



TAKING
COOPERATION
FORWARD

 Closing Open HoCare2.0 Conference, Czech Republic/Virtual

 **Key learnings from Policy Pilots**

 HoCare2.0 | Magdalena Klimczyk

Agenda

1. Key lessons learnt

2. Insights on the method

3. Working with the target group

4. Impact on solution development



Key lessons learnt - policy pilots

- A strong **relationship** between partner and stakeholders helps to assure a full commitment to the project, the willingness to engage in the project.
- End-users and caregivers needs to be **engaged since the beginning** of pilot, with a careful analysis of their needs.
- Users and caregivers should **be informed** of the co-creation process and the goals of the project activities.
- The co-creation approach is very helpful for a **proper design** and management of pilot actions, whenever innovative services are meant to be deployed.



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Key lessons learnt - policy pilots

- **Physical meetings** are important for motivating participants in the process and for better communication with care recipients.
- The challenge with the **Co-Creation Lab** was to ensure the commitment and the involvement of participating members of the 4H organizations throughout the entire lifespan of the project
- Involvement of an **external expert** for communication with the target group is helpful
- Involvement of a **facilitator** leading the team pays off with better results achieved.



Key lessons learnt - policy pilots

- **End-users recruiting** should not be based only on purely clinical data but also on a qualitative evaluation by professional caregivers
- Finding suitable care recipients, who are able to participate cognitively as well as physically in the project was one of the biggest challenge
- A strong involvement of **caregivers** is important
- The crucial problem is the **lack of interest of key public** partners for end-user's experience and opinion and a limited interest in expert's opinion and suggestions.



Insights on the method used

- The approach was **adequate**; co-creation with patients and their care givers let the team design the service that was **tailored to their needs**
- Wide range of possible techniques makes the process more **flexible** and adaptable to our needs
- Role of a **facilitator** - a key success factor
- HoCare2.0 Tools should be simplified



Working with target group

- The challenge of working with the care givers that are already **overloaded** with daily activities
- End-users should be aware of the co-creation goal and they are **part of the process**
- Giving the priority and **tailored access** to the service is an added value that helps the patients to feel **important** and not ignored

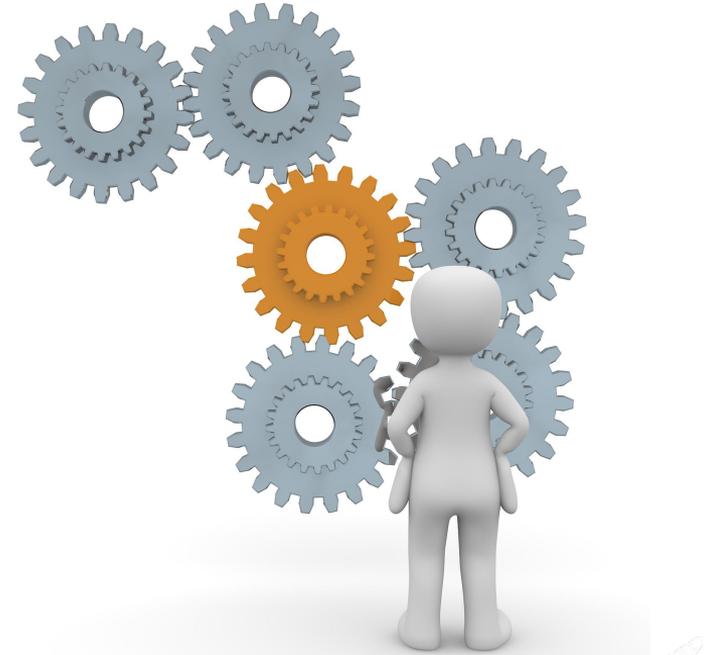


Working with target group

- The designing process showed that it is crucial to find **consensus** between demand and supply side

LISTEN ↔ VERIFY

- When the parties were involved in the process, they felt they participate in something **unique**



Target group's impact on service development

The **iteration** cycles of



resulted in better service design **fitted** to end-users' needs



Thank you for your attention



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