

“Co-Creation” and “Experience Co-Creation” in Health Care

- introduction -

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Innovating the way we care

Starting points of “**Co-Creation**” and
“**Experience Co-Creation**” are optimally fit to
create **Value to Patients**:

- Working with a multi stakeholder environment:
patients, health care professionals, industry, institutions, payor organizations, authorities;
- Personalization of health care,
with regard to objectives, therapy, medication, life style, behavior, attitude, emotion,
knowledge, etc.;
- Multidisciplinary medical activity:
physicians, nurses, pharmacists, physiotherapist, dietitians, psychologists, etc.
- Involvement of related persons, impacted by the process: family, employers, a.o.
Each, with particular interests, wishes and demands

Surely, creating health care is too complicated
to “work together”.

Co-Creation is the kind of cooperation in which all participants are enabled to influence process and result, like a plan, routine, advice, or product.

Characteristics of co-creation are dialogue, 'common ground', enthusiasm, vigor and focus on results.

Conditions to successful co-creation are: equivalence of the participants, reciprocity, openness and trust.

Experience co-creation breaks down the process through which customers create their own interactions with companies.

Health Care Value to Patients is Co-Created when it is individualized.

That is: if and when a patient is able to personalize his or her experience with the given health care services and products, to a level that is best suited to get his or her therapy effectively done.

It allows the health care providers to derive greater value from their product-service investment in the form of new knowledge, higher revenues/profitability and/or superior brand value/loyalty.

Co-Creation as the Basis for Value

The personal meaning derived from the co-creation **experience** is what determines the value to the individual

Experience networks comprise nonlinear, non sequential inter-actions among companies, institutions and customers.



The network creates an experience environment with which each consumer has a unique interaction. The consumer actively co-creates his or her personalized experience.

4 Principles of Co-Creation

Stakeholders will participate in co-creation, if it produces value for them too

The best way to co-create is to focus on the experiences of all stakeholders

Stakeholders must be able to directly interact with one another

Platforms that allow stakeholders to interact and share their experiences are crucial



Experience Co-Creation in Care



A method of development
to reach a common understanding
between all parties
based on
insights into each others' interest

Experience Co-Creation is not just working together

Traditional Strategy

Co-Creative Strategy

Values

Creates value by delivering defined customer experience to targeted customer set

Creates value by constantly enhancing experiences for all stakeholders

Goals

Establishes strategic goals at the outset and doesn't significantly change them

Uses the initial strategic goal as a starting point and lets the full strategy emerge over time

Focus

On the interests of the firm: that is, how the firm can maximize its share of the created value relative to the shares of its industry competitors

Focuses on the interests of all stakeholders and how the ecosystem can maximize the size of the pie;

Advantage

Achieves advantage through realizing economies of scale before competitors do and making big, bold moves

Achieves advantage through the increased engagement of stakeholders and by continually building new interactions and experiences, which lead to higher productivity, higher creativity, and lower costs and risks

The Co-Creation Approach to Process Design aims to serve the interests of all stakeholders

It focuses on their experience and how they interact with one another:

-  **Identify all stakeholders touched by the process**
patients, health care professionals, industry, institutions, payor organizations, es;
-  **Understand and map out current interactions among stakeholders**
-  **Organize Workshops in which stakeholders share**
experiences, elaborate meaning and imagine ways to improve them
-  **Build platforms to implement ideas**
for new interactions and to continue the dialogue
among stakeholders to generate further ideas
-  **Perpetuate innovation upon understandings and evaluations**
Sustainable partnerships may foster health care innovation
to better outcomes and cost savings

Using specific methods in a step wise process, Experience Co-Creation leads often to surprising insights between stakeholders, and to straightforward, often surprising, results

The method involves a stepwise procedure in which stakeholders learn to understand each other's perspectives, particular ways of reasoning, their priorities in specific situations, and ambitions.

