What are we talking about?
Gaps in services: be aware!
Customer gap

Expectations  Perceptions
Policy gap

Gov. policies  Services instructions
Delivery gap

Perfect on paper

Low quality on the ground
Knowledge gap!

Management perception

Consumer’s expectations
Why does this gap really matter?

- Increase efficiencies
- Affinity
- Business growth
- Build loyalty
- Reduce risks
- Build confidence
- Alignment of services
What can you do to reduce the knowledge gap?
What did staff say after their experience of co-production?

know the customer well

Customize

co-design and co-produce from the outset!

Relationship matters

Involved in the early stages

homecaretoday

Your resource hub for new ideas and choices in home care
Let’s focus on co-production
What is co-production?

In the business world co-production is:

“Consumer’s participation in the creation of the core offering itself.”
(Lusch and Vargo 2006, p. 284).

“Buyer-seller social interaction and adaptability with a view to attaining further value for a product or service.”
(Wikström, 1996, p. 10)
What is co-production?

In the community care sector:

“Co-production is not just a word, it’s not just a concept, it is a meeting of minds coming together to find a shared solution. In practice, it involves people who use services being consulted, included and working together from the start to the end of any project that affects them”.

SCIE 2013, Co-production in social care: What it is and how to do it
What is the difference between co-creation, co-production and etc.?
The ladder of participation

- high power: controls
- helps design service
- partner
- involved
- consulted
- informed
- placated
- manipulated
- low power: powerless

What’s your journey up the ladder?

Transformational co-production
How are organisations making their journey to co-production?
THE STORY SO FAR
Uniting AgeWell’s Co-production Principles
What have we learned?

Consumer factors influencing the process

- Perceived importance
- Age and personal context
- Preferences
- Role clarity
- Willingness
- Ability
What else have we learned?

- Conversation breeds ideas
- Flexibility is necessary
- Use resources you have
- More heads equal more ideas
- Dilemmas will appear
- Ideas are fluid
What did staff say about the benefits of co-production?

Co-production

• Increases responsiveness and reach
• Increases quality
• Increases loyalty and retention

= Better results
Added benefits

Compliance ✔

- Consumer engagement fits in with Standards
- Charter of Care Recipients’ Rights and Responsibilities
What are you doing to reduce the consumer knowledge gap in your service?
Resources to help you

Home Care Today website

– The Voice of the Consumers Booklet
– Videos
– Self Assessment
– Report on past projects
– Peer education program
– Management Framework
– Checklists
Are you ready to get to know your consumer well?
Before we close .... Questions?
References


• SCIE (2013), Co-production in social care: What it is and how to do it.
