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Piloting Social Innovation through Co-creation

HoCare2.0 | Szépvölgyi Ákos, Jan Schneider

Social innovation

"Social innovation is a term that almost everybody likes, but nobody is quite sure of what it means" - Pol és Ville (2009)

- Identifying and meeting unmet community needs
- Not an end in itself
- It can happen anywhere, including in the private sector
- Largely grassroots
- First small scale then systemic change

Open innovation + 2.0

- based on the creation of innovative outputs
- is the result of collaboration between firms, outsourcing of R&D, outsourcing in general and interaction between firms and their environment and users
- the company sees the external environment as a source of knowledge, innovative ideas and solutions.
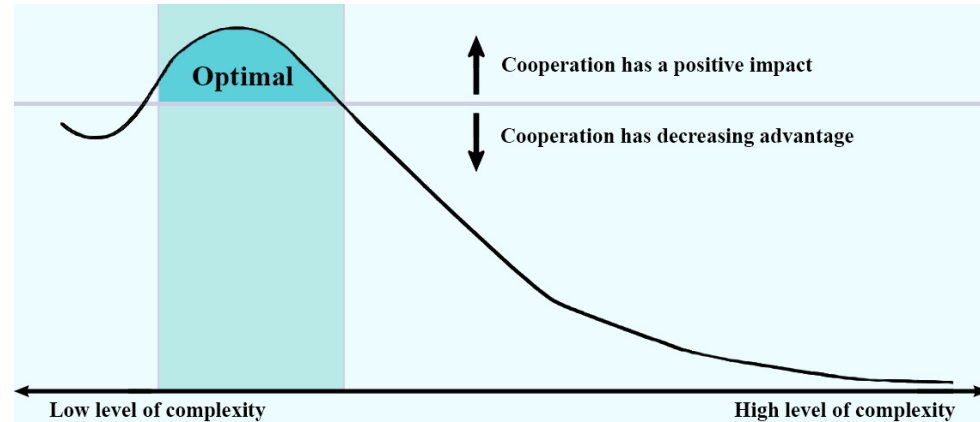
Open Innovation 2.0 - based on the Quadruple Helix model of involving actors in the innovation process
- fully exploits the potential for the development of ideas based on mutual benefits

