Regional "Go HoCare2.0" Roadshow Events – Promoting the Method

of Co-creation- Were Successfully Completed

What do seniors in Poland, Germany and Hungary have in common? They find themselves in a digitally driven environment which is complex and often difficult to handle even for family members and carers. How can they be assisted? How can home care become easier and more accessible for all? The answer is relatively simple, by designing innovative services and products to improve homecare provision assisting elderly people.

An efficient way to achieve the above goal is applying the method of co-creation and involve the end-users in the development process of homecare products and services, in order to find out useful functions, learn about user-friendly design and actual needs; simply to ask them how to do things better.

SMEs and public service providers in 6 European countries are currently pilot testing the co-creation method to give SMEs and Public Service Providers new ideas for delivery of innovative products and new services, as well as sharing and collecting good practices. As a result they come up with innovative solutions (e.g.: online E diagnostics, tele-monitoring) and applications which contribute to the improvement of social well-being and virtual medical appointments.
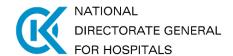
Foreign Examples

Social well-being is one the key areas of the silver economy. Simple Wool - a company based in Poland - has come up with the idea of an application for smartphones called **Life Lines** which allows seniors to keep up social relations with family members and friends and simultaneously helps those with memory lapses by memory training. The application puts together the possibility of keeping important memories, dates and pictures in a private manner and staying in touch with close people. At the same time the application keeps things simple and senior-friendly.

 "The feedback from the end-users was very useful and also at some point surprising for the SME. It was the seniors who suggested some important app functionalities. Such adjustments are only possible with the engagement of end-users of a given product as the feedback is provided from their perspective. The development of any product (not only of an innovative one) makes only sense when the end-users are involved from the very beginning into the development process. Also, before starting working on the 1st prototype of any product, the needs of the end users need to be examined whether a development of such a product makes sense at all." says Ms. Mudryk, owner of Simple Wool.

Virtual medical care with care recipients

Not only the private sector aims to innovate homecare services. The University Hospital Dresden as a public service provider in Saxony, Germany looked for a solution which could offer seniors the possibility of easily accessible and safe medical care. Together with another public service provider Cultus GmbH, which operates nursing homes and home care, they developed a new innovative service **"video consultation with assistance"** where seniors, after being pre-checked by their formal carers, can be

examined virtually. They are supported by an assistant who is responsible for preparing, accompanying and following up the video consultation. Thus, seniors in non-urgent situations can still access medical care without the inconvenience of transport, waiting rooms and nevertheless, without the risk of infection which in the light of the covid-19 pandemics is of particular importance. Throughout the design development process seniors, their caretakers and also gerontologists were asked for feedback. Virtual group meetings, role plays, tests with the general practitioner in charge and individual interviews are examples of methods used in the co-creation process. With the help of feedback loops, all of participants' comments on the process were incorporated into the final design of the service.

The Hungarian project partners, the National Directorate General of Hospitals (NDGH) and the Central Transdanubian Regional Innovation Agency (CTRIA), organized a series of free online roadshow (training/workshop) events for SMEs, public & local municipality service providers and patient representative NGO-s in Hungary to promote co-creation methodology applied in the pilots of the project, which is one of the new and promising ways of innovation management. Following the Budapest & Pest County, South-Hungary, West-Transdanubian stops, the closing roadshow event was held 30th March 2022, for the North-Hungary region.

The online event started with a short overview on main goals and so far activities of the Hocare2.0 project, presented by István Hegedűs, project manager from CTRIA, who also drew participants' attention to the to the SME and Policy tool handbooks prepared by the project to provide guidance to the use of co-creation method among healthcare providers, municipalities and the SME sector.

The training part of the roadshow was held by coach Gál Körmendy from the West Pannon Regional and Economic Development Public Nonprofit Ltd, with the participation of Máté Gallai, founder and CEO of the Hungarian start-up Kuube, who shared his experiences with co-creation having collected during the design and development process of the solar powdered outdoor smart furniture of his company. He stressed the importance of using co-creation method as a continuous dialogue both with customers (local governments) and end-users (citizens) in order to find the optimal placement, access, functions for their smart products and get adequate assessment of newly emerging needs.

This was followed by the introduction of two digital products still under development and testing where co-creation plays a significant methodological role and is used to improve efficiency of doctor-patient online communication as well as to increase patients' safety.

The DrBetmen app is realised by the support of the Hungarian Foundation for the Development of Personalized Healthcare (SzEFA), an NGO that was founded in the framework of Roche's corporate social responsibility programme. Gertrúd Nemes and Dr. Péter Becságh representing INNOPHC company presented the pilot project, which is implemented in cooperation with the Bács-Kiskun County Teaching Hospital. The pilot involves IT developers, doctors, various health professionals and patients applying the co- creation process. The innovative app, similar to a Google calendar is tested based on patients' feedbacks that helps to define their needs and enhances designing treatment protocols which can support agile modelling of techniques for patient routes in clinical care. The system will be able to notify patients where, when and what kind of examination/ treatment they need to undergo and will provide them and their doctors with up-to-date information leaping forward to a more personalised and efficient care.

Dr. Ágnes Kázár, family doctor from the city of Miskolc, presented the prototype of the **Smart Care Home app** designed for mobile phones that can significantly assists family members and doctors who need homecare for their elderly relatives living with dementia and Alzheimer. Usage of the app can enable elderly people even diagnosed with medium-severe dementia to maintain and carry on their independent living in their own living environment for as long as possible. The Smart Care Home app is a combination of a sensor based home alarm system (monitoring environmental safety based on the needs of the elderly, sending alerts if a meal or medicine intake have been skipped or the front door hasn't been closed in the evening) matched with a personal assistant "Cortext Calendar", a personalised personal assistant function which is based on context scenarios, and can monitor the daily schedule of an elderly patient with dementia or Alzheimer's disease. The remote monitoring application is currently being tested and potential investors are being sought to help the further development of the new product to market.

The roadshow ended with a moderated round table discussion with the participation of all previous speakers.

"In general, co-creation is a multi-way learning process. Although the products and services piloted in the HoCare2.0 project are designed mainly for seniors and their family members, all product developers can benefit from the process of co-creation "- added István Csizmadia, Chief Executive Advisor, at the Directorate for Programme Management and Project Coordination of the National Directorate General for Hospitals.

About HoCare2.0 project

The project supports the delivery and deployment of customer-centred home care solutions by the use of the co-creation method. It means engaging SMEs, public institutions, research institutions and the citizens in the development of new innovative health and social services or products. HoCare2.0 is funded by the Interreg CENTRAL EUROPE Programme. The project is implemented by a partnership of 11 partners from 6 different Central European countries, including partners from the Czech Republic, Germany, Hungary, Italy, Poland and Slovenia.

National Directorate General for Hospitals (NDGH) -as the background institution of the **Ministry of Human Capacities** - is a governmental agency responsible for coordination, development and quality assurance of healthcare provision and services, also functions as the maintainer of over 100 hospitals all over Hungary. NDGH manages a great number of international projects and EU funded operative programmes for health development, thus having an extended international partner network.

In the framework of the Hocare2.0 project NDGH represents the public health sector from Hungary and provides assistance to form the user needs as well as preparing and implementing a Policy Pilot to design eServices, focusing on home care, day/outpatient surgery, and other different care types of public health providers, which can result in shortening the length of impatient care.

Further information on the Hocare2.0 project: https://www.interreg-central.eu/Content.Node/HoCare2.0.html

https://okfo.gov.hu/nemzetkozi-projektek

Hocare2.0 projekt