

The changing role of users in digital health

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Two international research projects:

Digitalize or Die – Responsible innovation in digital health

2016-2020

**Releasing the power of users
- Articulating user interests
for new innovative pathways
in digital health and welfare
sector**

2019-2023

Challenges of healthcare and welfare sector



public spending on healthcare consumes around 10% of GDP on average

ageing populations, rising prices and increasing complexity of healthcare technology

digital healthcare –a wide range of technologies

robot surgery, telemedicine, electronic medical records, ‘smart’ homes and ‘connected medicine’.

- ❖ **reduction of costs due to remote processes**
- ❖ **ability to treat a higher number of patients**
- ❖ **‘consumer-centric’ healthcare**

...the problem...

new digital technologies offer enormous promise, which creates a “push” for technology

the “dark side” of digital innovations?

privacy issues

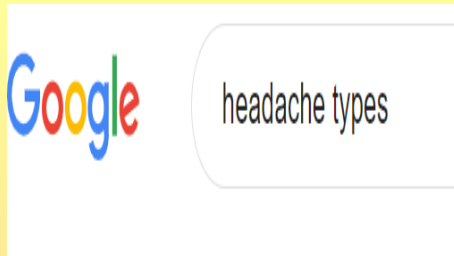
“cold care”

decision taken by machines rather than people





User-continuum for health- care



The traditional
patient (user)

The informed
patient (user)

The involved
patient (user)

The
innovative
patient (user)

Digitalization

Why bother with user innovation?

John Bessant
University of Exeter



What have the Romans ever done for us?

What have
users ever
done for
innovation?



Linux





The hidden army of user innovators....



Why bother with users?



THEY KNOW
STUFF



DIVERSITY OF
IDEAS



COMPATIBILITY
ASSURANCE

The academic argument for user innovation:

- Why? – front-end diversity, capture of tacit knowledge, compatibility assurance
- When? – design space, concept evolution, diffusion acceleration
- How? – locating active users, articulation, shared and safe experimental spaces (labs)



User innovation – the mini-opera

- Who?
- Why?
- When?
- How?





Why on earth should we bother with users?

What good are their ideas to us?

Why waste time collecting their insights?

Just seems like a whole lot of fuss...

It's not as if what they say matters

After all, we're the ones with degrees

Our job is the Innovation Mission

And of course we know just what they need...



Except that

Sometimes when we've gone to all that bother

And launched something – it still seems to fail

People don't want what we've worked hard to offer

It's so tough moving innovation to scale...

So maybe its worth having a new look
Climb aboard this 'user innovation ' bus

It can't hurt to find out the answer to the question:

'What can user innovation do for us?'



Chorus:

Users, users – you'd be surprised
what they can do for you

Users, users, they bring
something special to your
innovation stew

So here's a simple message, if
you want to innovate

Get your users on board, and let
them co-create



If you're looking for an answer to a problem that confronts you

Then why not just go straight there to the source?

Whoever's got that problem knows an awful lot about it

- What might work and what won't work – of course

They know all about the context, how to make the answer fit

- Why wouldn't they – it's the world they're coming from

- They'll experiment and prototype, work on their solutions

And never give up till the job is done

- It's such a simple message, if you want to innovate

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You might work hard at marketing your
'best thing since sliced bread'

Test campaigns, focus groups and all

And you'll no doubt get some insights about
how you might improve things

But still the likelihood is that you'll fall

Why not ask your users, early in the process

Why not put their ideas on your innovation
plate

You might pick up some new insights to
help with what you're doing

Or help you redesign before it's too late

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So now you've come around to thinking about users

The question moves to how to bring them in?

First you've got to find them, you need to go out hunting

Recruit your first lead users, or try crowdsourcing

You'll need tools to help you work out how to listen to their insights

How to hear the things they've got to say

Get them working on a prototype, bring your worlds together

Reach across those boundaries, find a way

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Three characters....

- One size doesn't fit all
- Three positions for user involvement:
 - Informed patient
 - Involved patient
 - Innovative patient
- Need different approaches to engage, empower and enable co-creation



Design space....



