

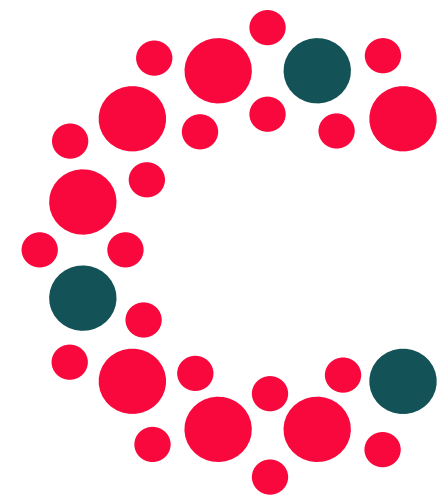
CHERRIES
RESPONSIBLE HEALTHCARE ECOSYSTEMS

Workshop 3: Co-creation

16th of March ,2022



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement n° 872873.
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RESPONSIBLE HEALTHCARE ECOSYSTEMS

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You can find the recorded version
here:

[https://www.youtube.com/watch?
v=NhxeYiiOJdw&t=1s](https://www.youtube.com/watch?v=NhxeYiiOJdw&t=1s)



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Cyprus

Mirror Regions Presentation on Co Creation

March ,2022



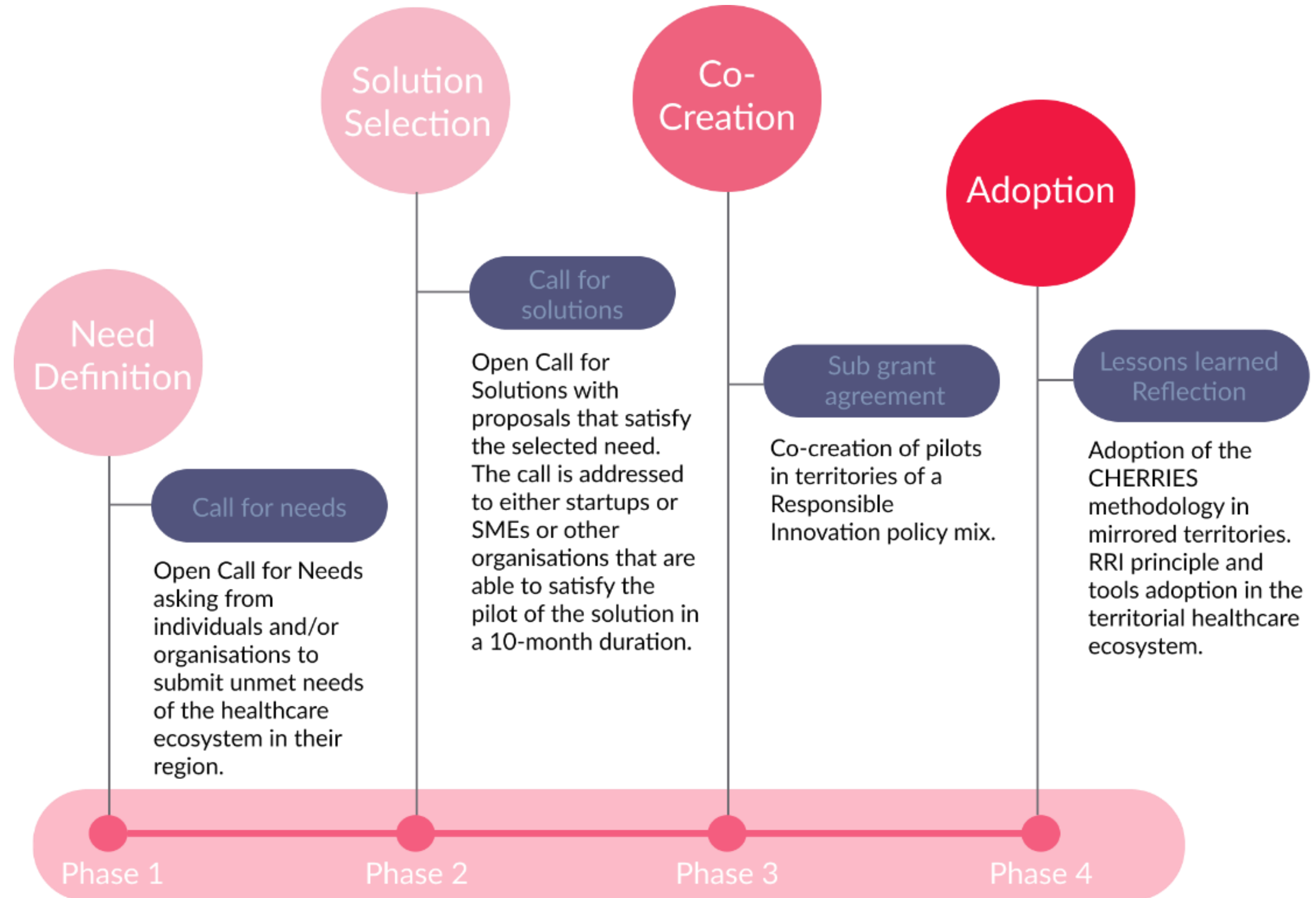
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CHERRIES

Methodology

step-by-step

- **Pilot action** to meet the demand of the territorial healthcare sector through co-created solutions with a focus on Responsible Research Innovation





CHERRIES Cyprus | Open Call for Solutions

Provision of medical services to the Cypriot citizens that live in rural and remote areas

Submit your solution by 15 April 2021



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The Region

Capital : Nicosia

Population : 875,899 (2019) [Eurostat](#)