The Quadruple Helix Model
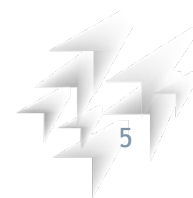

Government

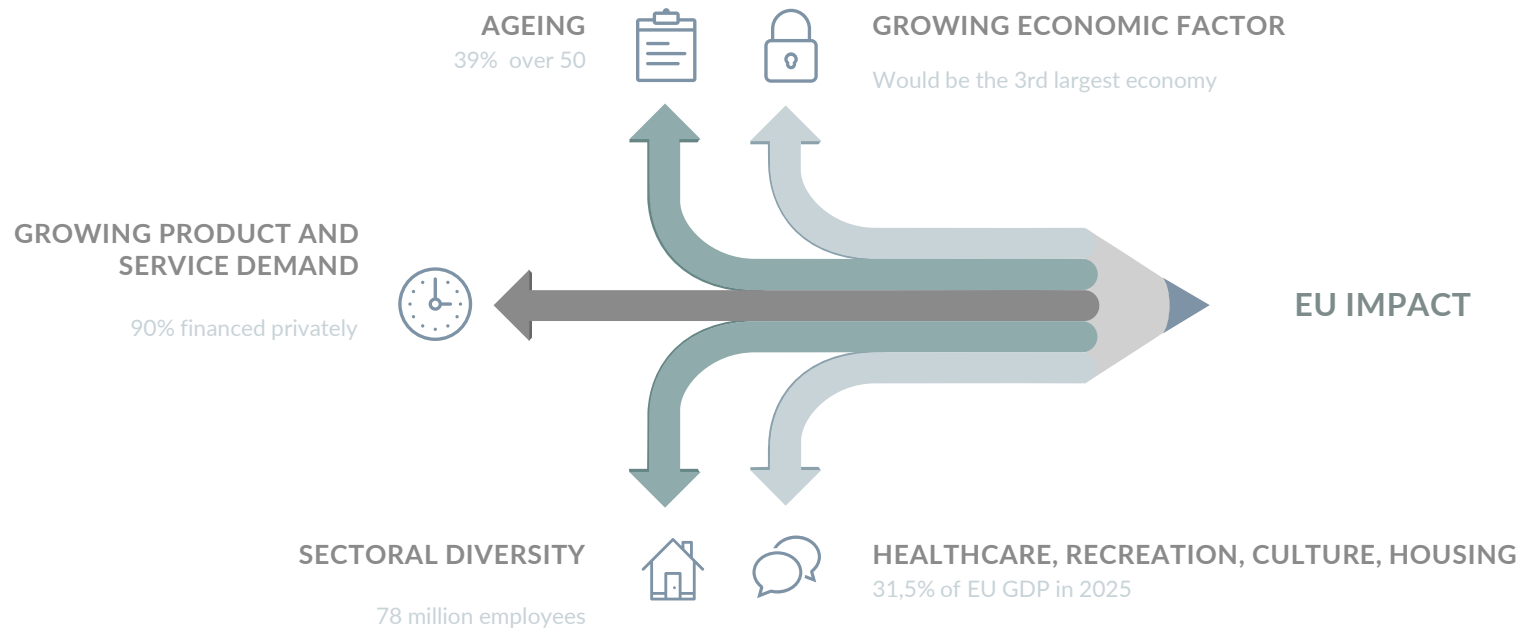Citizens   Innovation subject   Academia

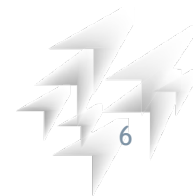Industry
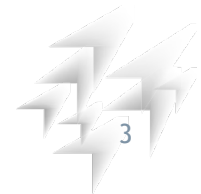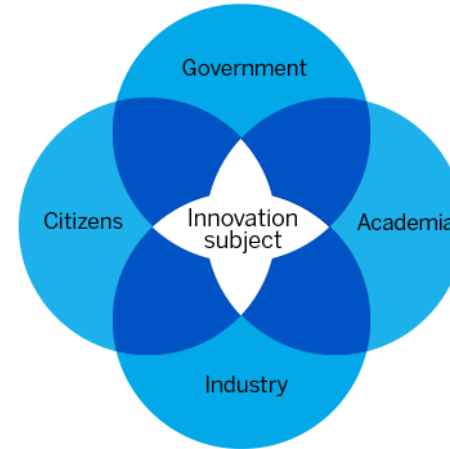
Co-creation helps...

- Creating better products and services
- To be valued and perceived as useful by customers
- Cooperating with partners
- Enabling end users to participate more easily in the creation of products and services
- Increasing transparency about roles, direction and progress
- Increasing the speed of response and implementation
- Overcoming the most difficult strategic challenges
- Seeing the business in a new perspective

Optimal

Cooperation has a positive impact

Cooperation has decreasing advantage

Low level of complexity

High level of complexity

Silver economy

AGEING
39% over 50

GROWING ECONOMIC FACTOR
Would be the 3rd largest economy

GROWING PRODUCT AND SERVICE DEMAND
90% financed privately

EU IMPACT

SECTORAL DIVERSITY
78 million employees

HEALTHCARE, RECREATION, CULTURE, HOUSING
31,5% of EU GDP in 2025

Specific needs

ACTIVE AGING
Including prevention of health

SOCIAL LIFE AND OPINIONS
Isolation as a core issue

HEALTH
Silver economy as main consumer (+50% share), so health sector is under pressure

DIGITAL INVOLVEMENT
Connected health, integrated services, increased connectivity

HOUSING AND LIVING
Institutional housholds, under-occupied dwellings, affordability

