



Value co-creation and co-destruction in the digital health ecosystem

Dr. Elina Laukka

Oulu University of Applied Sciences and University of Helsinki

Prof. Paulus Torkki, University of Helsinki
MSc Henna Mäntynen, University of Helsinki
Prof. Tuure Tuunanen, University of Jyväskylä

Objectives

Value co-creation is rooted in service-dominant logic. Service involves utilizing an actor's knowledge and skills to benefit another.

In the context of digital health services, this means that the customer not only receives care or benefits from the provider but also actively participates in creating value alongside the healthcare professional or provider.

Understanding value co-creation and co-destruction, and the interactive roles of patients in the service exchange is crucial for comprehending how value is created in services, with value co-creation being conceptualized as a joint problem-solving process. Certain actions can lead to the destruction of value, a phenomenon known as **value co-destruction**.

Our aim was to understand value co-creation and value co-destruction in digital health services from the viewpoints of patients and healthcare professionals.

Methodology

The nature of the proposed research is integrative and multidisciplinary, including understanding from healthcare systems, health operations management, and information technology.

- First, we conducted a systematic literature review and proposed a framework for value co-creation and co-destruction in digital health services (2nd round peer-review)
- We further aim to develop this framework using qualitative data
- We are currently conducting **laddering interviews with patients and healthcare professionals**

Digital services enable continuity of care

Digital services provide solution for the problem

Professionals are easily reachable

Digital services ease self-care

Digital services better enable participation in decision-making regarding one's own care

Other topic

Preliminary results

Patient perspective

1	Professionals are easily reachable
2	Digital services provide solution for the problem
3	Digital services enable continuity of care

Value



Examples of value co-creation

Save time	Well working trigger	Individual and population wellbeing
Fast and easy	No need to travel	Familiar professional
Cost-effective	Disease management	Safety

Examples of value co-destruction

Excludes those not familiar with digital devices or services	Insufficient professional skills
Not suitable for some medical situations	



THANK YOU

Dr. Elina Laukka

elina.laukka@oamk.fi

elina.laukka@helsinki.fi

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