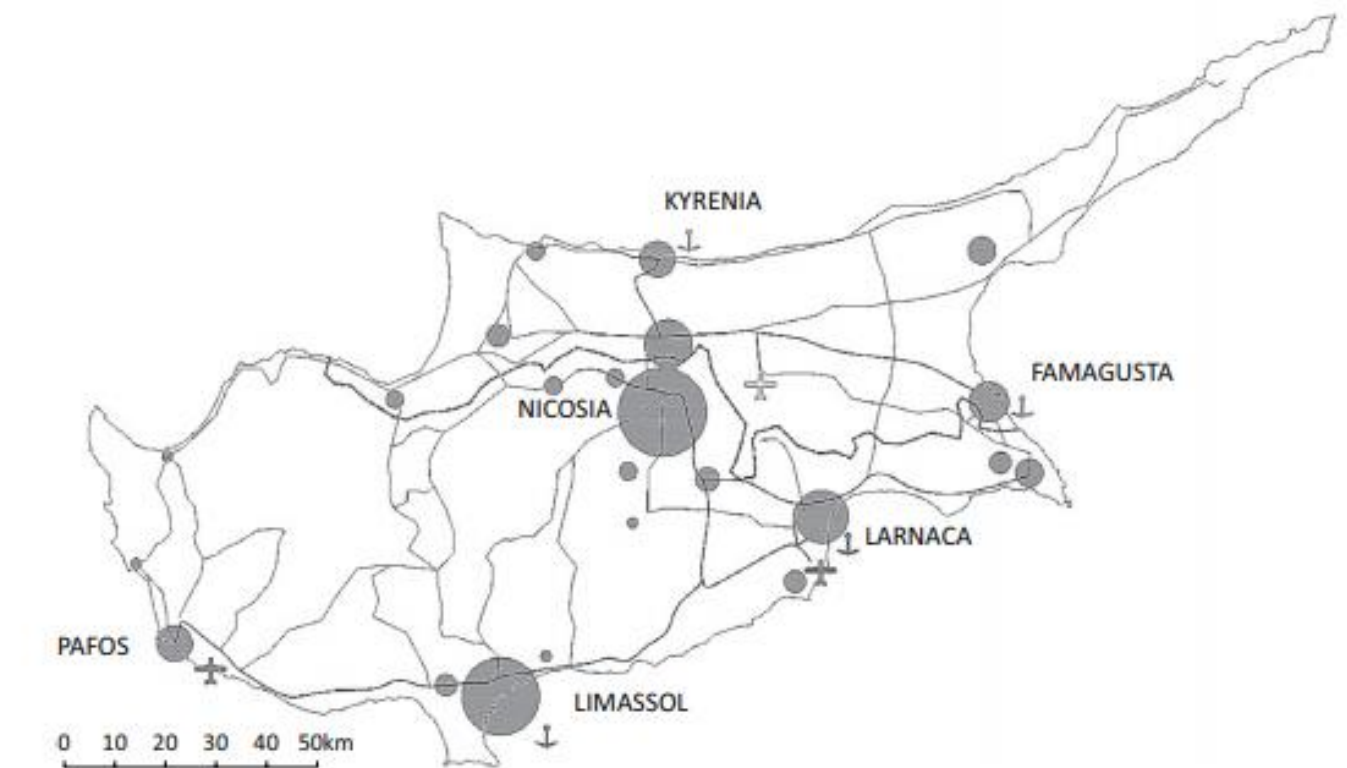
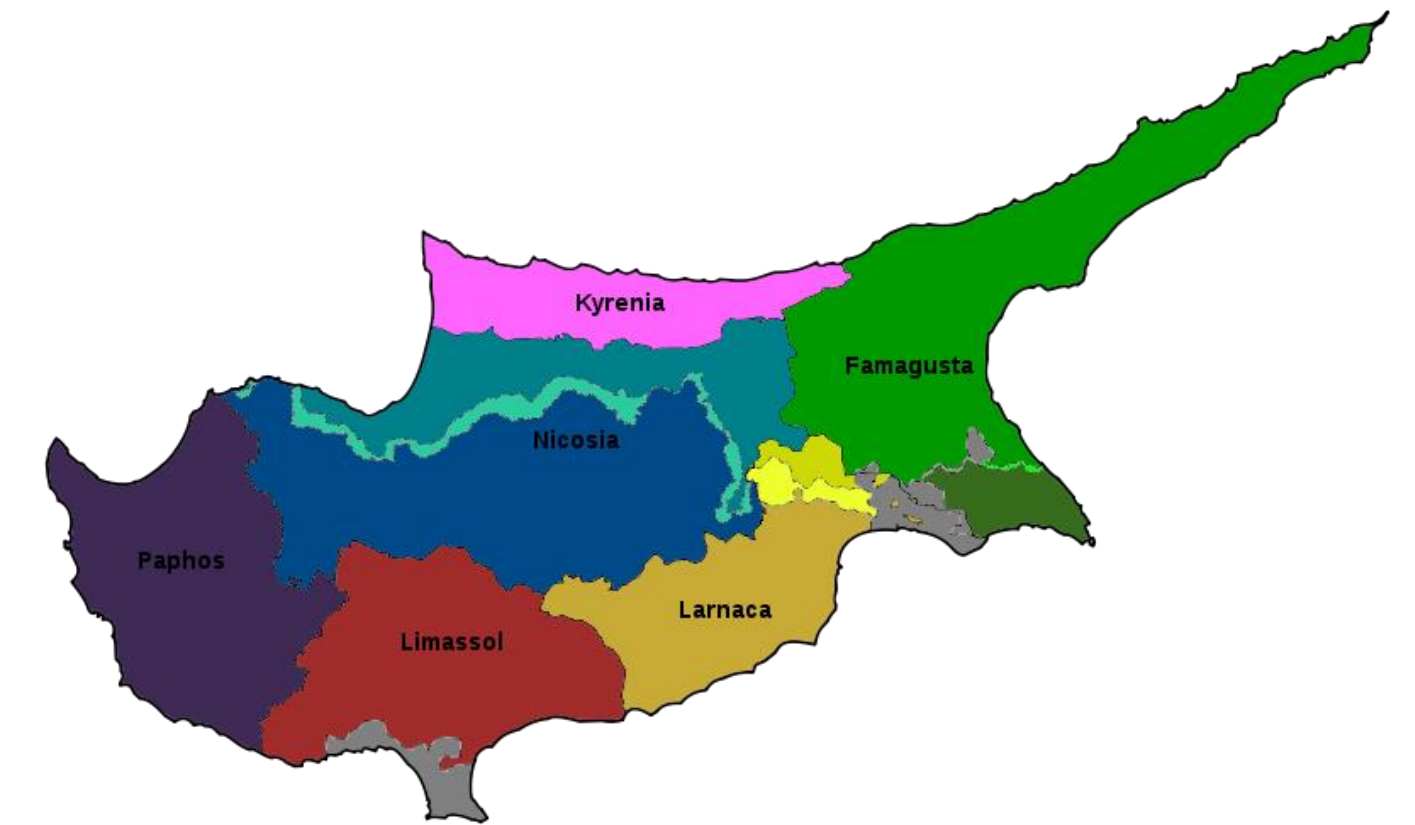
Population Density : (2018) 94 per Km²

Provinces : 6, around the coastline.

General Health System : Established 2019

More than 40% of the population living in rural and remote areas

Cyprus spent EUR 1 674 per person (or 6.7 % of GDP) on **health** in 2017 compared to the EU average of EUR 2 884 (9.8 % of GDP). At 43 %, the public share of **health** expenditure is the lowest in the EU and contrasts with the EU-wide average of 79 %.



Provinces and Population Settlements in Cyprus (Source : *Urban Planning 2019, Volume 4, Issue 2, Pages 18-30*)

The purpose – why eHealth solutions

The aim is to provide accessibility and quality of medical services to the communities with no easy access to medical centers and healthcare professionals without them having to travel long distances to gain access to these services. This includes specialized categories of people such as elderly, chronic patients, people with disabilities and relevant medical conditions



The banner features a background image of a group of people in a meeting. At the top left is the CHERRIES logo (a circular arrangement of red and blue dots) and the text "CHERRIES RESPONSIBLE HEALTHCARE ECOSYSTEMS". To the right is a map of Cyprus with a laurel wreath. The main text reads "Call for Solutions" in large blue letters, followed by "SUBMIT BY APRIL 15" in white. Below this, in white text, is "YOU CAN PROVIDE THE SOLUTION" and "Provision of Medical Services to the Cypriot citizens that live in rural and remote areas." At the bottom left is the CyRIC logo (a colorful star). In the center bottom is the European Union flag. At the bottom right is the Hellenic Republic logo (a circular emblem with a classical figure). A line of text at the very bottom states: "This project has received funding from the European Union's Horizon 2020 research and innovation programme under GA no 872873".

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Call for Solutions
SUBMIT BY APRIL 15

YOU CAN PROVIDE THE SOLUTION
Provision of Medical Services to the Cypriot citizens that live in rural and remote areas.

Based on the framework of www.cherries2020.eu project

CyRIC

This project has received funding from the European Union's Horizon 2020 research and innovation programme under GA no 872873