Increasing home care needs

E-HEALTH

INTERACTIVE PRODUCT DEVELOPMENT

INTEGRATED SUPPORT SERVICES

SMART HOME

ELDERLY-FRIENDLY
ENVIRONMENT
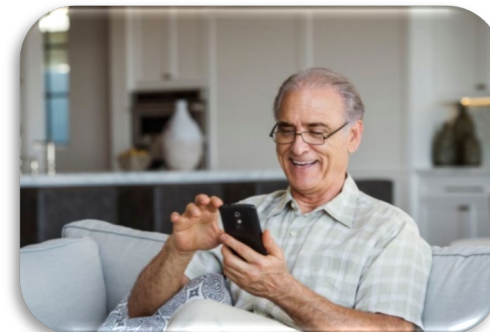
ICT COMPETENCES
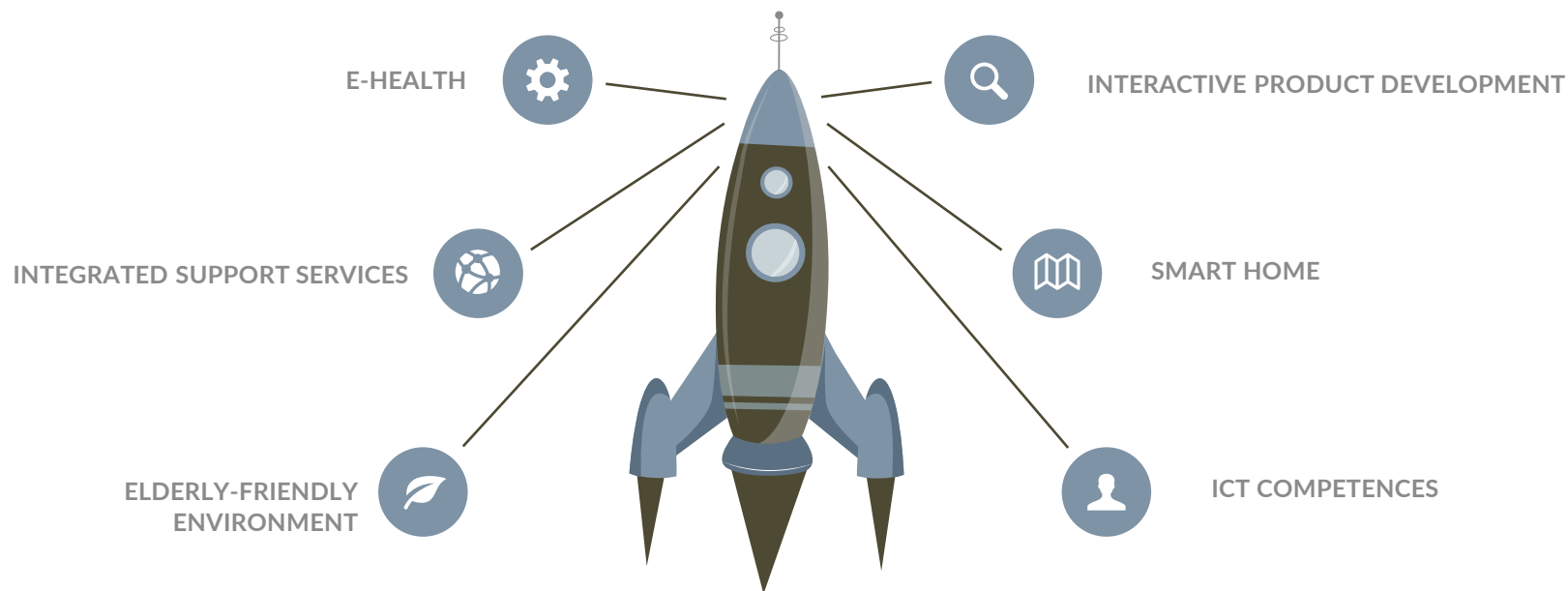
Issue to be addressed
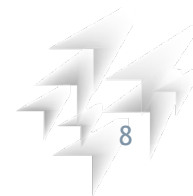
Fast Aging of Population

Not enough carers

Increasing need for innovative home care solutions.

PROBLEM:
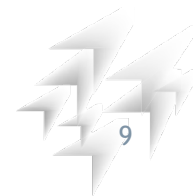**These solutions are not well accepted by care recipients**

A possible solution

KNOWLEDGE in using CO-CREATION

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LINKAGES among Quadruple Helix Actors in Ecosystems

BOOST usage of CO-CREATION by SMEs (delivery) and Public service providers (deployment)
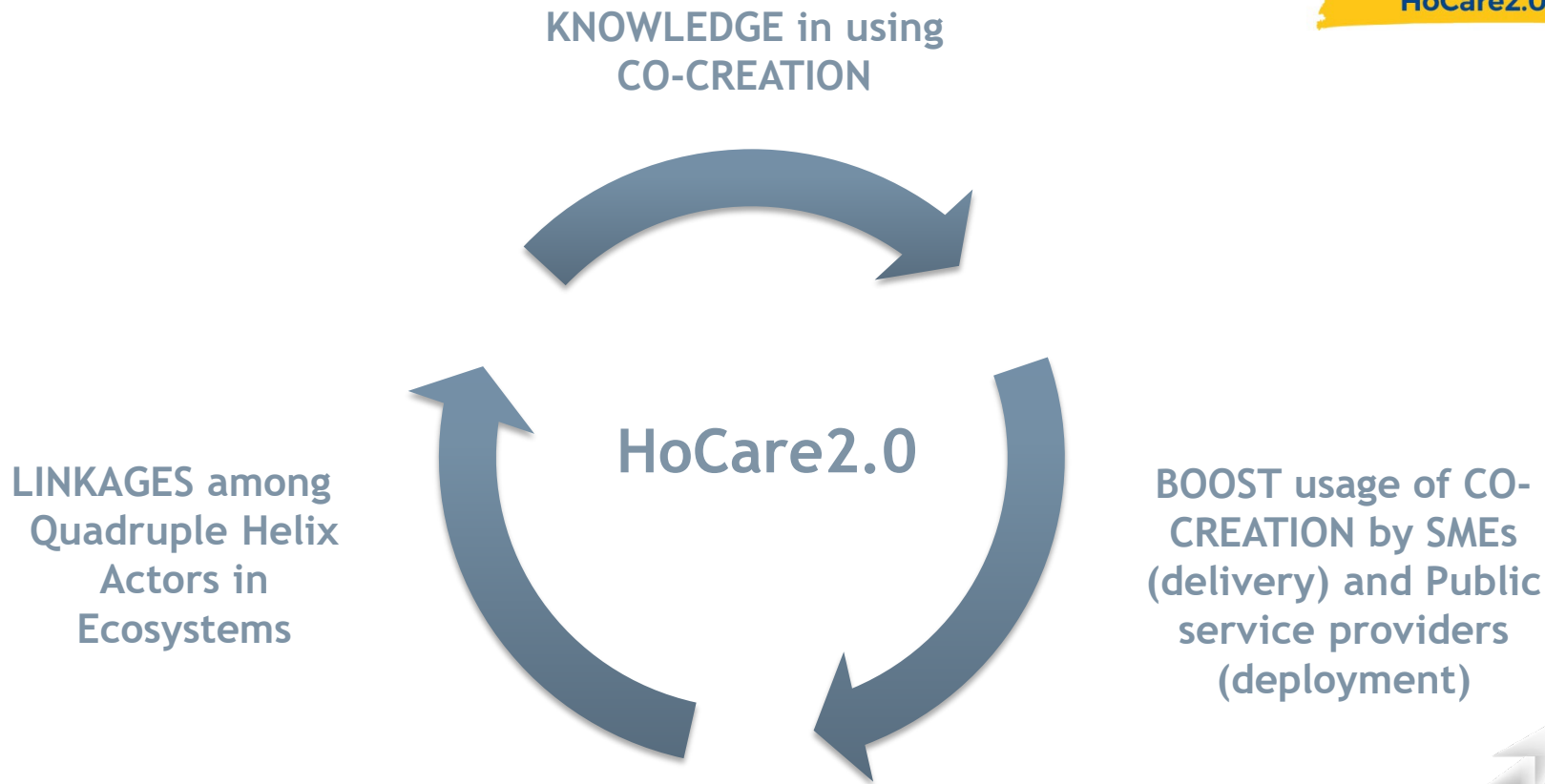
Social ambulance in Prague 4

