Perspectives on healthcare
Production or service
Anne Nicolaisen and Christian von Plessen
Dialogue seminar on coproduction of healthcare service

If, how and when can healthcare be coproduced

Concepts of product, service and coproduction

How can coproduction enable the creation of meaningful healthcare service
Program

• Introduction to coproduction of healthcare service

• Dialogue walks in pairs

• Perspectives on coproduction

• Key messages
Healthcare as a service

• Making a service is fundamentally different from making goods, products. All service...at some level...is produced by professionals and those who receive the benefit.

Victor Fuchs, Service economy 1968
Coproduction of services

• The co-production of public services is an economical way of providing service, solving community challenges

Harvey Garn, et al; Elinor & Victor Ostrom
Coproduction of healthcare services

• The interdependent work of users and professionals to design, create, develop, deliver, assess and improve the relationships and actions that contribute to the health of individuals and populations

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Coproduction of healthcare service

Maren Batalden,1 Paul Batalden,2 Peter Margolis,3 Michael Seid,3 Gail Armstrong,4 Lisa Opipari-Arrigan,3 Hans Hartung5

ABSTRACT
Efforts to ensure effective participation of patients in healthcare are called by many names—patient centredness, patient engagement, patient experience. Improvement initiatives in this domain often resemble the efforts of manufacturers to engage consumers in designing and marketing products. Services, however, are fundamentally different than products; unlike goods, services are always 'coproduced'. Failure to recognise this unique character of a service and its implications may limit our success in compromised by an implicit paradigm, which suggests that healthcare service is a product manufactured by healthcare systems for use by healthcare consumers. This product paradigm may confound efforts to put patients and professionals in right relationship. Healthcare service is better conceived as a service. Services, unlike manufactured goods, are always coproduced by service professionals and service users.

Even in the most traditional model of
Value made by health professionals and given/pushed to patients

Value made by patients with assistance pulled from health professionals

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Conceptual model of healthcare service coproduction
How to do it?

Seven practical steps to make co-production happen in reality:

1. Get agreement from senior leaders to champion co-production
2. Put systems in place that reward and recognise the contributions people make
3. Use open & fair approaches to recruit a range of people who use health and care services, carers and communities, taking positive steps to include under-represented groups
4. Identify areas of work where co-production can have a genuine impact, and involve citizens in the very earliest stages of project design
5. Build co-production into your work programmes until it becomes ‘how you work’
6. Train and develop staff and citizens, so that everyone understands what co-production is and how to make it happen
7. Regularly review and report back on progress. Aim to move from “You said, we did,” to “We said, we did”

The Coproduction Model, NHS & Coalition for Collaborative Care
Some consequences of applying the perspective of coproduction of health care service:

- invites new attention to design, creation, production, measurement, assessment and improvement of those services...and the infrastructure that matters
- invites new attention to the people and their roles
- invites new attention to the formation of professionals
- ...

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Dialogue walks

• What does coproduction mean to you?

• How can you coproduce healthcare service in your daily work?
# Pairs for dialogue walk

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Take home

Topics
• The concept of coproduction
• How to coproduce healthcare services?
• The patient– clinician relationship
• Coproducing healthcare services in practice

Areas for further exploration
• Knowledge and understanding of coproduction
• The use of coproduction
• Knowledge of effects and evaluation

Dialogue seminar as a method for profound exploration and connection