AIK in 2020



12023
Emergency
Visits



1435
CT exams



9245
Inpatient
Admissions



14537
X-RAY
exams



2598
MRI
exams



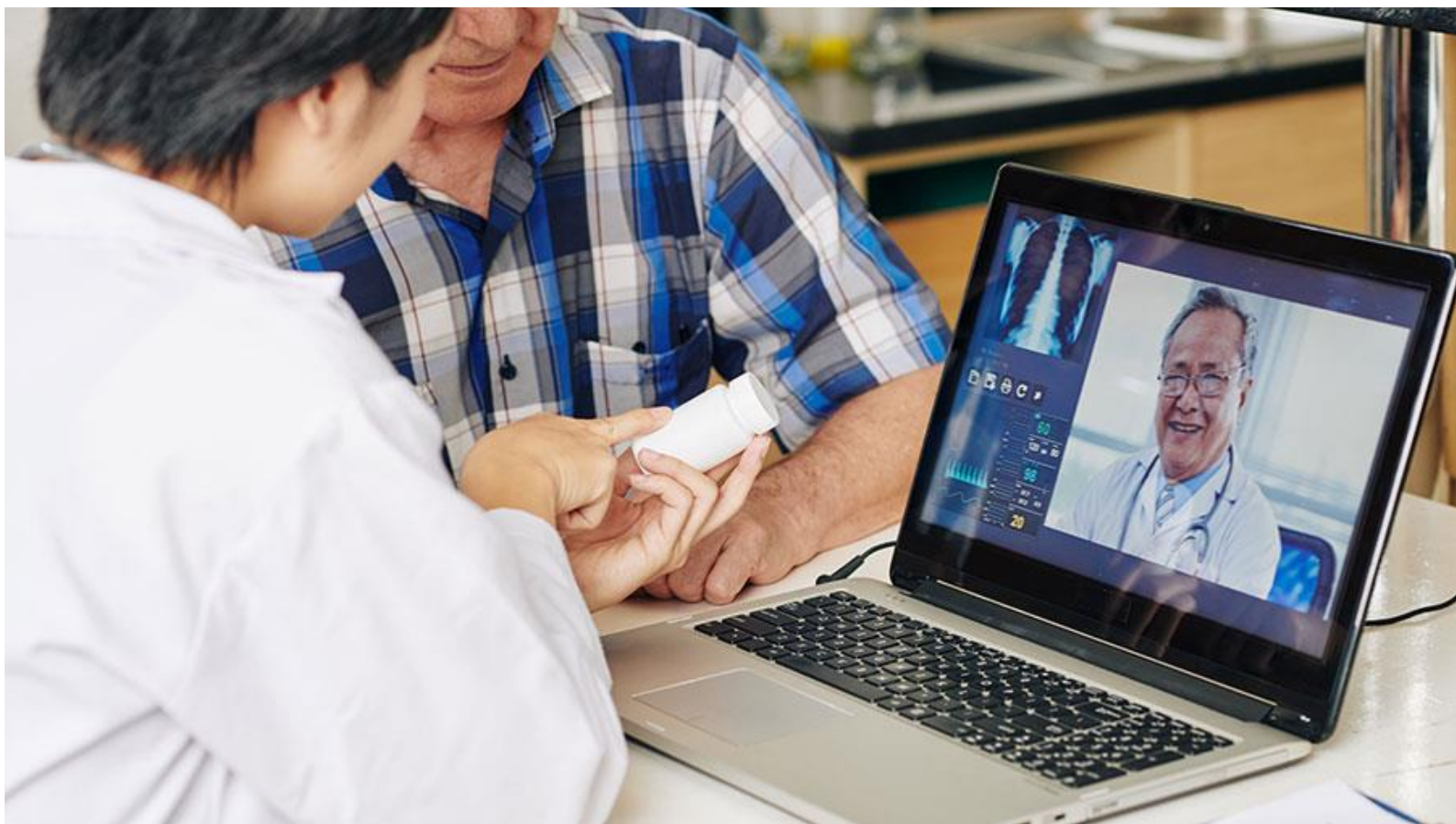
650
Births



Typical examples of the Need



Why eHealth solutions



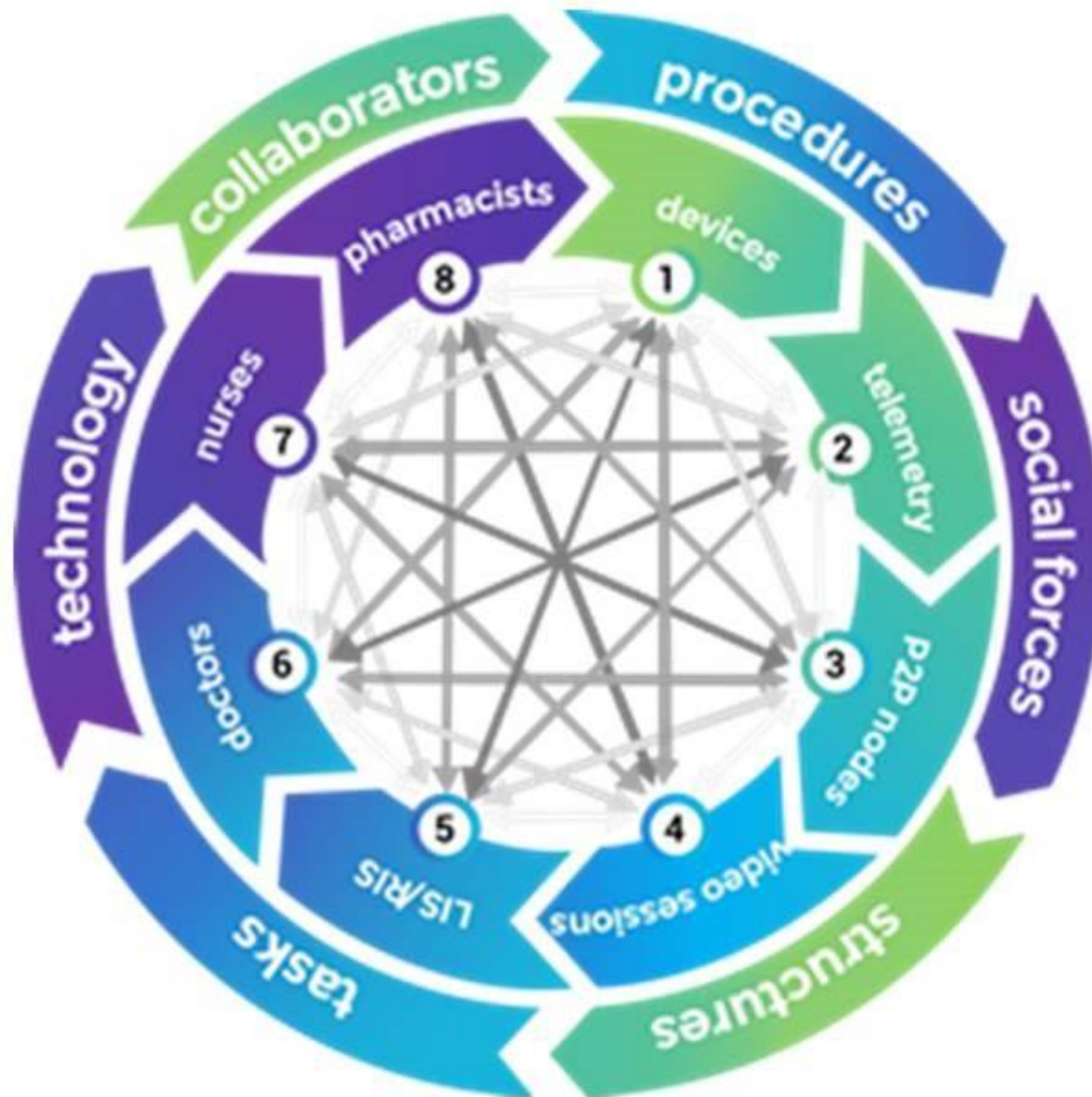
Indicative Ideas for potential solutions

- Remote Interaction with doctors (video conferencing and vice versa guidance to the on-side personnel and instruction providance.
- Assistance to chronic patients (e.g. Diabetics) to provide monitoring on daily measurements and medical advice.
- Physiotherapy sessions to the ageing population via telemedicine
- Guidance to on-site professional care stuff to deal with emergencies and accidents
- Any potential solution that fulfils the requirements of the challenge and providing access to high-quality services of citizens.

What about the citizens
that cannot visit healthcare
professionals ?



DoctorsHello Ecosystem

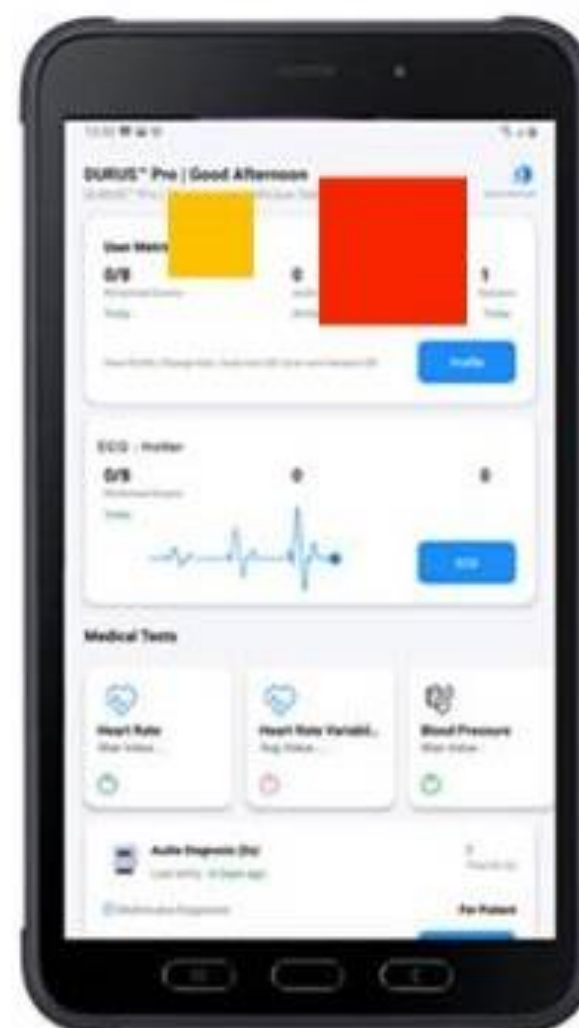


What is DoctorsHello Ecosystem;

It is a Telemedicine system that has the ability to combine online individuals (doctors, users, etc.), digital telemetry media, diagnostic devices, unstructured and structured medical information in good cooperation with connections that act as a lever for optimizing health services. Anyone with an active interest in health can become a member. Yet, the architecture of the DoctorsHello ecosystem relies on physicians to improve the efficiency of the ecosystem.

