European Social Services Conference, Hamburg, 8-10 June 2022

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
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
Silver economy

AGEING
39% over 50

GROWING ECONOMIC FACTOR
Would be the 3rd largest economy

GROWING PRODUCT AND SERVICE DEMAND
90% financed privately

SECTORAL DIVERSITY
78 million employees

HEALTHCARE, RECREATION, CULTURE, HOUSING
31.5% of EU GDP in 2025

EU IMPACT
Specific needs

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

**ACTIVE AGING**
Including prevention of health

**DIGITAL INVOLVEMENT**
Connected health, integrated services, increased connectivity

**SOCIAL LIFE AND OPINIONS**
Isolation as a core issue

**HOUSING AND LIVING**
Institutional households, under-occupied dwellings, affordability
Increasing home care needs

- E-Health
- Integrated Support Services
- Elderly-Friendly Environment
- ICT Competences
- Interactive Product Development
- Smart Home
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

LINKAGES among Quadruple Helix Actors in Ecosystems

BOOST usage of CO-CREATION by SMEs (delivery) and Public service providers (deployment)

HoCare2.0
<table>
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<th><strong>Social ambulance in Prague 4</strong></th>
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<td><strong>Partner introduction:</strong> A municipal company - provider of social home and relief care services in Prague’s most populous district (130k residents).</td>
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<td><strong>Road to pilot:</strong> 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 palliative consulting.</td>
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<td><strong>Aim of pilot:</strong> Expanding biographical approach to care providers, adapting services based on previous experiences, furthering the support to informal/family care providers.</td>
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<td><strong>Pilot outcome:</strong> 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.</td>
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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 parameter 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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