



Co-creation process as a way of delivery of innovative products and services for home care

The European population is ageing and it makes the “Silver Economy” one of the fastest-growing economic domains. This trend creates demand for technological products or services that will be used primarily by the elderly and their carers. The co-creation process makes the delivery and deployment much easier. Come and learn about the process and innovative products and services.

Did you know that by 2060, every third European will be older than 65 years? It makes the “Silver Economy” one of the fastest-growing economic domains. Currently, there are plenty of products for seniors and their carers but that often comes with one major disadvantage. Seniors don’t know how to use these technologies.

Why co-creation?

Co-creation process in general refers to a product or service design process where inputs from end-users play a central role. Moreover, it ensures great results, far beyond the scope of what one organization or a person can do alone. In the case of co-creation in home care, we are talking about seniors and their carers being involved.

Seniors are invited into Focus groups together with SMEs, Public service providers and Academia representatives to design, improve and immediately give feedback on the product or service functionality. This kind of involvement assures that the final result will be easily implemented and accepted by the end-users.



Pilot testing phase

Project HoCare2.0 supports the creation of innovative home care services and products. “The project brings together 11 partners, including The National Directorate General for Hospitals with the common goal to empower elderly, their families and carers. One of the objectives of the Hocare2.0 project is to promote the use of the co-creation methodology in the design phase of future tenders by public service providers, and to apply this approach in the product development process” says István Csizmadia, Chief Executive Advisor, at the Directorate for Project Management of the National Directorate General for Hospitals.

Pilot testing is currently running simultaneously in 6 European countries including SMEs for delivery of innovative products; and Public Service Providers for delivery of new services.

About HoCare2.0 project

The project supports the delivery and deployment of customer-centred home care solutions by the use of the co-creation method. It means engaging SMEs, public institutions, research institutions and the citizens in the development of new innovative health and social services or products.

HoCare2.0 is funded by the Interreg CENTRAL EUROPE Programme. The project is implemented by a partnership of 11 partners from 6 different Central European countries, including partners from the Czech Republic, Germany, Hungary, Italy, Poland and Slovenia.

National Directorate General for Hospitals (NDGH) is a governmental agency responsible for coordination, development and quality assurance of healthcare provision and services, also functions as the maintainer of over 100 hospitals all over Hungary. NDGH manages a great number of international projects and EU funded operative programmes for health development, thus having an extended international partner network.

In the framework of the Hocare2.0 project NDGH represents the public health sector from Hungary and provides assistance to form the user needs as well as preparing and implementing a Policy Pilot to design eServices, focusing on home care, day/outpatient surgery, and other different care types of public health providers, which can result in shortening the length of inpatient care.

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](#)