CRA DoctorsHello Fundamental Pylons

ATLAS™



DURUS Pro™



Potential benefits during and post co-creation

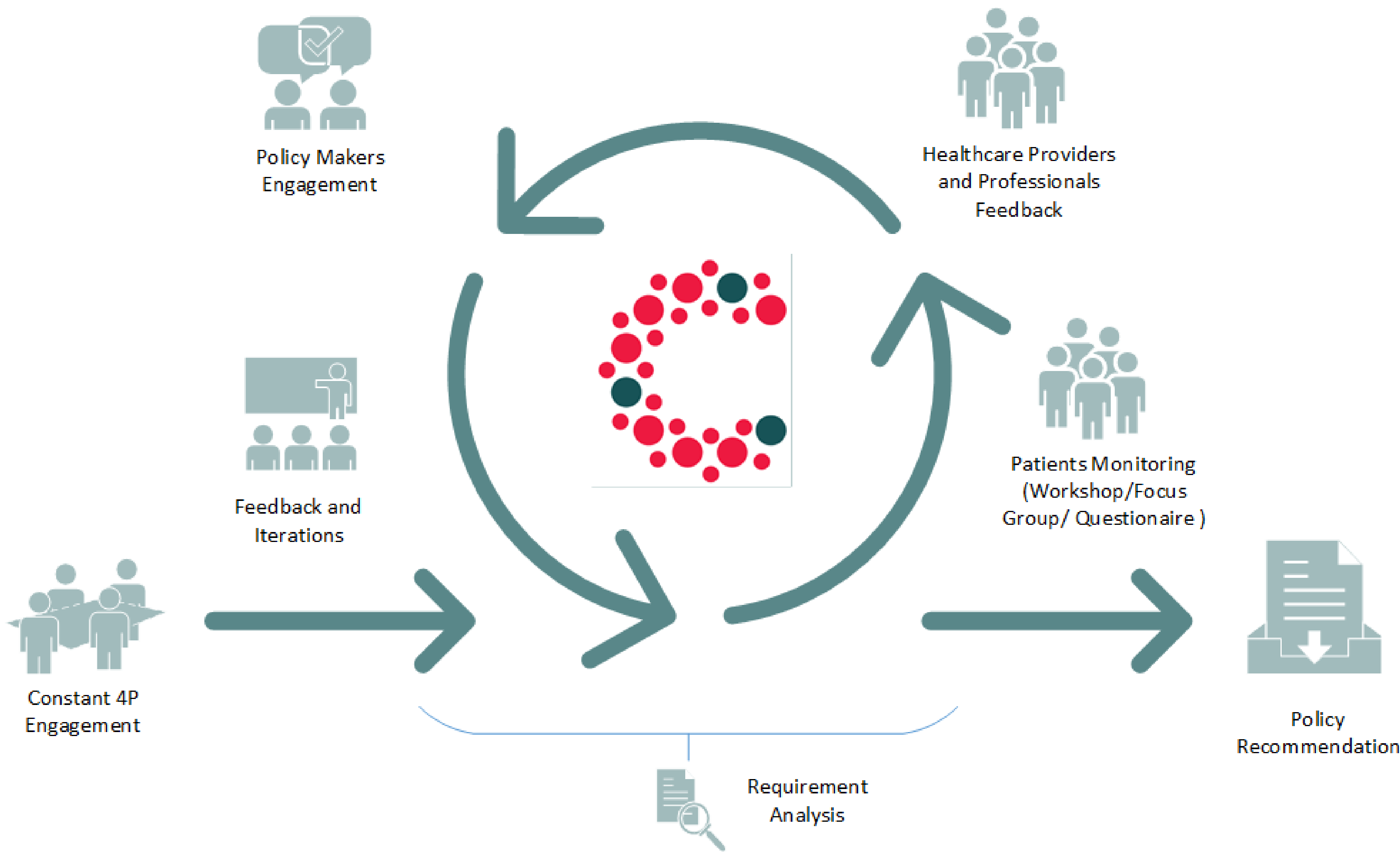
- Develop an impactful and responsible solution for the citizens of Cyprus that might be replicable to other mirror territories.
- Be the “lead by example” case for the adoption of the solution and influence the local ecosystem to follow
- Receive professional support from AIK experts in the field of Healthcare as well as their infrastructure during the pilot.
- Receive professional support from CyRIC eubic in Research and Development , IP, Design, Prototyping etc
- Receive professional support in business continuity and entrepreneurial development from CyRICs’ incubator Gravity Ventures.



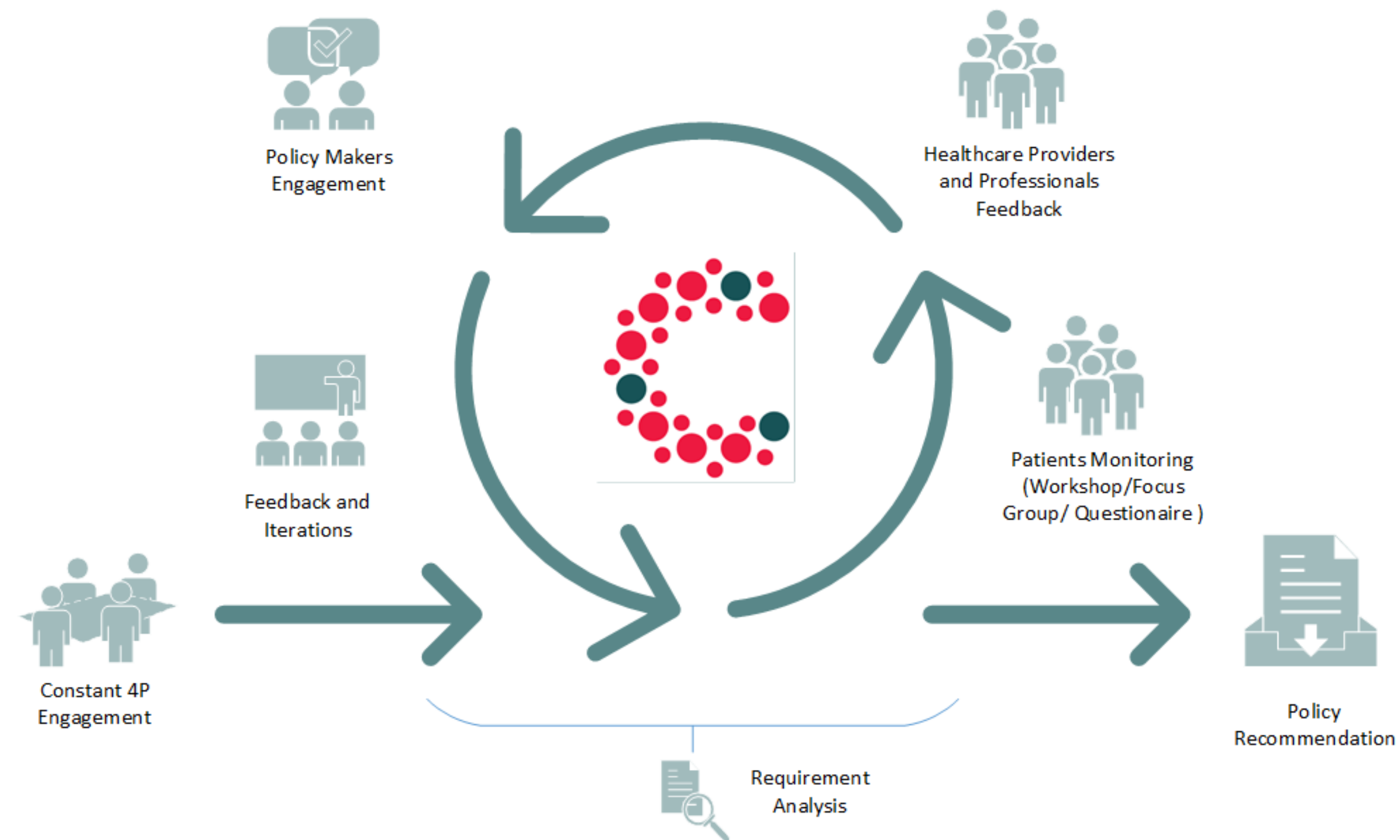
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CHERRIES Co – Creation Process in RRI



