

BBS

BROWN BAG SEMINARS

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DIGITIZATION AND CO-PRODUCTION OF HEALTH CARE: TENSIONS AND CHALLENGES

In public management and administration, co-design and co-production of public services are a very significant trend, both theoretically and practically. These co-creation efforts aim at simultaneously improving service delivery and legitimacy. At the same time, digitization is extending in public services. Beyond using information technologies for production, public organizations are increasing their use of social media and other citizen- or service-oriented platforms, not to mention the burgeoning use of AI. The combination of these two trends - co-creation and digitization - is under-researched and also poses important practical questions at policy, strategy and delivery levels. We outline a research agenda based on a triangulation of theory discussion, a literature review and case studies from the sector of healthcare. Emerging themes revolve around patient empowerment and the transformation of patient-practitioner relationships, changes in care working practice and organization, challenges about engaging patients or citizens in designing e-health services, and ultimately insufficient strategic and policy reflection about the impact of digitization.