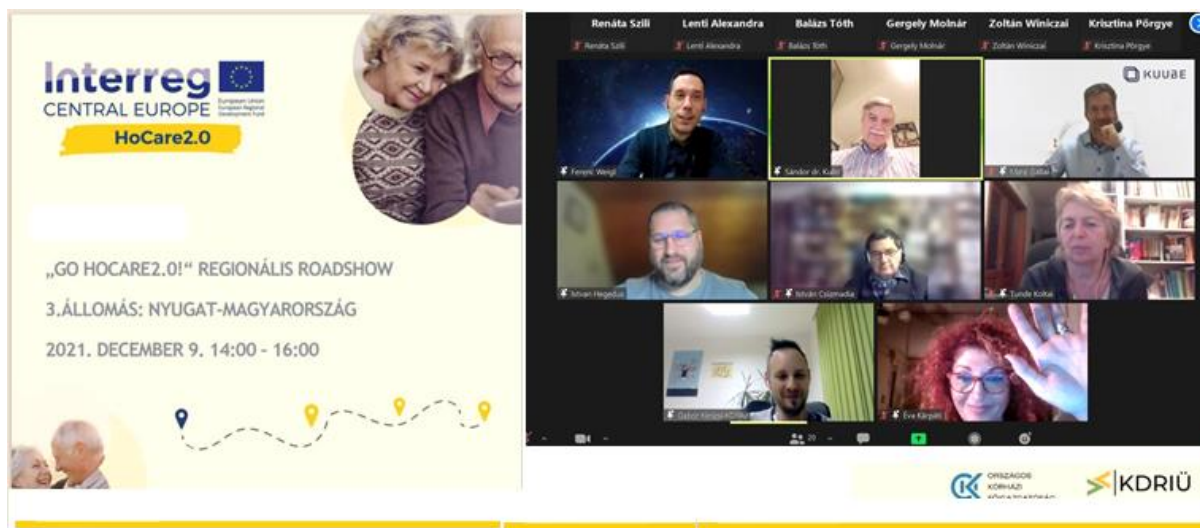


Pressrelease

15.12.2021, Budapest

3rd stop of the "Go Hocare2.0" regional roadshow was successfully organised in the HoCare2.0 Interreg Central Europe project



In the Hocare2.0 project, 11 partner organisations from 7 European countries are working together in order to foster and enhance innovation in the field of home care for the elderly. The Hungarian project partners, the National Directorate General of Hospitals (OKFŐ) and the Central Transdanubian Regional Innovation Agency (KDRIÜ), organize roadshows to promote the new method and process of co-creation applied in the project, and encourage innovative SMEs and public service providers in Hungary to apply the co-creation approach, use of open innovation and the development of living lab networks.

One of the most promising new ways of innovation management is co-creation, a process in which end users are involved in decision-making on innovation: the design of future products, their functions, appearance, and other factors. In the co-creation process, end-users' knowledge and experiences are incorporated at all stages of the development process, so it can be used as an efficient method for the quality development of home care / and home nursing products and services. Products and services developed through co-creation will lead to solutions that are better adapted to needs, and will improve the usability and marketability of new technologies.

The third stop of the "Go hocare2.0" roadshow was held on 9th December 2021 and this time the organisers invited public service providers (hospitals and outpatient clinics, health promotion offices) and SMEs or innovative businesses from West of Hungary (Western Transdanubian counties). The online event started with a short overview of Hocare 2.0 project objectives and activities so far, presented by István Hegedűs, project manager of the lead partner CTRIA, who drew attendees' attention to the SME and Policy tools developed by the project. Both tools were prepared to foster the use of co-creation method among healthcare providers, municipalities and the SME sector and can be downloaded free from the link below:

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



The training part of the roadshow was held by coach Gál Körmendy from the West Pannon Regional and Economic Development Public Nonprofit Ltd, who highlighted the features of co-creation in an interactive exercise focusing on how participants can later integrate this method into their own product or service development practices. Participants were requested to fill out a survey via the app: ahaslides.com/COCREATION, a ready-made questionnaire to provide substantial feedback on their own actual knowledge and perception of co-creation. Based on the answers, the coach guided participants through the entire process, highlighting the most important topics.

Information and communication technology (ICT) based tools and products must meet the real needs of end - users, but end - users must also adopt these solutions. Many of the services developed for the elderly are already digital, but they usually do not dare or cannot use them.

Following the training, there was a public policy workshop to showcase co-creation in practice by sharing experiences of a pilot product testing recently implemented in cooperation between E-Med4All Ltd, and the Old Age Home in Szombathely, maintained by the Regional Government of Budapest. Dr. Sándor Kulin, CEO of E-Med4All Ltd, briefly introduced the cardio-vascular tele-monitoring app that was tested with the involvement of the residents and their care givers. The app had been developed to provide daily information on residents' physiological status and alert nursing staff or doctors in case any medical intervention would be necessary. Mrs. Éva Tóber - Boós, Head Nurse, spoke about selection criteria based on which participating residents for the pilot testing had been chosen. She highlighted difficulties of the daily testing at the beginning, as well as gave feedback on the positive community development and health prevention effects of the testing.

Tünde Koltai, Chairperson of the Hungarian Coeliac Society, representing several patients' organisations also joined the workshop discussion, underlining that end-users' and their carers' involvement in service and product development is key, and shared some good practices how her organisation used co-creation process and approach to define patients' needs. All participants underlined the importance of collecting and assessing the feedback from end-users and their family members. The need for change in attitude/mind-set towards using digital tools in patient care from both the medical staff and the patient side was also emphasized.

The roadshow ended by a workshop organised for SME-s. Máté Gallai, founder and CEO of the Hungarian start-up Kuube, spoke about how they designed and developed their solar powdered outdoor smart furniture that combined innovative technology and sustainability. He also underlined 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.

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](#)