CHERRIES Co – Creation Process in RRI

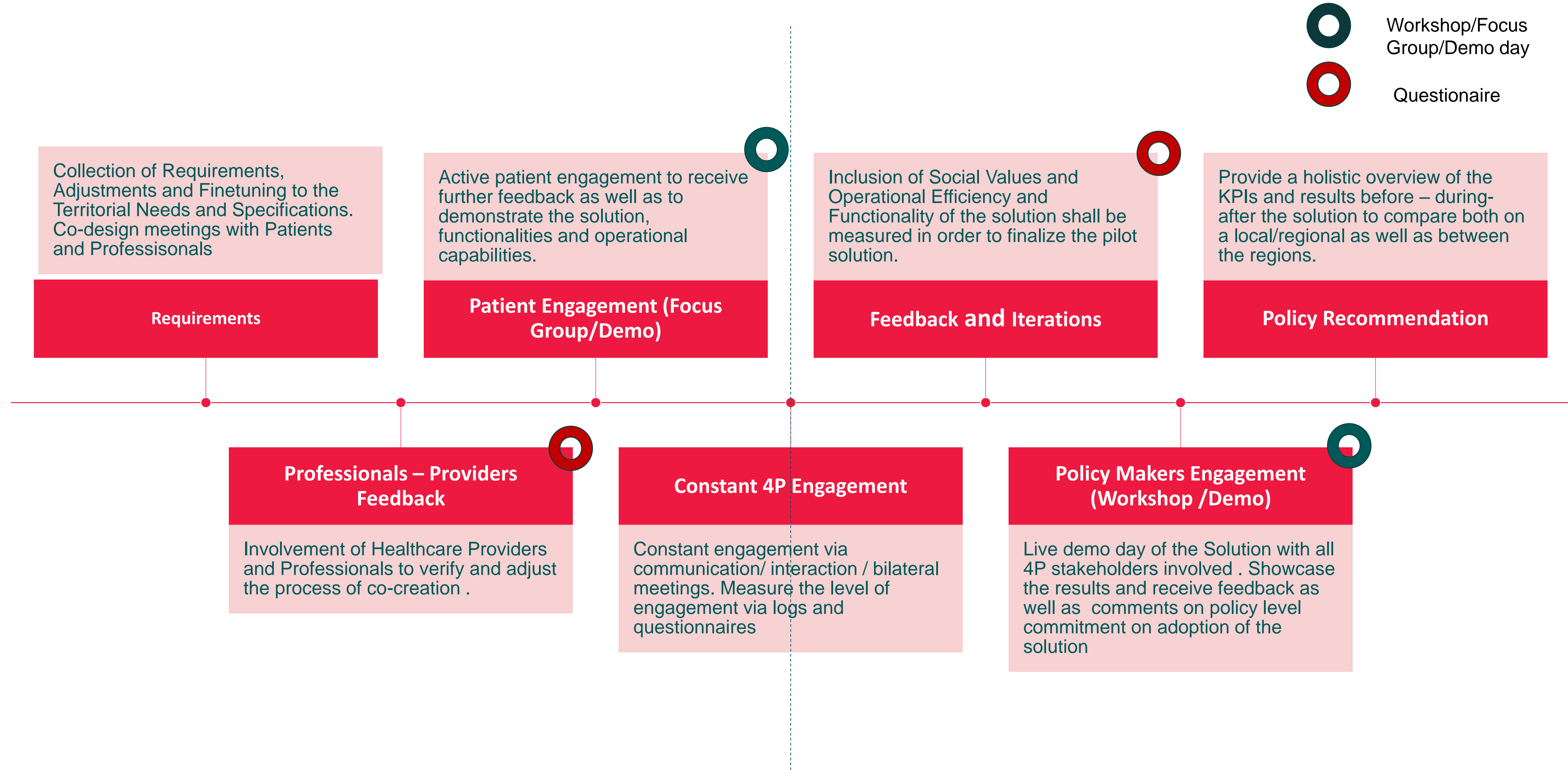


The co-creation process of Cherries encapsulates elements and RRI principles that will function as a guideline for the regions to implement accordingly. The starting point of the co-creation process as well as the endpoint of the process which is “Requirements” and “Policy Recommendation” respectively are considered as principal and “fixed” for the whole process.



However, all the steps in between the initiation and endpoint are subject to adjustment in chronological sequence as well as in terms of content and tool functionality.

Monitoring activities: Co creation Timeline from M1-M10



Monitoring activities: Co creation Timeline from M1-M10

1. Regional Teams Keep a “Co Creation Itinerary” where they describe in a qualitative format their experiences and reflections on every step of the co creation. This will be used to describe the regional narrative or Responsible Research and Innovation in D4.3.
2. The “Communication Log” reflects on quantitative inputs of the intensity of communication and intensity per 4P stakeholder engagement at every stage of the co creation.
3. Questionnaires before – during – and after the co creation will reflect on measurable results on expectations theory and reality of expected results.

Co-Creation Considerations 1/2

- Successful Implementation and oversee of the process (project management aspect)
- The level of engagement of 4P
- Set of recommendations with measurable information
- Inclusion of Social Value
- Different knowledge and epistemological perspectives to be considered
- Adaptability per region (Cherries Methodology Continuation)
- Policy Recommendation

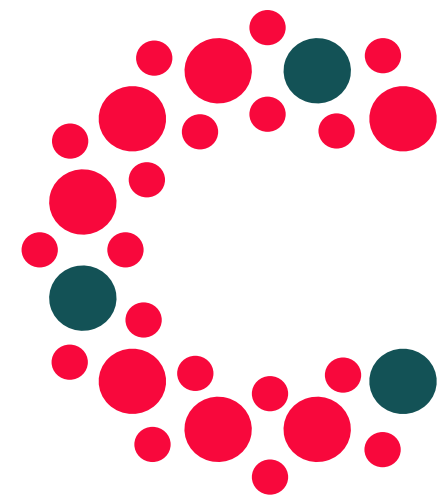


Co-Creation Considerations 2/2

- Be proactive on the Logistics
- Not all 4Ps are involved at the same time same and the same level
- Communication is key
- SPs provide a progress report
- Will generate a narrative of your region







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Thank you 😊

Questions ?



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CO-CREATION webinar

Gorka Sánchez (Murcia)

March 16th 2022



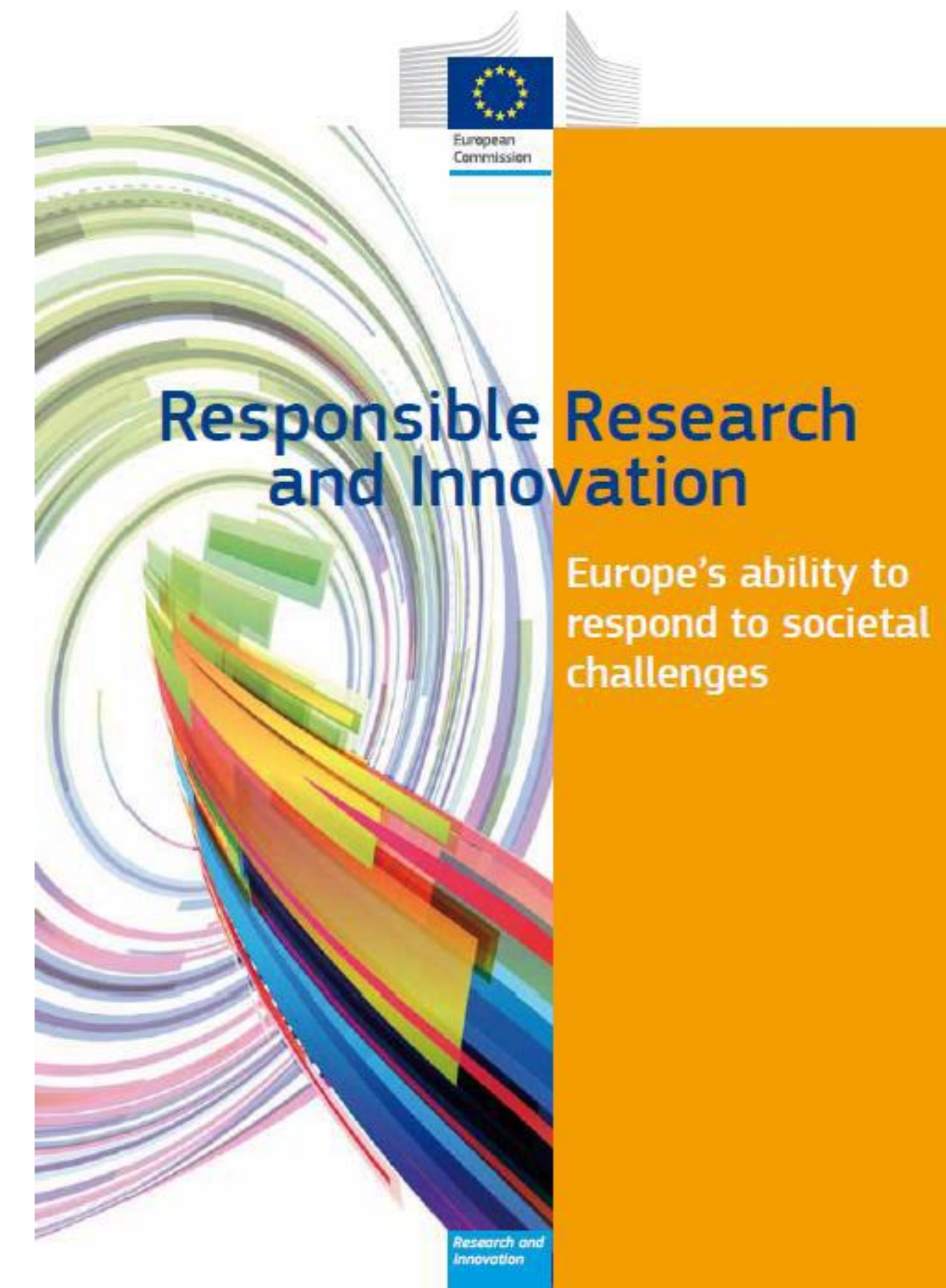


What are you researching about?

- Is it your **own** topic?
- Is it **your professor's** topic?
- What about **people's** needs?

