

inDemand - Model for demand driven Co-Creation

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inDemand Project

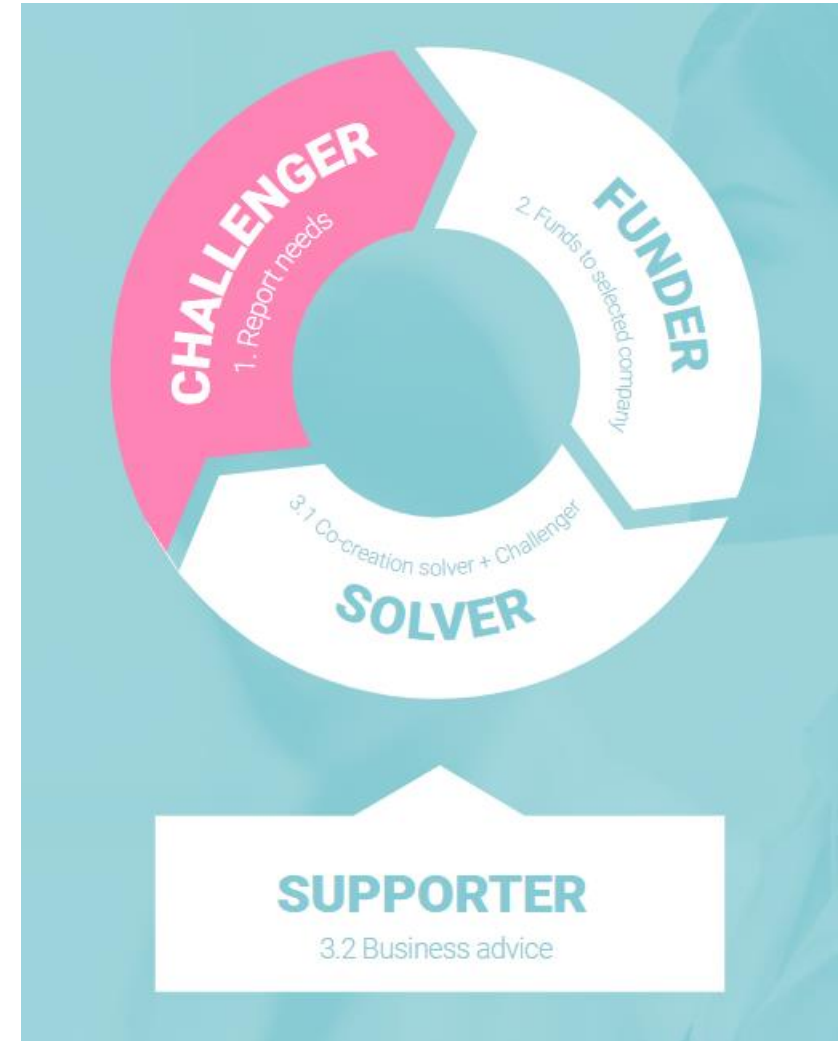
Three years of Co-Creation

- September 2017 – November 2020
- Three countries: Finland, France, Spain
- Collaboration effort of public organizations – 11 partner organizations and 12 community members
- Oulu University Hospital was active partner in the project – initial version of co-creation model had been developed earlier. inDemand was continuation in international scale
- Enabling public sector innovation in practise



inDemand model – Oulu perspective

- 8 challenges recognized in Oulu University Hospital
- Call for solutions with Council of Oulu Region
- 8 Solver companies selected
- Co-creation of 8 ehealth applications to solve recognized challenges Tuki prosessiin BusinessOululta
- Co-creation model validate together with University of Oulu



Co-Creation motivates

- Development and implementation of solutions that are based on real challenges – effectiveness
- Renewal of the organization culture – empowering
- Involvement and open-mindedness of health care professionals
- Management support and enabling innovation activities



Active participation enabling success

- Professionals of Oulu University hospital, private experience experts and regional project partners had active role from the beginning
- Solver organizations' technical competence and collaboration skills



Solution Examples

Vitacam
by NE Device SW

#Contactless

#Customizable

#ClinicalSafety



Breastfeeding care pathway
by Buddy Healthcare



Co-Creation and Public Procurement



- September 2019: Research and Innovation days, Bryssel
 - inDemand co-creation from public procurement perspective

- June 2020: Report: "inDemand co-creation and public procurement" (Kauppinen et al.)
- October 2020:
 - Keynote in Horizon 2020 funded Cherries-project seminar

International collaboration continues

- View to European health care organizations' innovation activities
- OYS TestLab as testing platform for co-created solutions
- Oulu based solutions available to be utilized in European healthcare organizations



Kiitos – Tack!

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