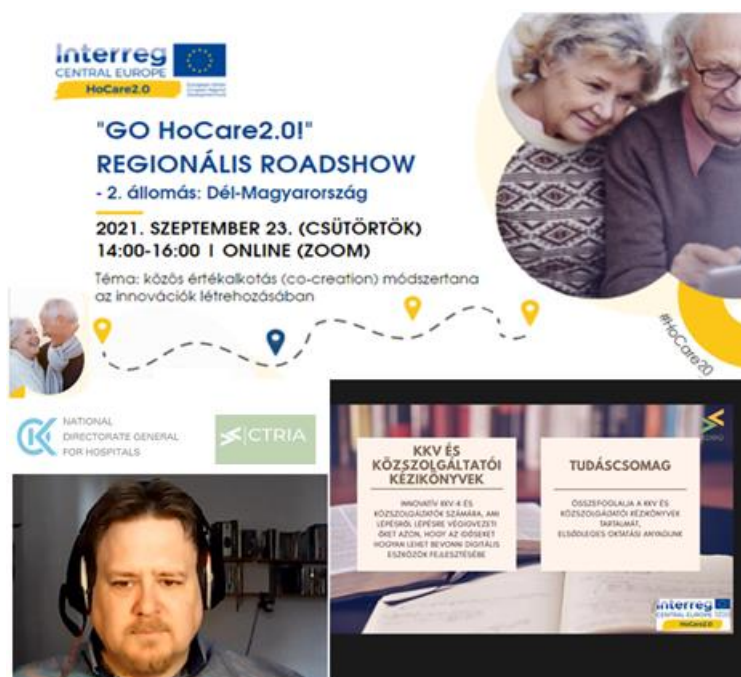


Pressrelease

23rd 09.2021, Budapest

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



The second stop of the "Go hocare2.0" roadshow was held online on 23rd September 2021 for the region of Southern Hungary, organised in cooperation by the two Hungarian project partners: National Directorate General for Hospitals (OKFŐ) and the Central Transdanubian Regional Innovation Agency (CTRIA). The main target group for this event were public service providers (hospitals and outpatient clinics, health promotion offices) and SMEs or innovative businesses from the South of Hungary (Somogy, Baranya, Tolna, Bács-Kiskun, Csongrád, Békés counties) with the aim to promote co-creation methodology.

The roadshow consisted of two separate parts. There was a training part where participants were briefed and familiarised with the method of co-creation. After a short overview of Hocare 2.0 project objectives and activities so far, presented by István Hegedűs, Consultant to the lead partner CTRIA, the SME and Policy tools developed by the project, were briefly introduced. Both tools were prepared to foster the use of co-creation methodology among healthcare providers, municipalities and the SME sector.

The coach, Gál Körmendi from the West Pannon Regional and Economic Development Public Nonprofit Ltd, highlighted the features of the co-creation process in an interactive exercise focusing on how participants can later integrate these methods into their own product or service development practices. Participants were requested to fill out a survey via the app: ahaslides.com/COCREATION, a pre-prepared questionnaire, in order to provide substantial feedback on participants' actual knowledge and perception of co-creation. Based on the answers, the coach guided participants through the entire process, highlighting the most important topics.



Following the training, a workshop was held to showcase co-creation in practice by sharing experiences of the pilot project currently implemented in cooperation between SZEFA (Hungarian Foundation for the Development Personalised Care in HealthCare) founded by Roche, and the Bács-Kiskun County University Teaching Hospital.

The pilot involves IT developers, doctors, various health professionals and patients, and applies co-creation process in designing treatment protocols supporting agile modelling of techniques for patient routes in clinical care, a digital tool similar to a Google calendar that will be developed for oncology patients with multi-morbidity. It will be an innovative app leaping forward to a more personalised and efficient care. The system notifies patients where, when and what kind of examination/ treatment they need to undergo and provides them with up-to-date information. Dr. Péter Becságh, board Member of the Board of SZEFA Foundation, and Dr. Zsolt Horváth, Director of the Oncology Centre of the Bács-Kiskun County Teaching Hospital, described in details how they use co-creation when defining patients' needs and how they test functions and tasks based on patients' feedbacks. They underlined the importance of collecting and evaluating feedback from each participant and emphasized the need for change in attitude/mindset of both sides towards using digital tools in care

The workshop ended with an informative presentation by Peter Keller, Head of Unit of the Ministry of Finance, involved in the planning and implementation of the Economic Development and Innovation Operative Programme (GINOP+), and shared information on the new priorities and future financial schemes to be available for innovation and prototype development for businesses and SME-applicants in the 2021-2027 programming period.

SME and Policy Tools can be freely downloaded from the project website:

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

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](#)

