



Introducing HoCare2.0 SME & Policy Tools

How SMEs and Public service providers can benefit from the co-creation of home care products and services

Project HoCare2.0

The HoCare2.0 project aims to deliver highly innovative, digital-based, customer-centered home care solutions for the elderly. The project targets this area for innovation due to the **ageing of European society**. This process opens up a significant market - the Silver Economy - which still lacks solutions that are designed with the elderly.

The success of newly delivered ICT based solutions and products depend largely on two main factors:

1. The solution must meet with the real needs of end-users;
2. End-users need to accept the solution.

It often happens that one might have a fitting solution, but it is not used by the elderly as they are not comfortable with the technology.

Therefore, we suggest **involving the elderly in the design process**.



Co-creation process and the Tools

One of the most promising ways for the involvement of end-users into the development is co-creation.

Co-creation is a process that utilizes the knowledge and experience of end-users in every stage of the development process. This results in better-fitting solutions and involvement also promote the usability of the technology. Therefore, increases its acceptance on the market.

Both Tools (SME and Policy) guide the reader through meaningful involvement of the elderly into the design process and comprise of 4 parts.



SME & Policy Tools - Part One

Part One introduces you to the co-creation process, details its advantages and disadvantages and for what it is good for.

Co-creation is seen as a form of **Open Innovation**: ideas are shared, rather than kept to oneself. You might know it as other buzz-words like ‘user-generated content’ or ‘mass-customisation’.

Most companies hesitate to share ideas and strategies with external people. It is a natural reaction, but in the end, it’s the results that count: **new products, new profit pools, new ways of thinking, new energy.**

We claim that **Open Innovation 2.0** is the most advanced and beneficial way of innovating for any company. It is based on the **involvement of the Quadruple Helix Actors** to the innovation process. But who are they?

Quadruple Helix Actors are represented by Public service providers, Industry (startups and SMEs), Academia and Civil participants. In Open Innovation 2.0, these actors work together to co-create the future and drive structural changes far beyond the scope of what one organization or a person could do alone.



SME & Policy Tools - Part Two

Part Two introduces the possibilities of co-creation in healthcare and brings you closer to home care and its solutions.

Home care is a specific segment of the healthcare sector. It aims to satisfy people’s health and social needs in their homes, by providing **appropriate and high-quality home-based health care and social services**, by formal and informal caregivers, with the use of technology when appropriate.

Any technology, medical and non-medical, that provides or facilitates care and everyday activities in a user’s home can be considered as home care technology.

For people with chronic diseases, appointments can take up significant amounts of time and limit their ability to perform normal professional and social activities. Remote systems may allow much more **frequent and unobtrusive monitoring** than before. Irregularities are more likely to be **noticed early**, which could prevent deterioration in the condition of the service users.



SME & Policy Tools - Part Three

Part Three provides measures on how to receive the required feedback from the elderly in different stages of the development process.

The process consists of **four main steps**, each one consists of activities that the co-creating team or the facilitator alone needs to go through.

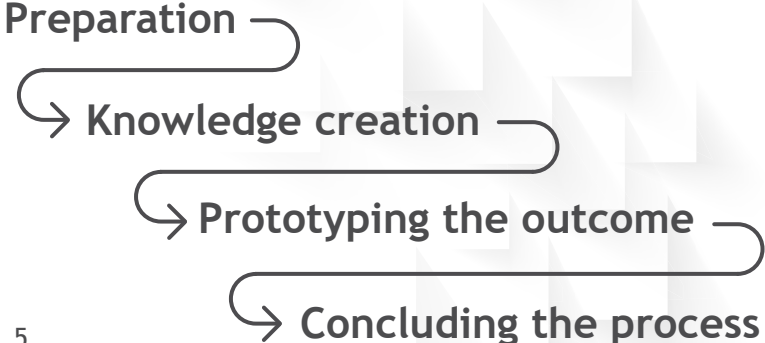
In preparation, the necessary physical conditions for the co-creation process are prepared - the creation of creative and inspirational environment and atmosphere.

The co-creative work starts in knowledge creation. The aim is to identify the user's requirements of the future product. You explore the needs, capabilities, attitudes and characteristics of the end-users.

The prototyping phase is the time when actual outcomes are prepared and the prototypes of the future product (high fidelity prototype), or service (low fidelity prototype) are created.

As the 2nd prototype is prepared, the co-creation process is over and **needs to be concluded.** The team and facilitator reflect on the process and activities that were done during the co-creation session.

Preparation



SME & Policy Tools - Part Four

Part Four details best practices and examples of successful co-creation. The Tools close with a Checklist of what to do next.

Example: SMART4MD

SMART4MD is a patient-support tool (mHealth application) for mild dementia patients. The content and layout **focus on user-centric design** - simplicity, memory helpers, reminders, photos, information sharing with carers and doctors and easiness of use for the patients.

The tool helps patients to adhere to their treatment, reduce illness progression and share data with their carers and doctors. This slows the patients' cognitive decline, avoid carers getting exhausted and reduce costs of emergency care.

The project **involved all stakeholders of the Quadruple Helix**, NGOs, target group representatives, hospitals, universities, research centres, as well as representatives of companies who participated in the development and creation process and contributed to a positive outcome.

This example shows very clearly that it is important to involve different actors in the development of such a product.

Inspiration for the HoCare2.0 project: In this case, it is possible to be inspired by working with „test“ groups, which will also be represented in the HoCare 2.0. It is important to use first of all good practice not only from this project when working with older people.



What are the next steps?

This was just a very brief overview of HoCare2.0 SME and Policy Tools that were created to provide its users with detailed step-by-step instructions on how to effectively co-create with the members of Quadruple Helix and deliver highly innovative home care products and services.

Learn more about HoCare2.0 project

See the full content of both Tools

Join us and benefit

Do you have an idea for innovative service or product that could contribute to better, easier and more comfortable home care?

We believe it will be beneficial to join the local Co-Creation Lab.

To get detailed information about the benefits of being part of HoCare2.0 network, please contact one of the project partners in your country. The full contact list is on the next page.



How to get involved

Join the European community of innovators and develop products and services of tomorrow.

National Healthcare Service Center István Csizmadia csizmadia.istvan@aEEK.hu www.aEEK.hu	Hungary:	Central Transdanubian Regional Innovation Agency Nonprofit Ltd. Csaba Bende csaba.bende@kdriu.hu www.kdriu.hu
Institute of social services Prague 4 Project.hocare2@uss4.cz www.uss4.cz	Czech Republic:	DEX Innovation Centre Michal Štefan michal.stefan@dex-ic.com www.dex-ic.com
Carus Consilium Saxony GmbH Corina Röllig corina.roellig@carusconsilium.de www.carusconsilium.de	Germany:	Dresden University Hospital Olaf Müller olaf.mueller@ukdd.de www.uniklinikum-dresden.de
Cremona Chamber of Commerce Matteo Donelli donelli@cr.camcom.it www.cciaa.cremona.it	Italy:	Lombardy Region Carla Dodesini Carla_monica_dodesini@regione.lombardia.it www.regione.lombar
Rzeszow Regional Development Agency Agnieszka Kojder-Walaszek akojder@rarr.rzeszow.pl www.rarr.rzeszow.pl	Poland:	The Malopolska Region Magdalena Klimczyk magdalena.klimczyk@umwm.malopolska.pl www.malopolska.pl
Business support centre L.t.d. Jelena Vidović jelena.vidovic@bsc-kranj.si www.bsc-kranj.si	Slovenia:	HoCare2.0 project is co-funded by the European Union funds (ERDF).