ÚSTAV SOCIÁLNÍCH
SLUŽEB V PRAZE 4

Interreg
CENTRAL EUROPE
European Union
European Regional
Development Fund
HoCare2.0

Partner introduction: A municipal company - provider of social home and relief care services in Prague's most populous district (130k residents).

Road to pilot: A successful ESF project „Center for informal care" run from 2018 to 2020 introduced systematic help, i.e. self-support groups and psychological, social and paliative consulting.

Aim of pilot: Expanding biographical approach to care providers, adapting services based on previous experiences, furthering the support to informal/family care providers.

Pilot outcome: Creating one entry point for all those interested in services and information. Changes to the multidisciplinary team and organisation structure. Furthering crisis intervention and individualised care and cooperation with volunteers.
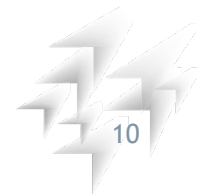
Voice control in mobile senior platform

Partner introduction: A start-up enterprise creating a mobile platform that helps seniors access communication and other online services.

Road to pilot: A working app was created to work on all common mobile devices, cooperation has been established with home care providers to use the platform as a form of communication.

Aim of pilot: Developing specific voice commands and overall voice control to further increase accessibility for seniors.

Pilot outcome: Voice commands were successfully implemented into the platform and tested in cooperation with social service clients. They are now a part of the working app.
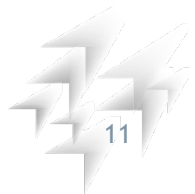
Dr. BetMen – The patient journey manager

Partner introduction: The National Directorate General for Hospitals is a Hungarian government agency responsible for maintaining 94 hospitals, thus, the biggest actor in the national health care system in the country.

Road to pilot: The need for a more efficient system of guiding the patient through the healthcare system and providing support to healthcare actors.

Aim of pilot: Offering a system to reduce the administrative burden on healthcare providers, speed up patient care, making the whole process transparent for both the doctor and the patient and to minimise face-to-face encounters.

Pilot outcome: The software was successfully tested in a limited environment and is approved for integration into National eHealth Infrastructure.

Tino DTB – The digital therapy companion

Partner introduction: DTB is a newly founded part of a pharmaceutical corporation, which is dedicated to digital development in the field

Road to pilot: There was already a browser-based version of a system that helps cancer patients with their therapy, medication, and vital paremeter and side effect monitoring supervised by their physician.

Aim of pilot: Developing an app for mobile devices for easier patient access to the system and to generally improve the user experience.

Pilot outcome: The app was successfully created and is available in mobile appstores. The system has been approved as medical device by the German Federal Institute.
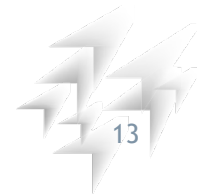
Thank you for your attention

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