Shared experimental spaces

- Boundary spaces, co-creation platforms
- Safe experimentation, quarantined from mainstream
- Active combination, facilitated boundary spanning
- An underpinning innovation process
- Leadership and support



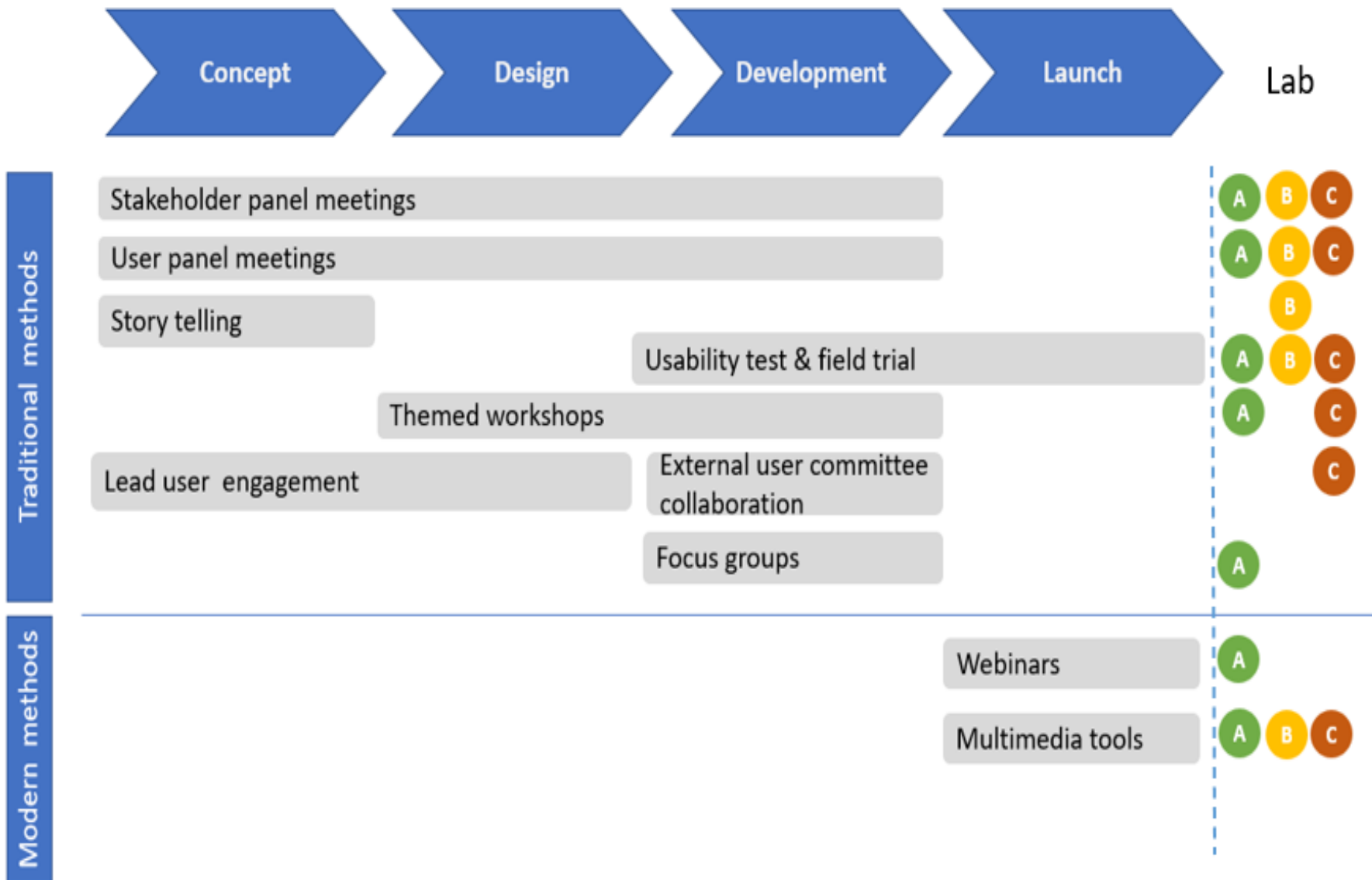
Releasing the power of users

- Focus on the **inclusion of diverse users** in innovation processes and **creating of innovative eco-system** for co-creation of innovations in digital health



"The NHS wants me to take an X-ray of your inclusion and diversity issues."

Methods and tools used for facilitating user involvement



Our «pilot»

- We aim to organize “user café” in Stavanger HelseCampus where firms can share their innovations with elderly people and where they equally can get reflections on the attitudes, reactions and wishes of the end users.
- So we aim to influence design space for firms engaged in innovations and to help users to better understands technology.
- We also want to see if it is possible to make a digital portal for the same purpose



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Thank you for your attention ...