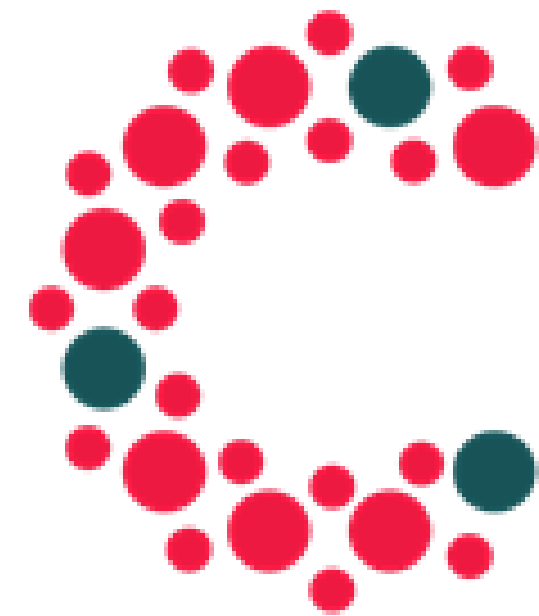
RRI: 6 key components

The European Commission has identified **six key components** in the research and innovation processes that have a great potential for RRI:



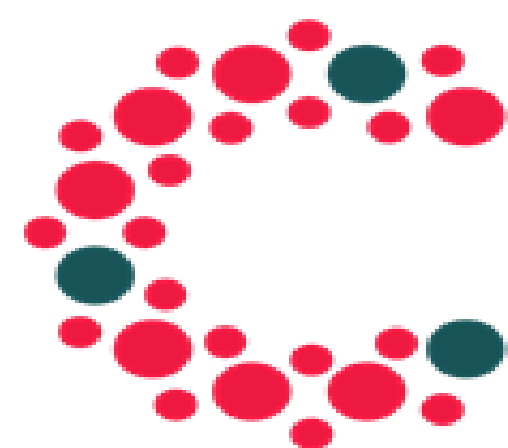
Co-creation is RRI

The distance to the user... is the distance to success



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CHERRIES milestones



1. 3 webinars (RRI & workshop) Oct & Nov 2020
2. Call for **needs** Nov 5th – 30th 2020
3. Selection of **winning challenge** Dec 15th 2020



CHERRIES Murcia | Open Call for Solutions

Early detection of progression in Multiple Sclerosis

PROGRESS

Submit your solution by 15 April 2021



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PROGRESS challenge (Murcia, Spain)

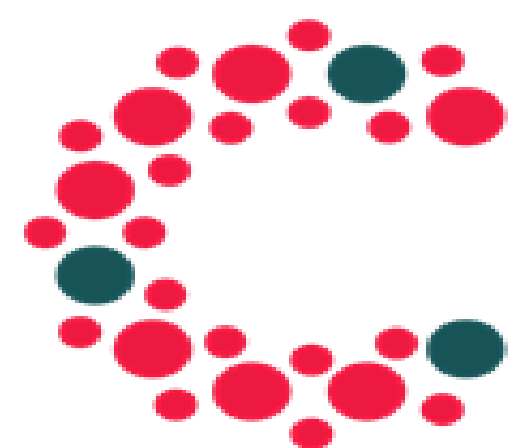


The **objective** of the challenge is to achieve the **early detection of the progression in Multiple Sclerosis (MS)** applying sensors to patients using the Internet of Things (IoT)

The **challenge team** is composed by:

- ☐ Local association of **patients** of MS (EMACC)
- ☐ Department of **Neurology** (Hospital of Cartagena)
- ☐ Department of **Biomedical Engineering** (Polytechnic University of Cartagena)





CHERRIES milestones



1. 3 webinars (RRI & workshop)
2. Call for needs
3. Selection of winning challenge
4. Writing of requirements for solver
5. Call for solutions
6. Selection of winning solver
7. Start of co-creation



The solution...

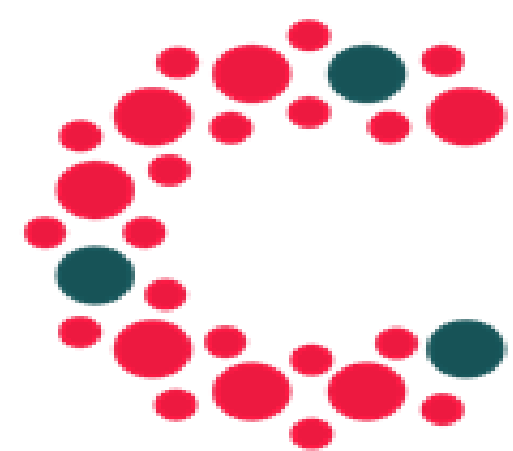




What about the co-creation?

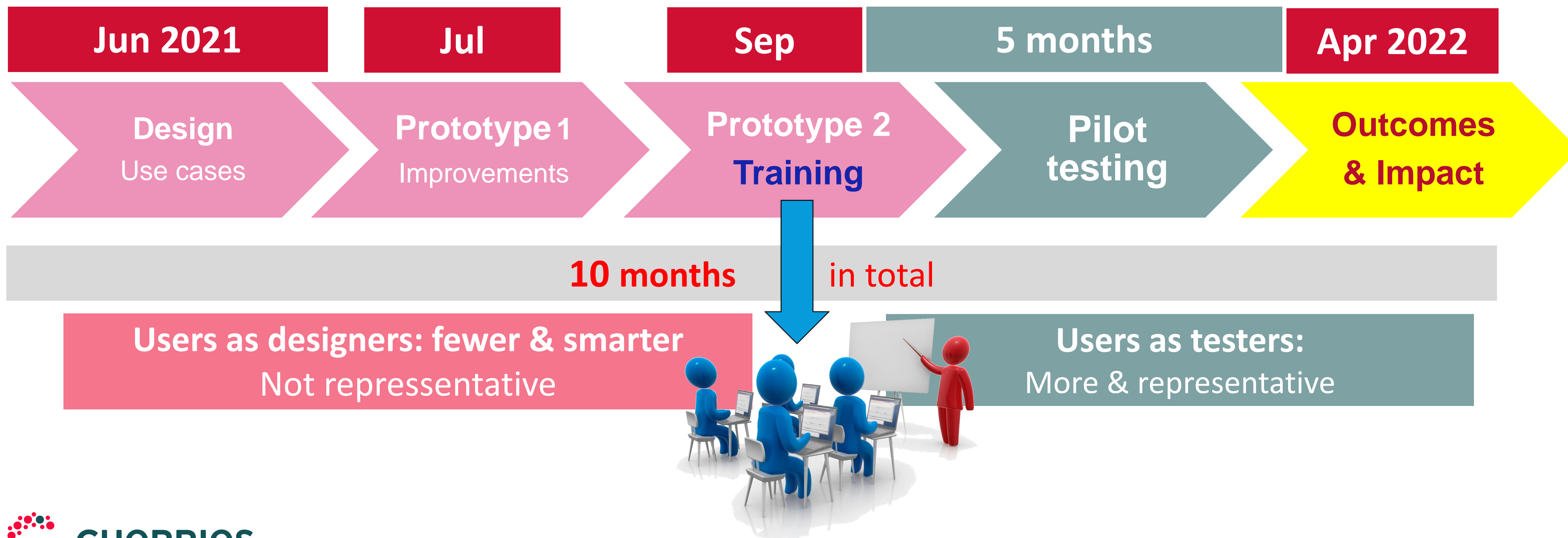


The inDemand project has received funding
from the European Union's Horizon 2020
Research and Innovation Programme under
Grant Agreement No763735



Co-creation timeline

(Jun 2021 – Apr 2022)





