

The politics of profit in Swedish eldercare: the strategies and arguments of a private eldercare interest group

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A striking development in Swedish eldercare in recent years has been the growing role of a handful of large, internationally-owned corporations in providing both home-based and residential care services, alongside a larger number of small providers. The private sector now provides nearly a quarter of all eldercare in Sweden. The aim of this paper is to examine how organised interests in private eldercare have sought to influence public perceptions and public policies on eldercare. We use critical discourse analysis to explore the actors, frames and claims mobilised by the employer organisation for private providers, *Vårdföretagarna*, in its research, lobbying and outreach activities. We show how these actors, frames and claims are used to 'mobilize potential adherents and constituents, to garner bystander support, and to demobilize antagonists' (Snow and Benford 1988). They do so by positioning private provision, private ownership and profit-making as essential to the future of 'modern', high-quality and diverse eldercare in Sweden.