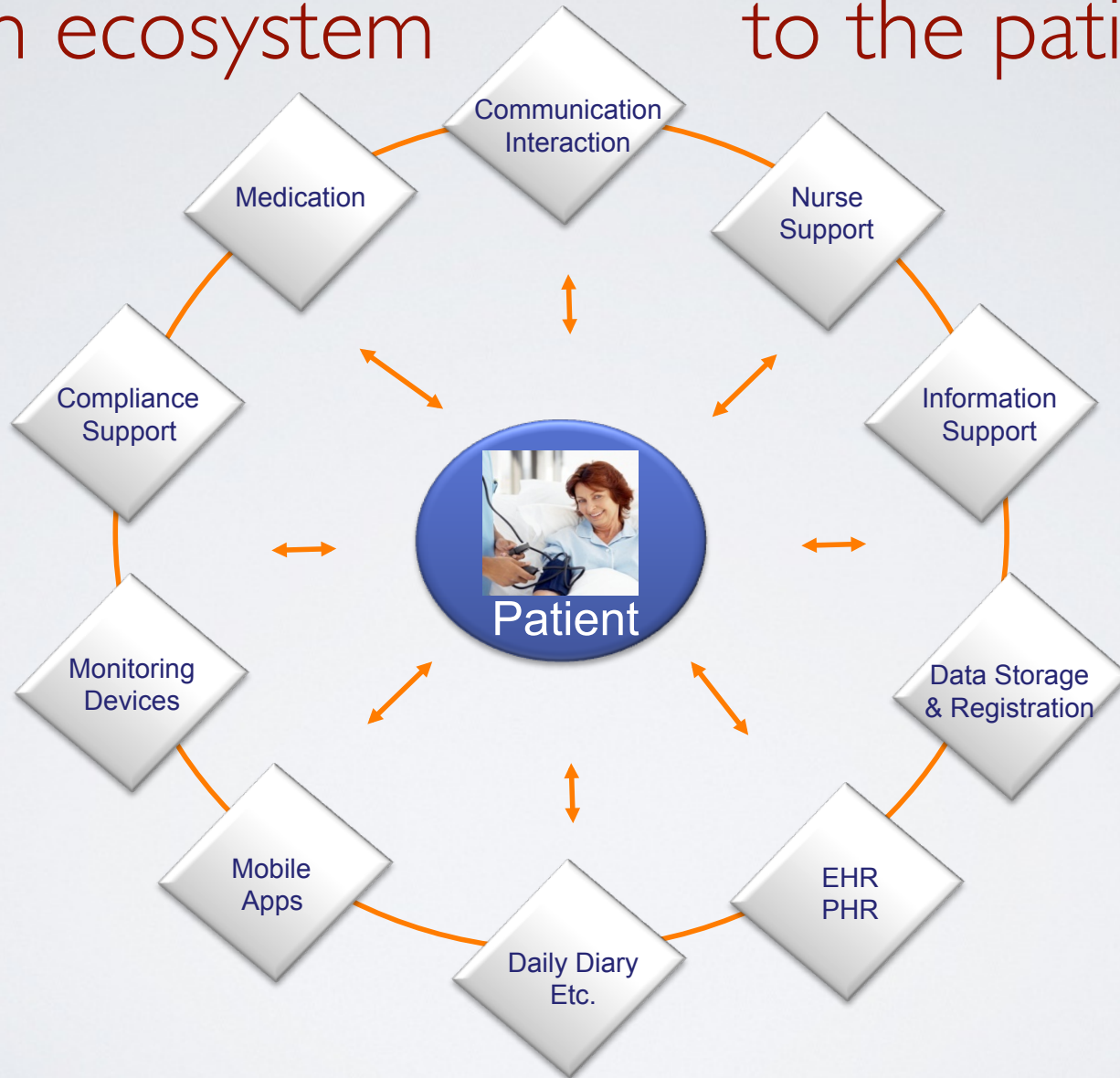
Next, analyze and learn together the how and why of current routines, involvement of different persons and background information to unintended, unexpected and adverse responses.

Will think of options and create together optimal actions and processes to reach better result and health outcome in a collective endorsement.

