

Third Party Evaluation Model in Government Purchase of Home-Based Care Services and Its Improvement

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Abstract

The third party evaluation model has become the main form of government performance assessment in western countries because of its unique advantage that independence, professional and authoritative. The Chinese government actively learn from the western experience, and years of practice. It is necessary in theory and practice to introduce the third party evaluation into the performance evaluation of government purchase of home-based care services, and through the analysis of PEST model, the author also found that it is feasible. Because the special situation of China and the history that third party assessment development in China is shorter, there are many places to be perfected in third party assessment model. To achieve the policy objectives that government purchase of home-based care services. When the third party evaluation is introduced into the government purchase of home-based care services field, there are some advice.

Key Words: government purchase, home-based care services, the third party evaluation

Introduction

Since the 18th National Congress of the Communist Party of China, the new central government intensify efforts to build "efficient government", actively promoting the purchase of public services to the non-profit organization, for the purpose of speeding up the transformation of government function, then building a service-oriented government. How to measure the efficiency in using fiscal fund in government purchase of public services, and how to test the effect on social organization development result from government purchase, how to ensure the satisfaction degree of the public, how to find the problems existing in the purchase practice and how to find out the future developing direction, all those are depend on the scientific performance evaluation of government purchase of public services.

In fact, China has paid much attention to study advanced experience from the west since the start of reform experience, we also lay emphasis on performance management, carry out the assessment at all levels of government, as a result, the performance evaluation is also widely used in the field of government purchase of home endowment service.

Nowadays, The third party evaluation has become the main form of performance evaluation in western government. In the government performance management in China, however, or just look though the area of government purchase of home endowment service areas, we can find that, due to various reasons, the third-party evaluation did not obtain expected effect that the system designed at the beginning. In general as "421" family structure of the social structure, along with the population aging process significantly accelerate, the public demand for elderly services have increased sharply, this might force the government to increase endowment service supply as the main body of public service. At the same time, the diversity of public service also demand for higher requirements on the quality of old-age service. Therefore, the studying of how to promote the government to buy home endowment service performance through the third party assessment has become an urgently problem that China government has to deal with, and it is also a hot spot in the academic circles.

This paper will start from the government purchase of home endowment service, then, introduce the theoretical foundation of third-party assessment, combined with the current China's actual, analysis the necessity and possibility of promoting the implementation of the third-party evaluation in the field of government purchase of home endowment service, thus put forward to improve and perfect suggestions, in order to a third party assessment can be scientific, standardized and institutionalized along the path forward, to achieve policy objectives of the government purchase of home endowment service at the end.

1. The Concept of Third Party Evaluation

The concept of "third party evaluation" is link with the concept of government performance management and government performance evaluation. In third party assessment, "independence" of "third party" is considered to be the fair starting point that ensures the fair results, while professional and authority of the "third party" is considered to be the bases that ensure the justice of evaluation results. From the succeed experience of third-party assessment in the western countries , a third party (the third party) means who independent of the first party (evaluated object) and the second party (the service object).

Because of the third party has any administrative subordination relations with the first party , second party so does have any interest relationship, so generally speaking, the third party will be referred to as "independent third party". In western countries, the third party evaluation is mainly refers to organize the implementation of all the work of evaluation by a third party. These jobs include setting up index system of evaluation criteria and weights, organizational assessment and finally obtains the evaluation data, publicize the result of the assessment. In the west, mostly by NGOs, namely, some professional evaluation institutions or research institutions act as a "third party". These ngos can guarantee the integrity, professionalism, authority requirements of a "third party".

In our government reform practice, the third party participating in government performance management is endowed with many kinds of understanding that different from western. Bao Guoxian explained the concept of "the third party assessment" as follows: the first party evaluation refers to the government's self-evaluation; The second party evaluation refers to the government among the system, such as the evaluation of superior to subordinate, which belongs to internal evaluation. And third party assessment refers to evaluation by a third party which organize the implementation of evaluation independent from the government ,also known as the external evaluation, it usually including independent third-party assessment evaluation and entrust a third party. Ni Xing believes that in the third party assessment, the first party assessment refers to the internal assessment, the second party assessment refers to the external evaluation, from the general public the third party assessment is different from the two parties,it is an independent assessment of the professional institutions. While Cheng Lizhi believes that a third party assessment is different from evaluation by policy makers and practitioners.