Co-creation in
MENU DO

Co-creation in MENUDO



inDemand



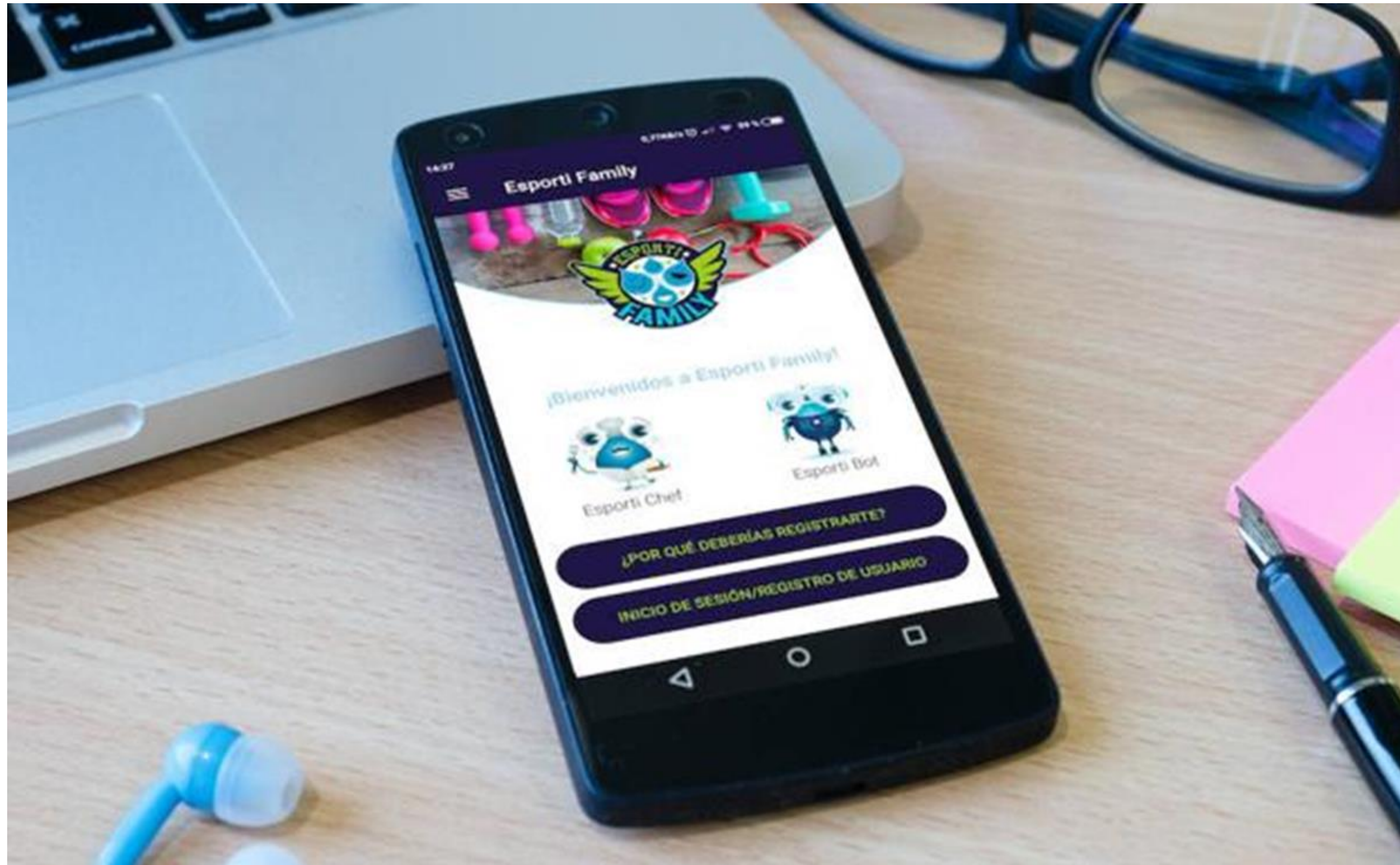
Región de Murcia
Consejería de Salud



Healthy Blue Bits

INTERCONNECTED TOOLS FOR CONNECTED HEALTH

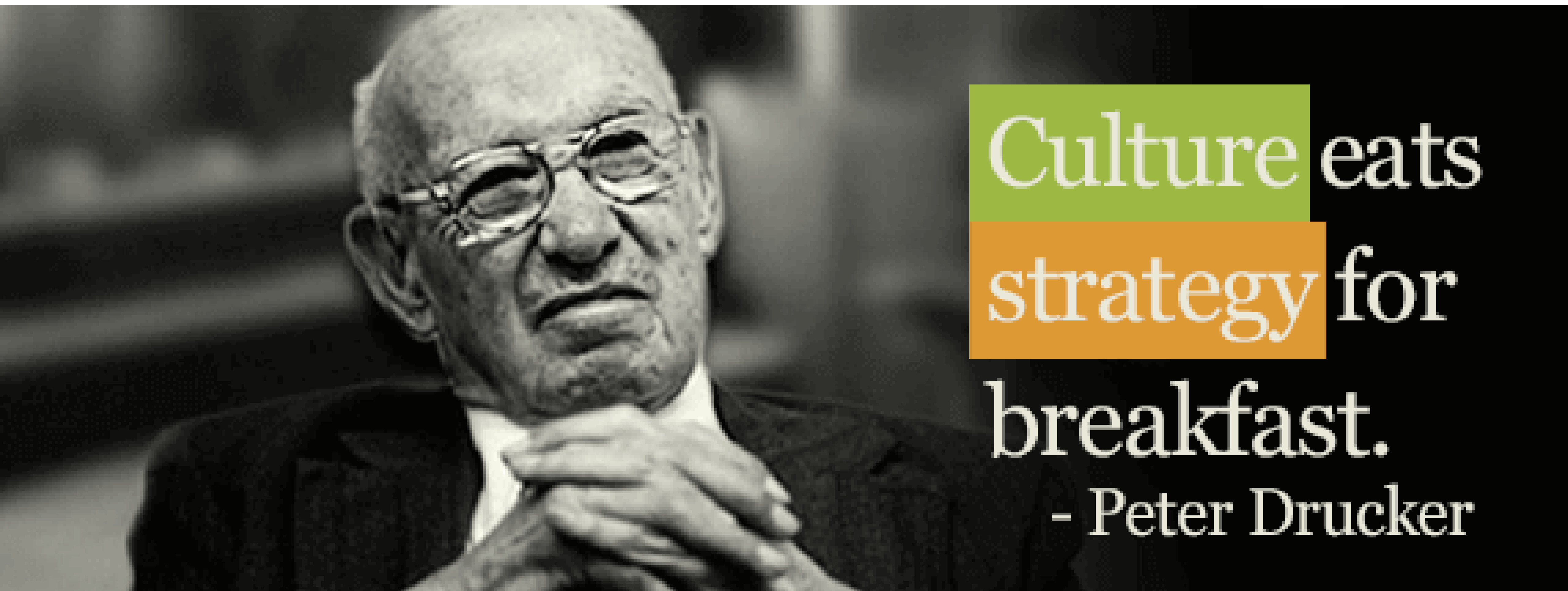
Esporti Family app



MENUDO party



Recommendations



Culture eats
strategy for
breakfast.
- Peter Drucker

Support to proposals



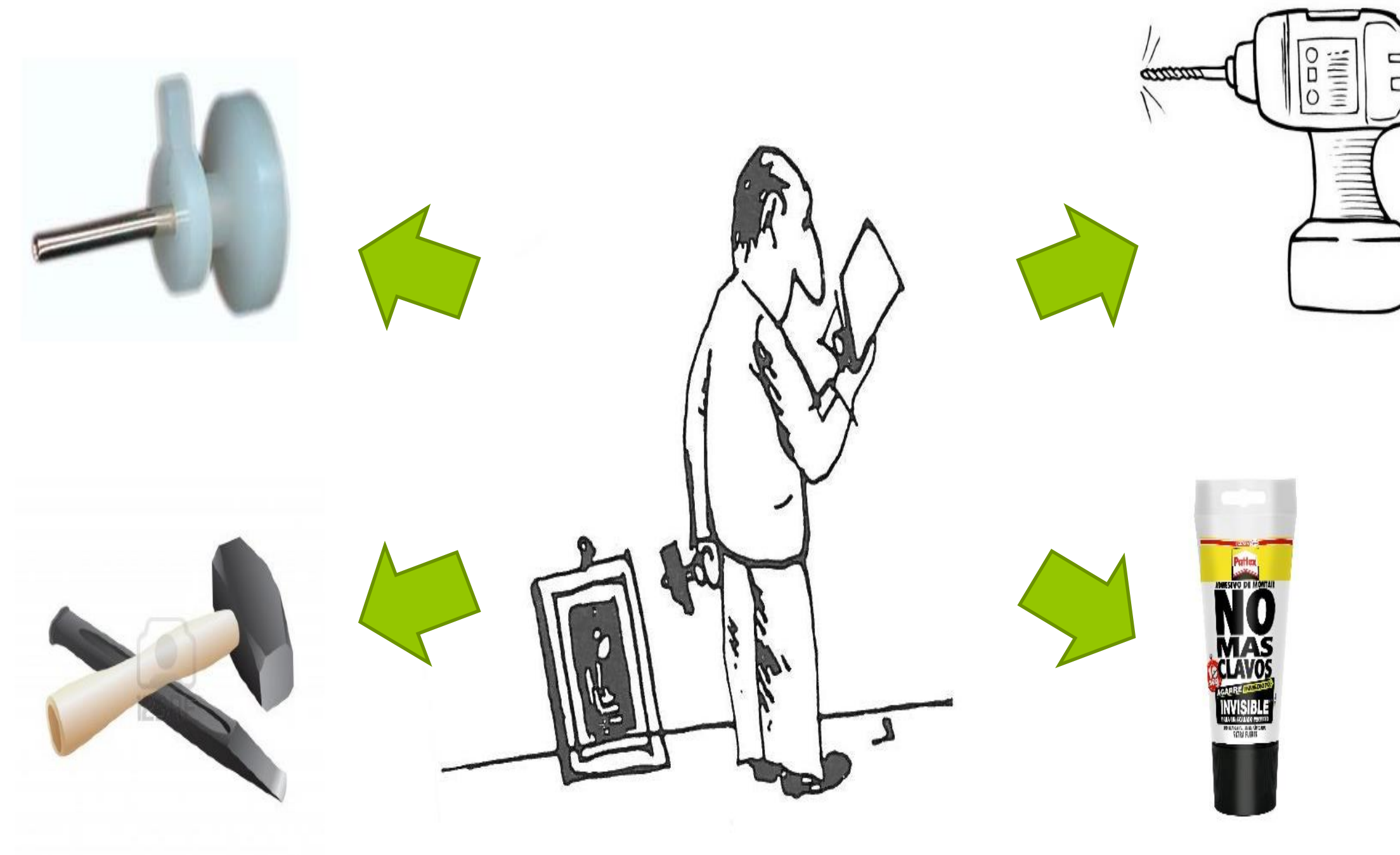
- ✓ Training through **workshops**
- ✓ Innovation **network**
- ✓ **Certificates**