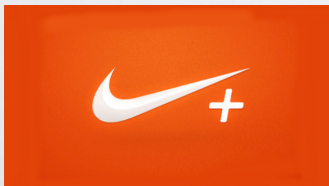
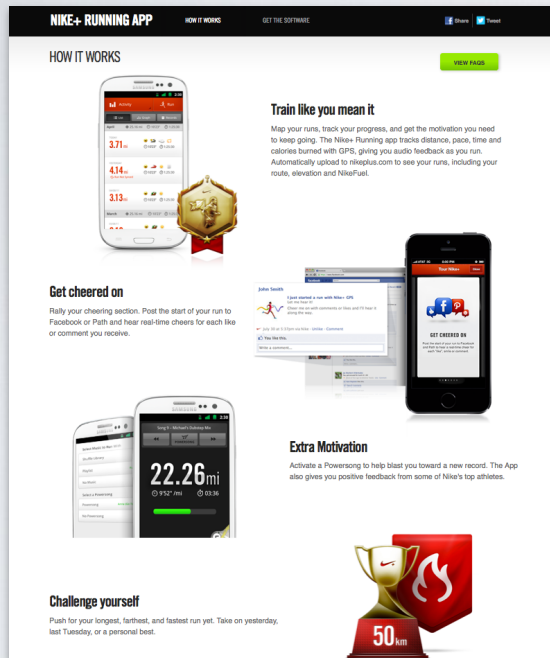
Then, finally will search for optimizations through on line features to compensate for difficult, uncomfortable or not feasible interactions, sharing or communication.

By doing so, one will understand the partners' orientation and will be enabled to experiment in trust.

The resulting platform functions as ehealth ecosystem to the patient

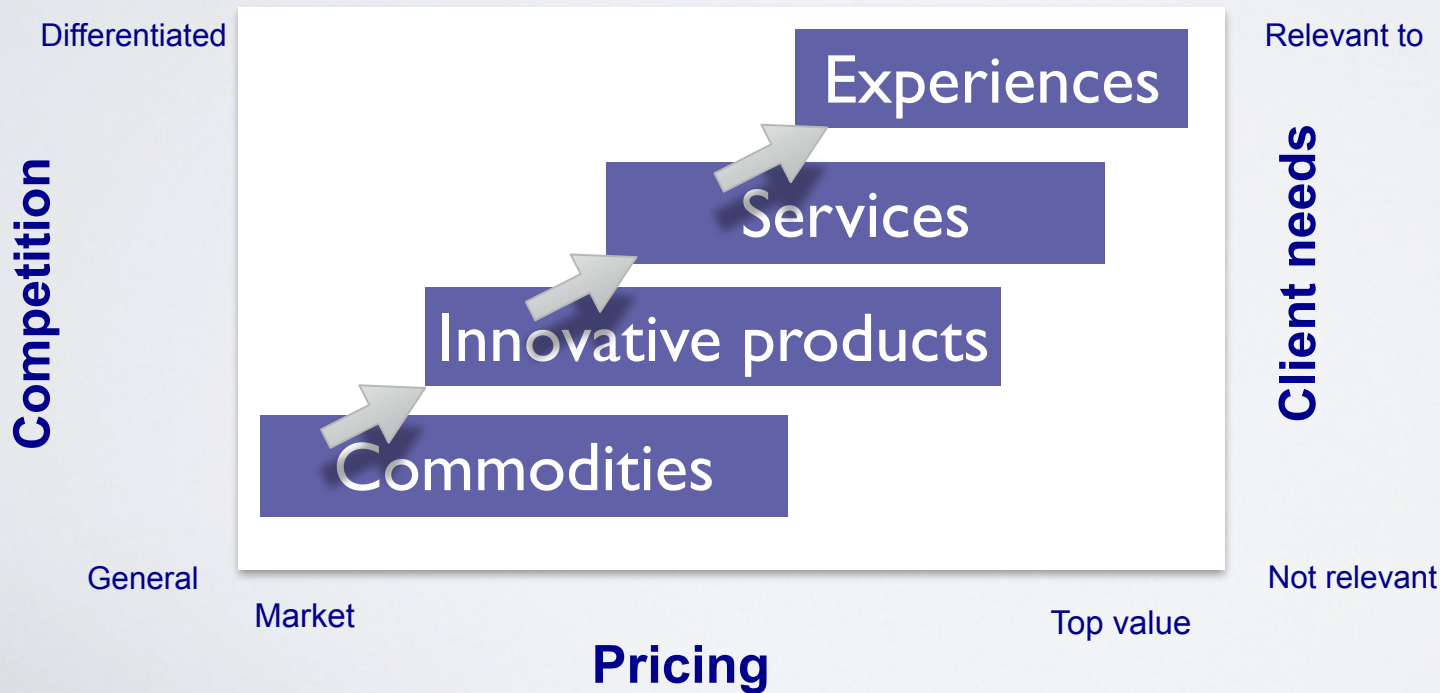


Experience Co-Creation originates from other branches than health care, like:



