyze the collected data.

In the third part, based on the in-depth understanding of escort users' personal factors and price willingness, the market willingness of escort users was comprehensively analyzed. By digging deeper into the needs and expectations of escort users, the potential problems and challenges of the escort market are revealed. At the same time, special attention is paid to the expectations and suggestions of escort users on the escort market, in order to provide useful reference and guidance for the development and optimization of escort services in the future. Ultimately, through the above three parts of the survey and analysis, we expect to be able to comprehensively and accurately grasp the current situation and development trend of the escort market, and make positive contributions to promoting the popularization and enhancement of escort services.

3.1.2 Sampling Design

This paper adopts a multi-stage sampling method, according to the National Bureau of Statistics released data, the first stage of stratified sampling based on the proportion of the population of ZJ. It has a total of 10 counties and municipalities, in the seventh national census, can be obtained in ZJ City, the distribution of each area of the population census table as Table 1.

Table 1 Population of Counties in ZJ City

Area	Population	%
Chikan District	390300	5.59%
Xiashan District	536424	7.68%
Potou District	337723	4.84%
Ma Zhang District	326154	4.67%
Jingkai District	340854	4.88%
Suixi County	824608	11.81%
Xuwen County	633258	9.07%
Lianjiang County	1363470	19.53%
Leizhou	1321091	18.92%
Wu Chuan	907354	13.00%

In the second stage, in the middle of ZJ City, this study through the stratified sampling method to ensure the randomness of a certain number of people who have used the accompanying service for medical treatment, to exclude subjectivity and purposefulness, to ensure that each survey respondent has the same probability of being sampled. Based on the need to obtain sufficient and representative data, and following the principle that each question corresponds to ten valid samples, the questionnaire in this paper includes single-choice questions, multiple-choice questions and scale questions totaling 34 items, with a ratio of 1:10 between the type of questions and sample capacity, and the sample size of this paper is determined to be 340 samples. Specific sample size allocation such as questionnaire placement questionnaire ratio table (see Table 2).

After designing the questionnaire in the questionnaire network platform, through the preliminary pre-survey, reliability and validity analysis, after the group discussion, the questionnaire for the final modification, to obtain the final questionnaire, in the ZJ online to put the corresponding proportion of the questionnaire to the regional accompanied by the user. The sample recovery rate was 87.18%.

Table 2 Proportion of Questionnaires Placed in the Survey

Area	Number	%
Chikan District	19	5.59%
Xiashan District	26	7.68%
Potou District	17	4.84%
Ma Zhang District	16	4.67%
Jingkai District	17	4.88%
Suixi County	40	11.81%
Xuwen County	31	9.07%
Lianjiang County	66	19.53%
Leizhou	64	18.92%
Wu Chuan	44	13.00%

3.2 Pre-survey Analysis - In-Depth Interviews with Escort Users

In order to ensure the representativeness of the sample, during February 2024, one accompanying user was selected for in-depth interview in each county and city hospital in ZJ, totaling 10 users. After the in-depth interviews, the interview information was organized to obtain the questionnaire information node, and the questionnaire was designed to design the basic information of the patient, the degree of understanding of the accompanying service, under what circumstances will the accompanying service be used and the acceptance of the price of the accompanying service, as well as the demand for accompanying staff, and other topics related to the accompanying service. The questionnaires were distributed through online channels, and the data were collected and organized for reliability testing. Through the communication with the interviewees and the organization of the interview data, the interviewees' knowledge and demand for escort services can be summarized in the following four aspects:

3.2.1 Service Demand and Application Scenarios

Case 1: An elderly person living alone needs regular follow-up consultations due to chronic diseases, but his children work in other provinces and cannot accompany him in time. After learning about the accompanying service through the community, the old man chooses to be accompanied by a doctor. Accompanists play an important role in the service process, they make online appointments for the elderly in advance to avoid the long queue of hard work; on the day of the consultation, accompanists will be on time to transport the elderly to the hospital to assist in completing the signing-in, payment and other formalities, and to ensure that the elderly in the process of the doctor's attention to the process of the doctor's full attention and answers. After the doctor has issued the prescription, the companion will also help the elderly to interpret the complex medical advice, remind the medication method and precautions, and personally accompany the elderly to the pharmacy to pick up the medication, to ensure that the medication is correct. Through this kind of accompanying service, it not only solves the practical difficulties of the elderly in seeking medical treatment, but also greatly relieves the psychological pressure of the elderly, so that they can receive treatment and rehabilitation without the presence of their children.