The subject of the third party can be varied, including entrusted by the administrative agencies of research institutions, professional assessment organization (including colleges and universities) and research institutions, intermediary organizations, media, social organizations and the public, especially the stakeholder participation and so on the many kinds of evaluation main body.

The author maintain that in the field of government purchase of public services, the third-party assessment is to refer to the evaluation made by the organization which outside the buyer, supplier and services objects, to undertake party and services outside of the receiving party to evaluate of the person or organization. In theory, the subject of the third party can be varied, including entrusted by the administrative agencies of research institutions, professional assessment organization (including colleges and universities and research institutes), professional firms, opinion, social organizations and the public, and so on. But, on the basis of the existing text representation at all levels of government policy and practice, this paper will define the third party as the organization which has no administrative subordination relations and professional evaluation organization have no interests with the government,--including colleges and universities and research institutions and the folk professional appraisal institution.

2. The Necessity of Introducing Third-Party Assessment in the Practice of Government Purchase of Home-Based Care Services

2.1 Introducing Third-Party Evaluation, Realize the Diversification of Evaluation, Can Make Sure That the Premise of Public Interests Are Realized

The essential attribute of public policy is the publicity, the public nature of the characteristics of public policy, from the formulation, implementation, evaluation, feedback to adjust, must be reflected as the overall interests of the people and the will,"people "here is not the one, but the diversity, its feature is the differences of interest and the interests of differentiation, the diversity must be admitted if we need admitted the interest differences and differentiation.

Swartz, one of the famous scholar in West pointed out that "modern society is a free democratic society, which have different interests, the power of the people realized by the activities of group activities, parties and pressure groups or interest groups, each of which must represent one of the many benefits, so an already open society is divided, pluralist convey and emphasize the diversity of the interests, and so as the liberal theorists, this diversity is regarded as necessary and positive in social life ." In the government purchase of home-based care services , it is necessary that introduce the third party evaluation which outside the system besides internal evaluation . Only in this way, can we maximize the social public interests.

2.2 Introducing the Third Party Evaluation Can Ensure the Fairness and Justice of Assessing

Modern political theory, especially the emergence of public choice theory, make us realize that we must ensure the diversification of evaluation and the introduction of external mechanism of the third-party evaluation, so that can we maintain the fairness and impartiality of the evaluation work. Public choice theory point out that , the principle that personal choice under the market economic activities ruled by reason, also be the same with the field of political activity. That is to say, the government and government officials in the process of social activities and market transaction also reflects the characteristic of the rational "economic man". Government and its civil servants have their own interests, or the government's target of its own interests itself is a complex function, which not only includes the public interest of government itself , but also includes the internal staff's personal interests,the small group benefits and so on. So, the government and its civil servants do not necessarily represent the public interest .From another point of view, even if the government basically represent the public interest, but as a result of public interest itself have different scope and level classification. the central government and local government as a different interest subjects, in addition to their own interests appeal, there are many differences in the aspect of the overall goal of public interests. Therefore, in order to avoid the conflicts between the government internal assessment subjects affect the impartiality and scientific of the evaluation , the voice of introducing third party independent evaluation in government purchase of home endowment service evaluation has become higher and higher.

2.3 Introducing the Third Party Assessment, Is the Need of Increasing the Service Efficiency of National Financial Fund

Long-term since, Chinese government in providing public services, focusing on the capital investment, and lack the necessary assessment on how much to produce, this is largely affected the efficiency in using fiscal fund. At present, in the process of construction of "efficient government", we should strengthen the attention to input and output efficiency, to put their money to use on the blade, then increasing the service efficiency of funds. The third-party evaluation provides a valuable reference for the allocation and use of financial funds.

2.4 Introducing the Third Party Assessment Can Improve the Public Service Satisfaction Level.

Because of the lack of the main body of independent third party assessment in previous assessment of the government, the government cannot receive the public voice, this may cause a lot of policy and the expected result is far from the aspect that, in a larger extent, may reduce the public's recognition and support of the government. Through a third party appraisal institution, the social public voice can be collected and conveyed to the government, then the government can respond to public opinion efficiently, this will greatly improve the government to provide public services targeted, increase public satisfaction and recognition to the government.