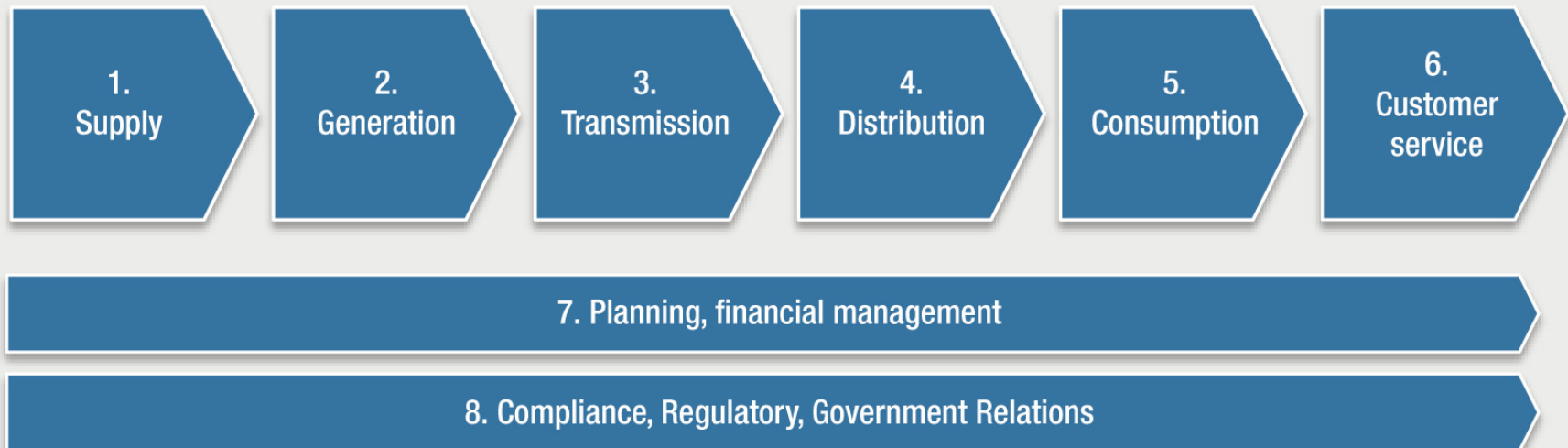


When it is applied to health care, then know how, experiences, research, technology, on line facilities, will get integrated with individualized personal engagement to effectiveness