This case highlights the significance of the accompanying service in coping with the gap in the demand for accompanying services brought about by the aging society and the change in family structure, and it is important for improving the quality of life of the elderly living alone and protecting their health rights.

3.2.2 Affordability and Service Pricing

Case 2: An elderly person from a low-income family suffered an accident in his daily life, which resulted in a certain degree of bodily injury and an urgent need for medical treatment. However, due to the deterioration of physiological functions brought about by age and the pain caused by the accident, it is particularly difficult for him to face the complicated medical procedures alone. Under such circumstances, professional escort service undoubtedly becomes an ideal choice to alleviate his predicament, and can provide him with the necessary companionship and assistance in the process of medical treatment, including booking appointments, guiding him to the clinic, assisting him in communicating with his condition, and understanding the medical advice, which can greatly alleviate his mental burden and physical pressure.

This case reflects that the price reasonableness of the escort service is an important consideration for some families with weak economic conditions, and the industry should fully consider the affordability of different consumer groups when formulating pricing strategies, so as to ensure the universality and accessibility of the service.

3.2.3 Supervision Mechanism and Trust Building

Case 3: A woman who personally experienced the escort service shared her experience. She positively recognized the professional performance of the escort during the service, pointing out that the escort was not only familiar with the medical process and able to provide precise and accurate assistance in all aspects, but also showed good interpersonal skills and a high degree of responsibility, which effectively solved the various problems she might encounter in the process of independent medical treatment, and greatly improved the experience of medical treatment. She emphasized that although she was satisfied with the professionalism of the escort, there was a lack of continuous monitoring and improvement of service quality, and she was eager to see the establishment of a fair, open and transparent service evaluation system.

This case reflects the consumers' urgent need for a sound monitoring mechanism behind the escort service, which is a key element in establishing and maintaining the trust of the patients in the escort service.

3.2.4 Service Quality and Industry Norms

Case 4: A middle-aged working man, whose mother had a sudden illness and needed surgery, decided to seek the services of a professional third-party healthcare organization to accompany his mother to the hospital, so that he could receive meticulous care and professional medical assistance throughout the entire medical treatment process, in view of his busy work schedule and his lack of familiarity with the healthcare system. He chose an organization that promised to provide professional escort services. However, in the actual service process, although the companion responsible for accompanying her mother possessed certain basic service skills, she was obviously not well-prepared to familiarize herself with the specific environment and internal operation of the hospital, and did not display the expected professional standard in such aspects as quickly locating the appropriate examination room, communicating with the medical staff in a timely and effective manner, and responding to the unexpected medical problems in a flexible manner.

This case reveals the public's high expectations of escort services, and emphasizes the need for the escort service industry to establish and improve norms and standards, and to strengthen the professional training and skills assessment of escorts, so as to ensure that the services are in place.

3.3 Questionnaire Correction

During the survey, the respondents still raised some questions about the questionnaire, such as "what are the specifics of the escort service" and "whether they can accept a long time of escort service". The in-depth interviews revealed the core concepts of the escort service in meeting the needs of different families, improving service quality, establishing a monitoring mechanism, balancing the pricing of the service, and optimizing the service mode, which provided rich practical materials and theoretical guidance for further improving and perfecting the escort service. Based on the feedback from some respondents, the questionnaire has been improved by giving a simple definition and explanation of escort service, and explaining how to measure the need for escort service in the questionnaire.

RESULTS

4.1 Reliability Test

In this questionnaire, SPSS software is used to calculate the Cronbach's alpha coefficient is equal to 0.902, and the results are shown in Table 3, which can be introduced that the questionnaire of this questionnaire is reasonably set up and has high stability and reliability.

Table 3 Cronbach's α Coefficient

Cronbach's α	Standard Cronbach's α	Sample size	Number of items
0.919	0.902	340	22

4.2 Validity test

Depending on the test of this study, the KMO value is 0.776, which is greater than 0.6, indicating that it is suitable for factor analysis, and the p-value of Bartlett's test is 0.000***, which is less than 0.05, and the results are shown in Table 4, which indicates that the questionnaire's structural design is better.