2.5 The Development of the Third Party Evaluation is the Need of Cultivating Civil Society

KeHeng and Mr Rato, contemporary American political scientists, in their theory of "reconstruction" civil society suggests that the third party, as a private institute for the study, is the foundation of civil society and one of the main body, the independent evaluation of government performance is an important form to actively participate in social public life, and is an important performance of democratic participation.

As a folk appraisal institutions of the third party with its abundant professional knowledge, it can provide consulting and staff for government decision-making, thus a important impact on government decision-making, promotes the government decision-making democratization. At the same time, the third party from the perspective of public interest free, rational, open discussion and evaluate the government performance, it is a significant feature of exercising their democratic rights, participating in national political life and social public affairs, it is also an important symbol of civil society development.

As a folk appraisal institutions of the third party, they shoulder the responsibility of collecting and expressing the public opinion, also undertake the due obligations of cultivating social members, inspiring citizens' participation enthusiasm, leading the citizen participation in government and public affairs rationally. So by developing the third party independent evaluation model, not only can involved more people in the government performance evaluation, also can form a benign interaction and cooperation among the third party, the government, the media and the public. Promote the maturity and development of China's civil society while develop socialist democracy, improve the quality of public service government.

3. The Feasibility of Introducing the Third Party Assessment, Based on the Analysis of the PEST Model

PEST analysis was one of methods used by strategy consultants to help enterprises review the external macro environment .It Refers to the analysis of macro environment, which is affecting all industries and enterprises .when analyze the macro environment factors, industries and enterprises according to their own characteristics and management needs to analysis of the specific content of difference, but generally deal with political, economic , social and technological in these four categories.The main external environment factors affecting enterprise is analyzed. Simply called a PEST analysis method. In this paper, we will use this method to justify the feasibility of introduce third-party evaluation in the demonstration of the government purchase of home-based care services.

3.1 From the Aspect of Policy

First of all, the Communist Party of China represents the interests of the masses and the ultimate goal of all countries work is to achieve the fundamental interests of most people. In the field of government purchase of home-based care services., the introduction of a third party assessment, maximum extent to meet the social public multivariate interests, this is in line with the Communist Party of China ruling concept.

Second, the central and local governments actively promote purchase of public services to the society, and attaches great importance to the evaluation , thus created a favorable political environment for the development of the third-party evaluation. On July 31, 2013, the State Council premier Li Keqiang chaired a state council executive meeting, which research on the government purchase of public services , he clearly pointed out: enforce government purchasing service fund management, fix fee to things, specify transparent, strengthen the audit, to use the limited funds in the blade.

Establish strict supervision and evaluation mechanism,comprehensive public purchasing service information, set up review mechanism, make up with the purchase of main body, service object, and the third party the evaluation ,and results should be opened to the public.Each local government should carry out strictly according to the central deployment, actively promote the government purchase of public services, attaches great importance to the assessment scientifically and effectively.

Besides, since 2010, Guangzhou, Chengdu, Dongguan and other more cities adopting third party assessment,and the government and related departments to explicitly set up related laws that laid the legal premise for the third party assessment .

3.2 From the Aspect of Economy

From the year of 2003 to 2011, China's economic have grown by as much as 10.7% on average, with the rapid economic development, China's fiscal revenue reached 2 trillion yuan in 2003 after even a record high, exceeding 3 trillion yuan in 2005, in 2011 reached 10 trillion yuan.

And in 2011, the Chinese economy will overtake Japan and become the world's second economic power. Adequate funding provide a solid economic foundation for the government to buy public services,also reserved enough capital for assess work .

3.3 From the Aspect of Social Culture

3.3.1 The Awakening of Participation Consciousness of Citizen

Since the late 1970s, the new public management instead of traditional mode, emphasizes the customer as the government's policy goal, the government should take the customer as the guidance of the output to meet the public demand, and then turn to be the new public service ,which based on public interests, the ideals of democracy and governance process and restore the citizen participation. "Strong democracy", "citizen governance" and the requirement and calls of "community governance" has grown higher. Government purchase of home endowment service, will eventually relations to the vital interests of every social members, which guide the citizens more actively involved in the policy performance evaluation work, laid a profound social foundation for the third party assessment.