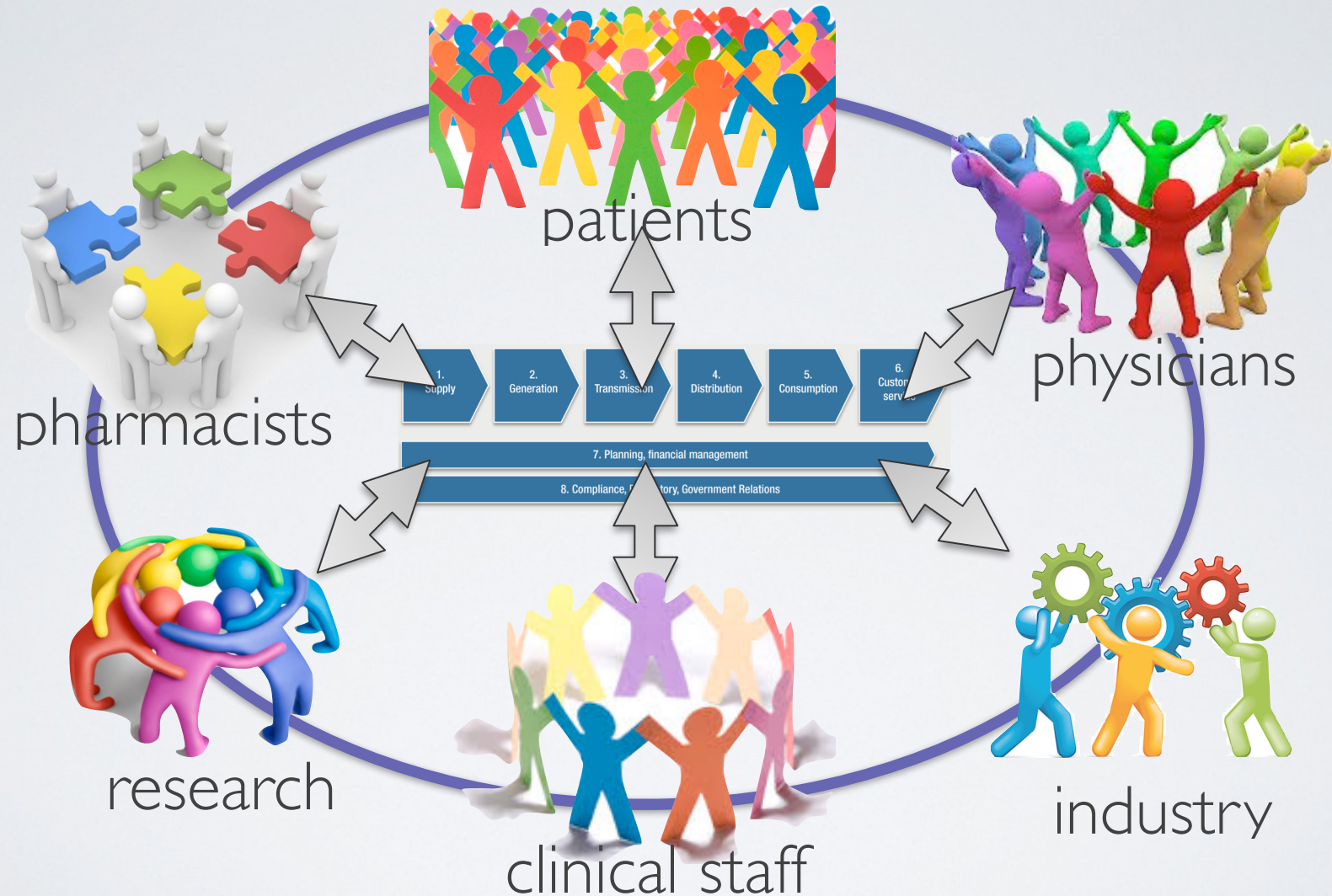


The health care industry may specifically add value to their customers through partnership in Experience Co-Creation of Health Care

Not to go where the prices of their products go, the industry could redesign their business of delivery from this traditional value chain, ..



.. to value creation in a Co-Creative Enterprise



Co-Creation could then be about:

Leading together



Caring together



Developing together



Earning together



Definition

Nuances

- Co-creation is an active, creative and social process, based on collaboration between producers and users, that is initiated by the firm to generate value for customers

But also:

- Co-creation is an active, creative and social process, based on collaboration between users, that is initiated by users to generate value for users



Also, one could state:

Experience co-creation is what happens when individuals, groups and/or organizations, committed to a challenge perceived as complex, create solutions collaboratively that satisfy a specific collective or societal interest.

It is a **facilitated process** of authentic and respectful interactions of people striving for a shared vision on a desired situation and/or outcome with commonly endorsed actions to realize them.

To choose an experience co-creative approach gets the more relevant if:

1. Current approaches or action routines are less than sufficient, or satisfying;
2. The parties of interest acknowledge the situation as challenging;
3. Persons involved have no clue yet as how to get to a result, or even define the situation and its expected outcomes

Benefits of Co-Creation from a providers' perspective



- Access to a large spectrum of knowledge, experiences and data
 - one doesn't need to invent the wheel, and is enabled to continuous innovation
- (brand) loyalty from end-users, partners and customers
- strong and sustainable commitment
- customers become advocates
- Fresh insights into customer and end-user development
- Reduction of R&D Costs
- Customer Satisfaction

Co Creation in regional/local Health Care

Collaborative - Engaged - Connected - Care

Cooperation between all necessary providers and other stakeholders

Facilitate integrated, easily accessible, transparent and clear care, specifically in chronic conditions

New and reorganized structures of care processes are easier to establish

Framing care paths in comprehensive health economic cost models will facilitate performance modeling



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All thinking originates from authors listed below.
The synthesis and application towards the business of health is my own

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