



## Hocare 2.0. Project Territorial Focus Group Meetings Took Place in Budapest

The mission of the Hocare 2.0 Interreg project is to provide customer-centred home care solutions by the use of co-creation method.

Co-creation means that end-users can influence the functions of the future product, its look and other features. One of the many advantages is that using co-creation process gives a competitive advantage. Quadruple helix actors consists of 4 groups: **Industry** – SMEs who manufacture products for home care; **Academia** – Research organizations or Universities providing the industry with innovative ideas; **Public and private providers of health or social services**; **Seniors** - the care recipients **and their family members**, who cooperate inside each Lab to co-create future products and services far beyond the scope of what one organization or a person could do alone.

We see info-communication technologies as very useful tools to improve home care possibilities of the elderly. However, existing home care solutions for the elderly are digital-based and often not well accepted. It brings a growing need to involve the care recipients in the product design process to ensure it is designed for their needs and they will use it. This is why we work with all key actors of home care services – with representatives of the quadruple helix.

Within the framework of the project we are going to develop two tools that serve as guidance in using the co-creation approach. SME Tool empowers SMEs, Policy Tool is designed for social service providers.

The Tools will be developed based on the feedback of all quadruple helix actors. Their usage involves the participation of quadruple helix representatives and gives examples of good practice. Moreover, the tools will provide detailed step-by-step instructions on how to build collective knowledge; organize this knowledge; and based on outcomes of the interviews among Helix representatives, design new products (SMEs) or new service (Social service providers).

SME Tool empowers SMEs with the information on best industrial praxis for ICT in health & social solutions, capitalize the latest studies, as well as guide them through methodological steps in industrial co-creation, together with the application of extended Lean Start-up methodology.

The Policy Tool for co-creation of public health or social home care services will help the service providers to build on the method for involving citizens and civil servants in the development of Government (primary eGovernment) services.

The **first focus group workshop took place on the 24<sup>th</sup> February 2020, in Budapest**, at the Horánszky Str. branch of the National Health Service Centre (NHSC). The meeting was co-organised, co-hosted and co-moderated by NHSC and Central Transdanubian Regional Innovation Agency Nonprofit Ltd, the leading partner of the project.

During the discussion the invited Quadruple helix actors (industry: Digital Well-being Nonprofit Ltd, Academia: Semmelweis University Health Management Centre, University of Óbuda; Public providers: Dr. Kenessey Albert Hospital and Clinic, Association of Hungarian Hospitals, Jahn Ferenc South-Pest Hospital and Clinic; Seniors & care recipients: National Organization of Celiac Disease Patients, Association of Hungarian Patient's Organizations, National Patient Forum / National Organization of Patients with Rare and Congenital Disorders) got acquainted with the main goals of the Hocare 2.0 project, the approach and methodology of co-creation. We had an active discussion with them about the structure and content of the policy tools under elaboration, especially focusing on the SME tools and collected their ideas and feedbacks.

**The second focus group workshop that took place 23<sup>rd</sup> of March 2020**, had to be organised online in the digital sphere, due the outbreak of COVID 19 epidemic. This meeting focused on the pilots to be organised within the project, using co-creation as a key method and approach.

The workshop managed to identify key elderly needs in different dimensions. All participants shared interesting insights and thoughts from their perspective. What was really stressed out is the economic possibilities of elderly and the different income groups within the elderly.

The biggest challenge as they see is that there are those, the majority who can afford home care and can be involved in activities, even use new devices that can contribute to their well-being. However, there is on the other hand the poor and the minorities who are socialized differently and need different approach. These later mentioned groups will not be able to profit from the outcome of the present project. However, the project has chance to increase well-being of many elderly and the education of disadvantaged groups should be the task of a different project.

**Further information:**

<https://www.interreg-central.eu/Content.Node/HoCare2.0.html>



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