Healthcare professionals workshop



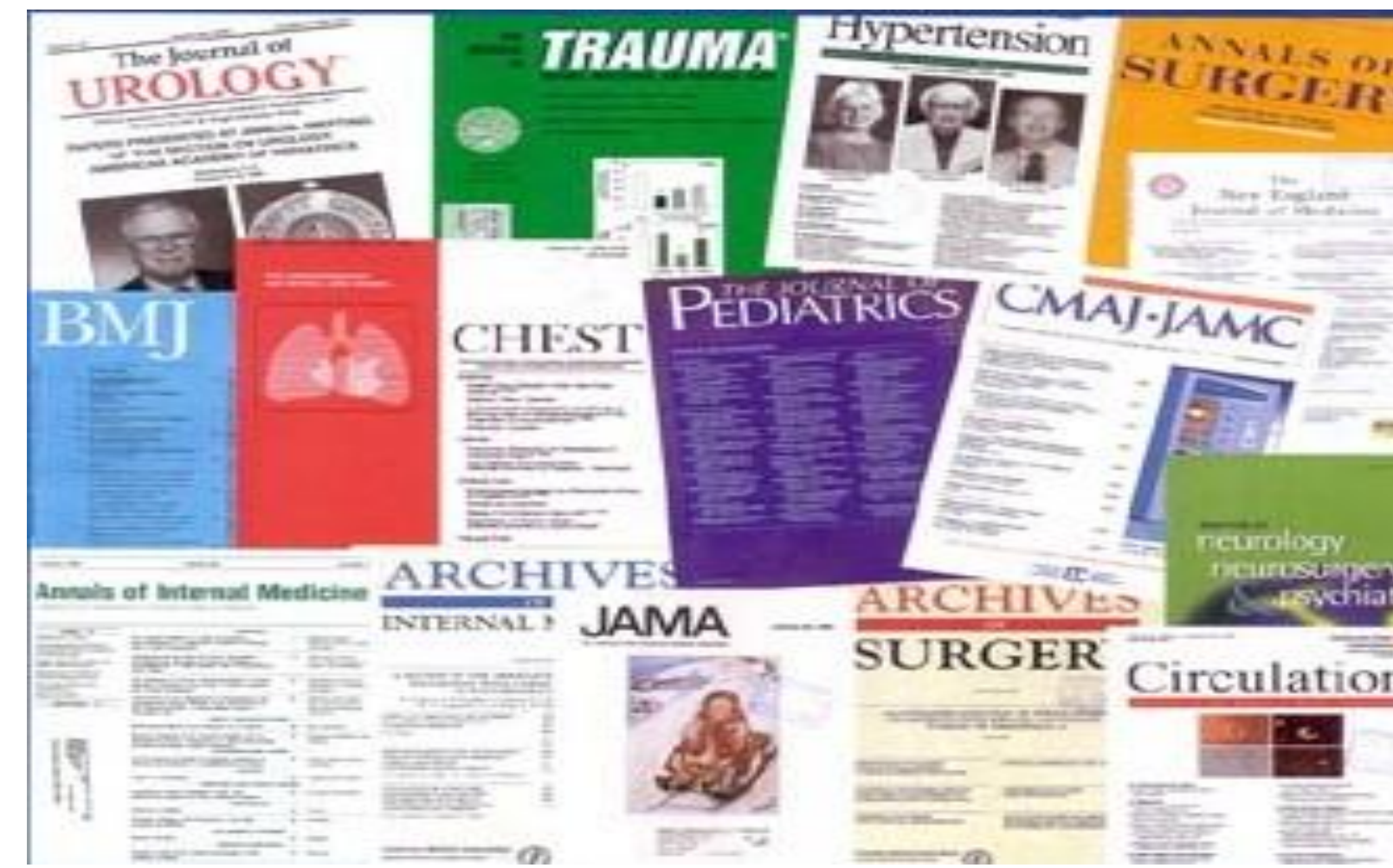
Need vs solution

We need to hang a painting vs ~~we need a drill~~



Benefits of getting involved:

- ✓ **Co-leading** a project to improve your daily work
- ✓ **Obtaining a certificate** for submitting proposals
- ✓ **Co-developing** the solution with best company
- ✓ **Assessing** the impact:
 - Health outcomes
 - Satisfaction
 - Cost-benefit
- ✓ **Publishing** of results





1st Gala inDemand Murcia 2018



2nd Gala inDemand Murcia 2019



SMS co-creation



expertise

Regarding **patients**, take into account:



1. **Interests** to decide to participate
2. **Expectations** about the experience
3. **Risks** with the experience
4. **Opportunities** in the experience
5. Patients' **role** in the research

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Lessons learnt 1 of 2



1. All months are not the same

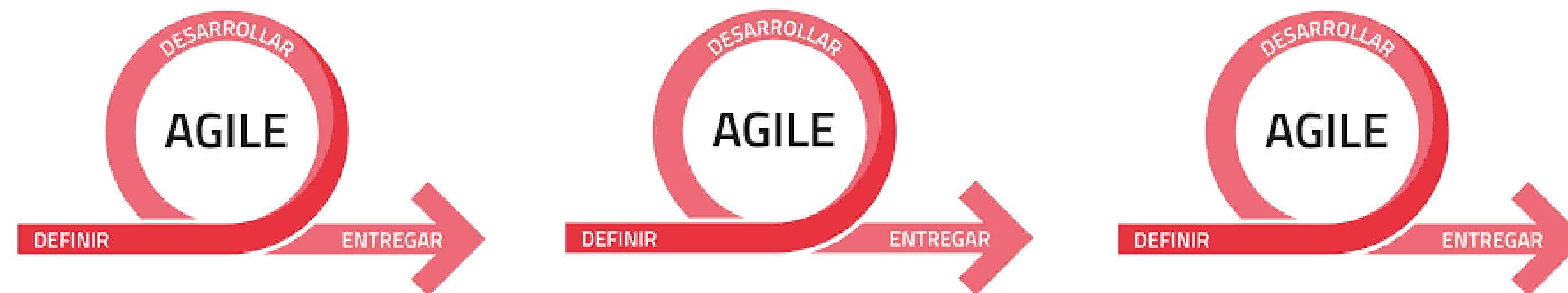
Beware of **summer**

2. Challengers have to make an extra effort

Unplanned innovation

3. Best is the enemy of better

Short cycles and improvement (Minimum Viable Product)



Coordination between companies & challengers



Lessons learnt 2 of 2

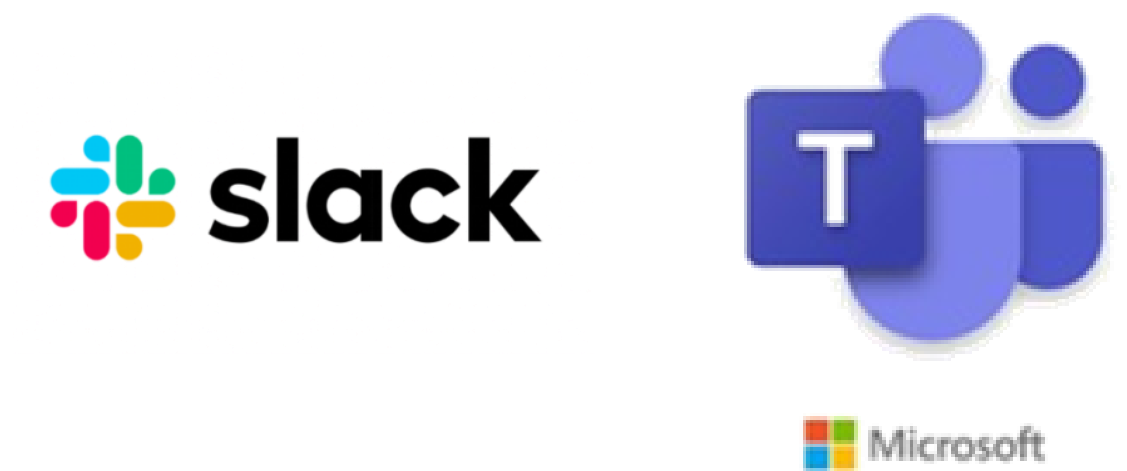


1. A single channel of communication

If there is no sound ... something is happening (in another channel?)

2. Flexibility

In innovation the paths are **never straight**



3. Assuming frustration without magnifying it

Patience is a good advisor

4. Caring for the co-creation environment

- Respect
- Dialogue
- Confidence

1. Investment in innovation and promotion of demand-driven healthcare services: opportunities and difficulties

- The main **difficulty** is the **change management** and the resistance of status quo in decisions for innovation in healthcare.
- The main **opportunity** is to **lead the innovation** prioritizing from **your own strategy** and **ensuring the result** with the validation, step by step, since the very beginning.

2. **Involvement** of professionals and users/patients in the definition, conception and establishment of innovative solutions: **How** to involve the stakeholders and keep them involved during the whole processes

- I think the key is to show the call for needs as an **open and competitive** process.
- This ensures not only the **best need**
but the **engagement of the winning team** during the whole co-creation process.
- They are going to **feel as intrapreneurs** rather than workers.

3. Benefits of working in co-creation from the beginning of the innovation process to ensure the deployment of valid solutions and their future acceptance and use

- It is better to start from an unmet need, proposed by the users in order to guarantee market **opportunities** for your solution.
- The step by step validation from the very beginning ensures the **accuracy** of the product.
- The users involved in the co-creation will be **your best reps**.

**Enjoy
co-creation!**



Thank you very much



@GorkaSanchezNan