Table 4 KMO test and Bartlett's tTest

KMO Value	
Bartlett's sphericity test	0.776
approximate chi-square	465.737
Df	158
P	0.000***

4.3 Basic Characteristics of Accompanying Users

4.3.1 Gender, Identity Characteristics

From the results of the survey in Figure 1, it can be seen that women's demand for escort services (56.18%) is slightly higher than men's (43.82%), which may be related to women's roles in the family and society; people who are already working are the main demand group for escort services (52.65%), accounting for more than half of the demand group, and they may be facing the problem of time pressure and busy work; the demand for escort services of users with different identities varies, and requires targeted services. There are differences in the needs of users with different statuses for escort services, which need to be provided in a targeted manner.

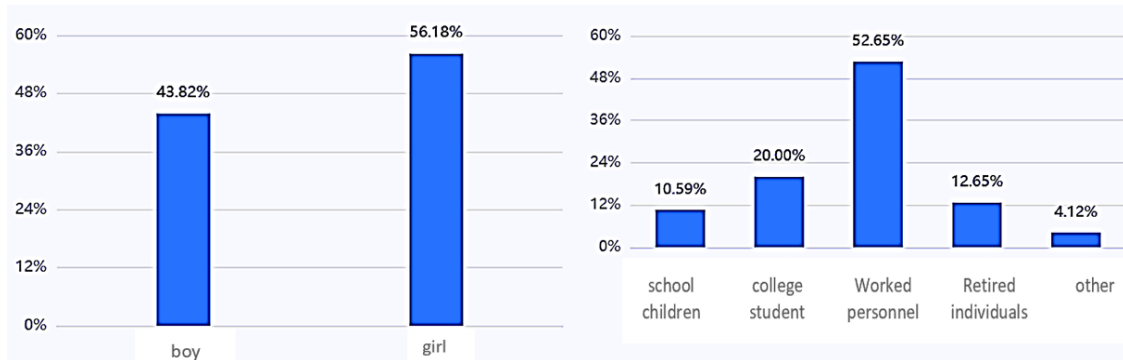


Figure 1 Gender, Identity Profile

4.3.2 Family Demographics and the Need for Accompanying Medical Care

Family size (now living together) From the survey results, it is clear that the proportion of families who need to be accompanied to medical appointments in general is the largest, indicating that there is a greater market demand for accompanying services in the daily process of medical treatment; the proportion of families who need to be accompanied to medical appointments in special circumstances (as a percentage of how many) is also high, indicating that the demand for accompanying services will increase further under certain specific circumstances; there is a relationship between family size status and the demand for accompanying services, especially the demand for accompanying services is higher among families with a There is a relationship between family size and the need for companion services, especially for families with couples, children, and unmarried families living with their parents.

Table 5 Household Demographics and Accompaniment to Hospitals

Accompanying to the hospital	Family Co-Habitation					Total
	Husband & Wife	Parents & Children	Husband & Wife	Unmarried & Living alone	Unmarried & Parents	
Keenly Needed	16	9	16	5	17	63
Generally Needed	35	27	15	15	34	126
Special cases require	23	26	13	20	17	99
Unnecessary	6	14	8	9	15	52

4.4 AHP Impact Evaluation Analysis of Escort User Attributes

4.4.1 Evaluation System Construction of Accompanying User-Driven Priorities

In this paper, we will establish a comprehensive evaluation system of accompanying medical service from the evaluation angles of accompanying medical demand, alternative demand for consultation and acceptable price range for convenient service demand, and quantify multiple service indexes of accompanying medical service and decompose them into multiple service factors.

By constructing a comprehensive and detailed evaluation system of escort service (Table 6), this study will quantify and assign values to the key service factors involved in escort service to realize the overall evaluation and analysis of escort service, and the specific evaluation indexes are shown in the table. These indicators will help service providers to more accurately understand the acceptance range of the medical population for various services, clarify the actual acceptance range and expectations of the medical population for various services, and optimize the design of the service process, improve the professional quality of the service personnel and the service response speed, to ensure the standardization and specialization of the service, so as to provide patients with a more caring and professional experience of accompanying patients.

