

Consumer driven approach and management.

**Co-production in design and delivery
of services in Health and Social Care.**

Lahti

10.05.2019.

Fiona C Mackenzie

MA BSc RGN OND PGCE

Co-production.

Co-production is:

- used to describe a relationship where professionals and service users share power to design, plan and deliver support together, recognising that both partners have vital contributions to make in order to improve quality of life for people and communities. (Slay and Penny 2014)
- used alongside community and user participation and described as a way of working together to improve health and of creating user led, people centred health and social care services. (Filipe et al 2017).

Co production is not:

- an alternative to health and social care sector delivery
- an approach that negates the need to promote equality, enforce standards or improve delivery.
- involvement, consultation, engagement volunteering or personalisation.



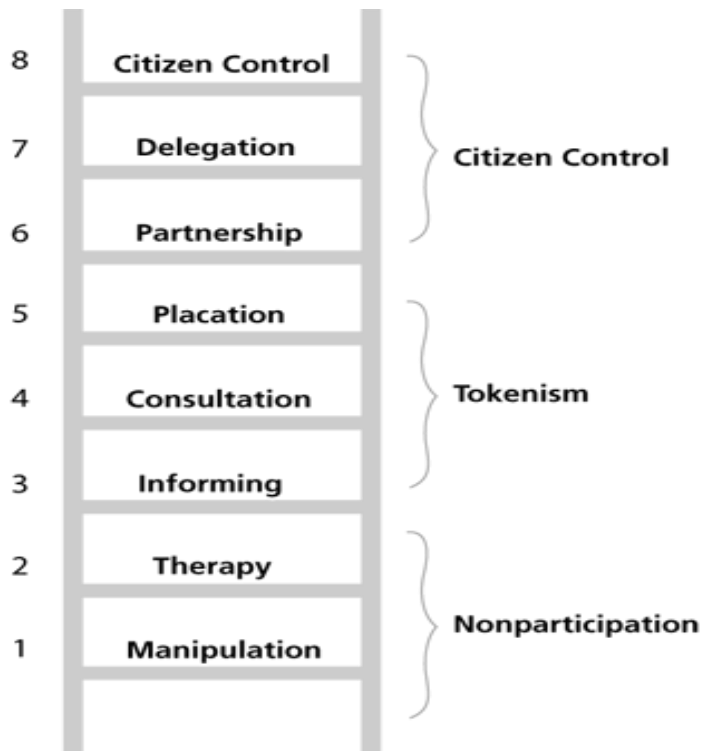
Why?

- Reform of public services – needs to be sustainable
 - Shift to **prevention**
 - Improving **performance**
 - Working in **partnership**
 - Developing **people** .

*je participe
tu participes
il participe
nous participons
vous participerez
ils profitent*



How ? Participation



Arnstein's Ladder (1969)
Degrees of Citizen Participation

- Co producing
- Co designing
-

Doing with
in an equal and
reciprocal partnership.

- Engaging
- Consulting

Doing for
engaging and involving
people.

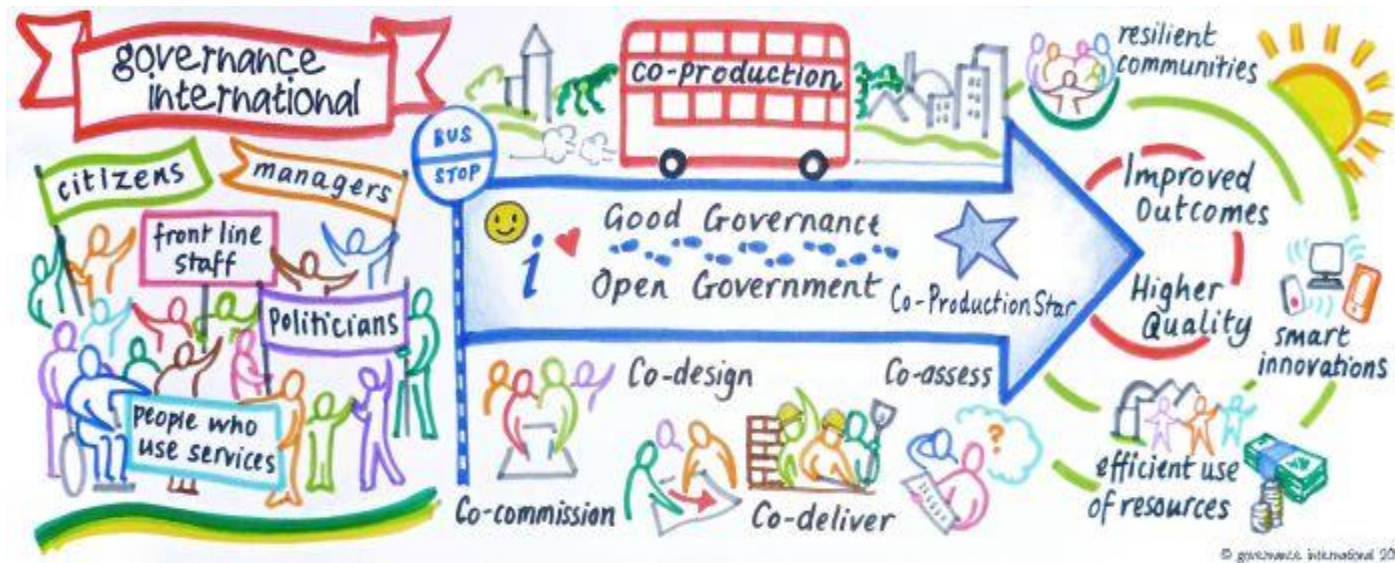
- Informing
- Educating
- Coercing

Doing to
trying to fix people who
are passive recipients of
services.

