

How to involve people in co-create value with healthcare organizations

Abstract:

Services' users can participate in value co-creation in a variety of ways, including by co-evaluating services and providing feedback to co-innovate them. As a result, it becomes necessary to comprehend better how to include services' users in this specific value co-creation process. This research is aimed at providing evidence on what moves individuals in being involved into systematic surveys to evaluate services, through the means of a discrete choice experiment on a national representative sample of Italian citizens. More specifically, this study is applied on the evaluation of public healthcare services. Our results indicate that the most important lever is related to the return. Citizens are more likely to participate when the call mentions the creation of a public value that is the improvement of the public healthcare system. Receiving something back as a personal benefit for themselves or for charity was less preferred. People prefer to be ensured that the co-assessment results are actually used by organizations. Finally, they prefer voluntary participation, not requested by healthcare professionals.

Keywords: co-creation; user evaluation; healthcare service; discrete choice experiment.