Table 6 Indicators of the Evaluation System

Subject of evaluation	Primary indicator	Secondary indicator
Demand for escort services (A)	Demand for accompaniment to medical appointments (B1)	100/times(B11)
		150/times(B12)
		175/times(B13)
		200/times(B14)
		225/times(B15)
	Consultation Alternative Needs (B2)	100/times(B21)
		150/times(B22)
		200/times(B23)
		250/times(B24)
		300/times(B25)
	Demand for convenient services (B3)	50/times(B31)
		100/times(B32)
		150/times(B33)
		200/times(B34)
		250/times(B35)

4.4.2 Judgment Matrix Test

According to the answer level of this paper, respectively, can not be accepted, barely accepted, generally accepted, acceptable, very acceptable to assign a score value of 1, 2, 3, 4 and 5 points, then the set of ratings is $C = \{1,2,3,4,5\}$. The average score was calculated based on the proportion of the number of people, and the relevant judgment matrix was determined after comparing two by two as shown in Tables 7 below.

Table 7 Matrix of Judgments on the Need

Accompanying Medical Attendance					
B1	B11	B12	B13	B14	B15
B11	1.00	0.81	1.03	0.96	0.80
B12	1.23	1.00	0.83	0.81	1.11
B13	0.97	1.20	1.00	1.15	0.98
B14	1.04	1.23	0.87	1.00	0.89

B15	1.25	0.90	1.02	1.13	1.00
Alternatives to Medical Consultation					
B2	B21	B22	B23	B24	B25
B21	1.00	0.78	1.27	0.97	0.89
B22	1.29	1.00	0.83	1.05	1.28
B23	0.79	1.21	1.00	0.92	1.02
B24	1.03	0.95	1.09	1.00	0.97
B25	1.12	0.78	0.98	1.03	1.00
Convenience Service Demand Judgment Matrix					
B1	B31	B32	B33	B34	B35
B31	1.00	0.75	0.81	1.02	0.89
B32	1.34	1.00	1.28	0.79	0.96
B33	1.24	0.78	1.00	1.15	1.12
B34	0.98	1.26	0.87	1.00	0.87
B35	1.12	1.04	0.89	1.15	1.00
Judgment Matrix for Service Needs					
A	B1	B2	B3		
B1	1.00	0.95	1.12		
B2	1.05	1.00	0.89		
B3	0.89	1.13	1.00		

Based on the above judgment matrix, the eigenvalues of the matrix are found using SPSS and the weight vectors are determined respectively:

$$W(B_1)=[0.1830,0.1974,0.2106,0.1990,0.2100]$$

$$W(B_2)=[0.1938,0.2158,0.1967,0.1997,0.1940]$$

$$W(B_3)=[0.1762,0.2122,0.2086,0.1976,0.2054]$$

$$W(A)=[0.3409,0.3252,0.3339]$$

$$CI = \frac{(\lambda - n)}{(n-1)}$$

By consulting the table of RI coefficients, based on the consistency index and the test coefficients. The test

coefficients $CR = \frac{CI}{RI}$ were obtained using SPSS for the first and second levels, respectively:

$$CR(B_1)=0.007, CR(B_2)=0.009, CR(B_3)=0.010, CR(A)=0.009$$

It can be seen that the CR coefficients of the judgment matrices obtained are less than 0.1, which passes the consistency test, indicating that the judgment matrices have satisfactory consistency and their results can be used for decision making.

4.4.3 Analysis of AHP results

Through in-depth analysis of the different levels of weights derived from the hierarchical analysis method, this study can clearly grasp the association between consumers' purchase intention and various consumption factors. From the weights of the first level, the need for accompanying to the doctor dominates the needs of the people who seek medical treatment, and its influence weight is as high as 0.3409.

Further penetrating into the second tier, this study found that the demand for escorted medical care services by the medical care-seeking population has a clear price orientation. They preferred to choose the escorted medical consultation full-day service with a price of 350 RMB/visit, while the half-day service was 175 RMB/visit (B13), the questioning alternative service was 150 RMB/visit (B22), and the convenience service was 100 RMB/visit (B32). The characteristics of these three services occupy a significant position in the weights of B1-B3, reaching 0.2106, 0.2158, and 0.2122, respectively. This reflects the high acceptance of these prices among the people who seek medical care.

4.5 Discussion

The significance of this study has three main aspects:

(1) Providing patients with more comprehensive and personalized medical services: Through in-depth analysis of the demand for accompanying services, we can better understand the pain points and needs of patients in the process of medical treatment, and then provide more intimate services, such as assisting in registration, accompanying examinations, and interpreting medical prescriptions, etc., so that the patients' experience of medical treatment can be significantly improved. Provide customized accompanying services for different patients (e.g., the elderly, children, the disabled, etc.) to ensure that they can get the most suitable medical support for themselves. For patients with language barriers or cultural differences, professional companions can act as a bridge between the doctor and the patient, ensuring that medical information is accurately conveyed.