Co Production Star



The journey



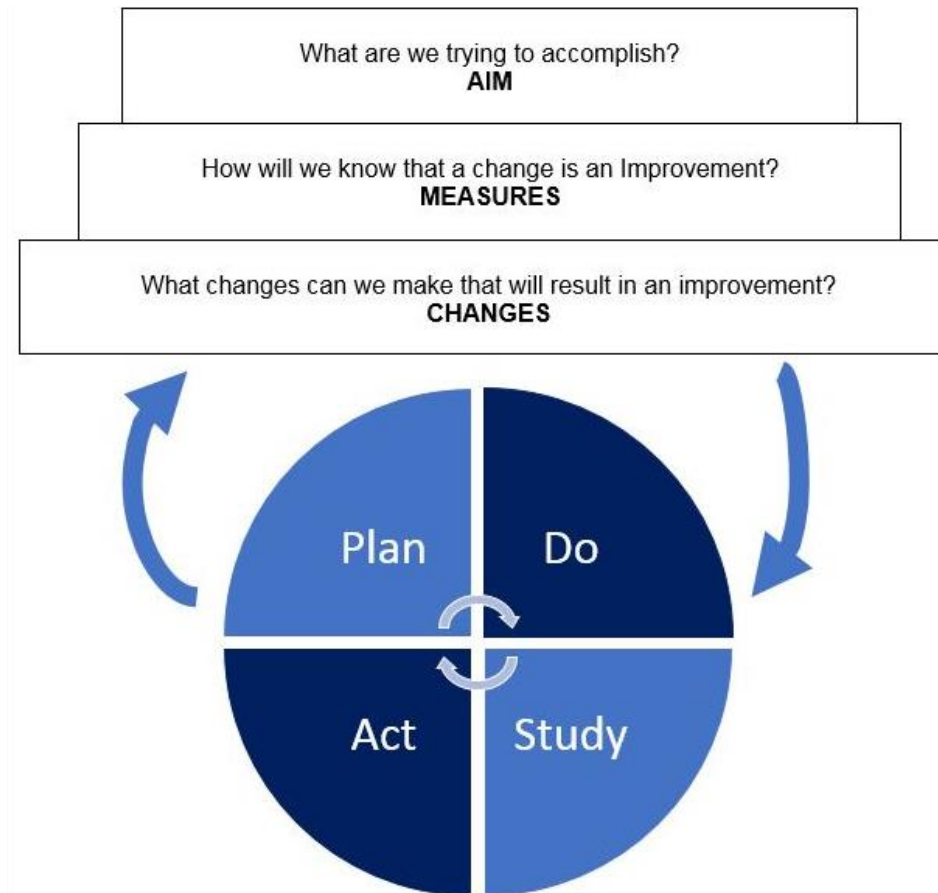
To grow it.....

Applying principles of co-production to service design and delivery can be complex.

- Important to identify – type of change
inputs required
change promoters/leaders
number of people involved.
- Also consider – culture
structure
practice
review/monitor/evaluate.
- Then business case!!



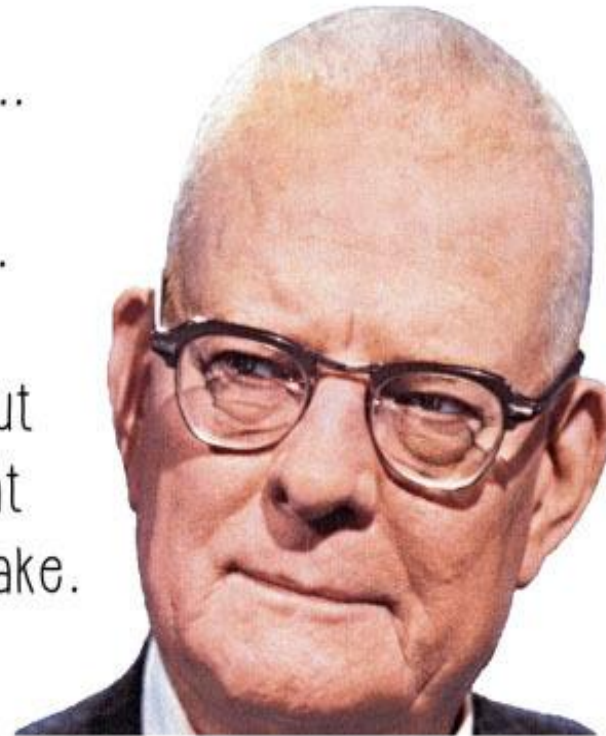
Model for Improvement ...





The greatest waste ...
is failure to use the
abilities of people ...
to learn about their
frustrations and about
the contributions that
they are eager to make.

William Edwards Deming



Assessment



Utilising a co production approach, write a 1600 word plan/report for the service you wish to develop.

Identify

- Type of change
- Inputs required
- Change promoters/leaders.
- Number of people

Consider

- Organizational culture
- Structure
- Practice
- Review /Monitor/Evaluate

Demonstrate

- Shift to prevention
- Improving performance
- Working in partnership
- Developing people – professionals and service users.

The journey



Business Case examples

- <https://www.bhf.org.uk/information-support/publications/healthcare-and-innovations/business-case-toolkit---template>
- Carter H (2017) How to write a robust business case for service development. *Nursing Times* (online):113:7, 25-28.

Thank you