3.3.2 The Vigorous Development of Social Organizations

In 2006, the Central Committee of the Communist Party of China past a file named "certain major issue decision on building a socialist harmonious society " put forward that: "to encourage social forces to establish people-run non-enterprise units in education, science and technology, culture, health, sports, social welfare areas ." this is the first time the the Central Committee of the Communist Party of China's file put forward clear requirements for the development of the folk organization, and this bring out a great opportunity of social organization. By the end of 2012, 492,000 China social organization has registered in according the law, and by the end of 2009, per ten thousand people increased from 3.2 to 3.7, a social organization in the science-education-culture-health, social management, charity, and other fields, social organization take part in different degrees. The vigorous development of social organizations provides a good soil environment for the produce and development of independent third party.

3.4 From the Aspect of Technology

The arrival of information age and the development of Internet technology, makes the ordinary people have more opportunity to access to information that concerning the reform of political governance both at home and abroad. It is because of the media means upgrading, the popularity of the Internet enable the people to participate in the anytime and anywhere, and greatly widened the transmission path of the opinions of the public comment to influence.At the same time, with the development of computer simulation technology and the deepening of the theoretical research, experts, scholars have developed a variety of evaluation means and methods, these are created the possibilities for the third party to carry out scientific evaluation on the technical level .

4. The Advices on How to Perfect the Third Party Evaluation Mode in the Areas of Government Purchase of Home-Based Care Services

4.1Determined to Keep Independence

First of all, as a third party appraisal institution or organization should bear in mind that the mission of a firm "independent detachment" position. Third party should take on the responsibility of the public opinion leaders, do prospective and systemic research on government performance evaluation on the basis of improving research level, to act as the role of supervision and criticism of the government.

Secondly, as a third party appraisal institution or organization, should clear its relationship with the government. Independent third party and the government is not subservient to the subordinate, nor opposition against, but the friendly cooperation relationship. Third party through the scientific evaluation of government performance, improve the efficiency of government services, improve the public satisfaction to the government. It can be said that the government and the third party interests is consistent. As a result, the third party appraisal institution should communicate with the government departments more frequently, maximize the government approved the idea and provide system support.

Thirdly, the third party civil assessment agencies and organizations should actively declare social science fund project, cooperate with the government for project commissioned assessment performance.

They can actively expand the enterprise, social fund-raising channels, actively seeking social donations, to expand their own financial resources. Only in this way, can they maximum guarantee its independence and avoid become subservient to the government.

4.2 Efforts to Improve its Scientific Nature

First of all, the third party appraisal institution or organization need strengthen the construction of professional team. Government performance evaluation is the hard work recognized worldwide. Chinese government performance evaluation system in start-up period, the further development of the third party independent evaluation is a complex difficult task. Government performance evaluation theory has a multidisciplinary cross borderline, the practice of government performance evaluation activities need a with politics, economics, sociology, management, mathematics, statistics, psychology and other different professional background of the research team. This requires private research institution to set up professional talent teams. Secondly, the third party appraisal institution or organization should carry out more cooperation, communication, complement with each other. Third party civil assessment or institution shall establish a dialogue and cooperation mechanism between each other, promote the performance evaluation results, realize win-win situation of their own development and promote the government reform.

4.3 Consciously Set Up the Authority

The authority of a third party appraisal institution comes from the social public recognition, from the idea of advanced and scientific assessment. So, first of all, the organization should always remember its mission, continuously strengthen the awareness of the responsibility of the organization and its staff. Second, the third party evaluation institutions should establish and improve the internal governance mechanism itself, with advanced management concept and method of maintaining the organization efficient operation, ensure that evaluate the work efficiency. lastly, in order to get more support, the third party appraisal institution must be good at cooperation with the public, the media and other concerning department .

With the frequently of the government performance evaluation practice, the third party assessment will play an increasing important position. As folk third party appraisal institution or organization, should seize the opportunity to step up the science of uniting themselves, under the guidance of the principles of independence, scientific and authoritative, continuously enhance the ability of organization assessment, so as to promote the transformation of government function, improve the government's public service quality and improve the public satisfaction service.

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