(2) Create more jobs: As the market demand for escort services grows, a large number of jobs will be created. These jobs are not only limited to those who directly provide escort services, but also include trainers, managers and other related positions. For those interested in a career in the paramedical field, escorting offers a great platform for career development. Through continuous practice and learning, companions can improve their professional skills and service levels, and even transition to a higher level of healthcare consultancy. The flexibility of the escort service industry also means that more people can choose to work part-time or full-time according to their own schedules, which is a good choice for people who need flexible working hours.

(3) Positive impact on social and livelihood development: A quality escort service helps to ensure that patients follow medical advice, thereby improving overall public health. For family members who need long-term care, the accompanying service can alleviate the burden of their family members to a certain extent, so that they can focus on their work or other important matters. By providing thoughtful escort services, it can help alleviate social problems caused by inconvenient access to medical care, enhance the sense of mutual support among community members, and promote the overall harmony and stability of society.

An in-depth analysis of the demand for escort services will not only help to optimize the healthcare system, but will also lead to the development of related industries and have a long-term positive effect on society and people's livelihood.

CONCLUSION

5.1 Basic Characteristics of Accompanying Users

The demand for accompanying service exists widely, especially in the context of the aging society, the empty-nesting elderly, the elderly living alone and dual-income families have a strong demand for such services, and accompanying service can help to solve the many problems they face in the process of medical treatment. Female users of escort services dominate, paying more attention to the details of the service, the quality of communication and the professionalism of the escort, while male users are more interested in the efficiency of the service and the speed of problem solving. Consumers of different ages and educational levels also have different needs, such as the elderly may need the patient explanation and companionship of the accompanying staff, while the highly educated may have higher requirements for the professionalism and depth of the service.

5.2 Acceptance of Service Price by People Seeking Medical Treatment

Through the survey, it is found that when choosing the escort service, the main factors considered by the medical population include the professional qualification of the escort, the service attitude, the service price, the service scope, etc. In addition, the degree of understanding of the escort may be higher than the price of the service. In addition, the degree of understanding, word-of-mouth, and after-sales service of the escort also have an important impact on the choice of the medical population. People aged 41-59, couples, children, parents of one or both spouses, with incomes of 5,000-10,000 RMB, and those who are already working, choose to be accompanied by a full-day service for 350 RMB/visit, a half-day service for 175 RMB/visit, an alternative service for 150 RMB/visit, and a convenient service for 100 RMB/visit. It is recommended to promote the service to these groups of people, as they will be more receptive to the service.

5.3 Demand for Escort Services

As a newly emerging service industry, escort service should provide differentiated and personalized service strategies and contents according to the characteristics and needs of different user groups. For female users, publicity and promotion should be strengthened, highlighting its convenience and professionalism; for those who are already working, flexible and efficient service modes should be provided, such as online booking and quick response; at the same time, corresponding service programs should be developed for users of different age groups, income levels and family structures.

Accompanying services should also focus on special needs, such as emergency accompanying services and optimization of the medical process, to meet the needs of different families. Affordability is an important factor affecting the popularity and acceptance of escort services. In view of the needs of different income groups for escort services, it is recommended that the industry develop diversified service packages, set reasonable charges in conjunction with market price positioning and target customer demand, and explore cooperation with the government, communities, insurance companies and other parties to expand service subsidies and preferential policies, so that more people can benefit from escort services.

5.4 Supervisory Mechanism and Industry Standardization of Escort Services

Survey results show that there are a large number of unqualified practitioners in the escort industry, who often lack the necessary medical background and professional skills training, which seriously affects the quality and safety of the service. Therefore, one of the most important tasks in regulating the industry is to establish a professional qualification system for escorts to ensure that the practitioners have sufficient professional competence and ethical quality. At present, the regulatory mechanism of the escort industry is not sound, and there is a lack of unified and clear laws and regulations and industry standards to guide and constrain the behavior of practitioners, which has led to uneven service quality, non-transparent fees and other problems, and harmed the legitimate rights and interests of consumers. Users often face information asymmetry when choosing escort services, making it difficult for them to judge the real qualifications and service level of escorts. The establishment of a comprehensive real-name authentication and credit evaluation system for escorts, as well as an information disclosure mechanism, can help eliminate information barriers and protect users' right to know and choose.

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