

## Researchers, professionals and patients can make health care better

The research project "User Oriented Innovation in Primary Care" has so far came up with 178 ideas on how health care can be better. The project is conducted by CTF in collaboration with the County Council of Värmland, Sweden. On May 7th, a seminar was held where the innovation group work was presented for patients and staff at the County Council and Vinnova.

The work conducted in the groups gives a picture of how development is affected when both staff and patients are involved, and has so far resulted in 178 ideas on how to develop and improve health care. In September last year six innovation groups were formed. Groups with only patients, groups with staff only, and groups mixed with both staff and patients. The task has been to discuss problems and ideas on how their medical center can be improved both from a patient, and staff perspective. Together the groups have developed 178 ideas that can be sorted into five categories; availability, physical environment, patient experience, quality, and work organization.

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## Pilot project on service development for manufacturing companies

This year researchers at CTF and Swerea IVF will be working on a model and approach for the development and delivery of customized industrial services. The collaboration will be carried out along with three local companies from the region who have been selected in cooperation with ALMI företagspartner i Värmland. The project participants had a start-up meeting in late April and the service development process has already started.

- By exchanging experiences and identifying each other's respective operations, we hope that they during this collaboration will find new opportunities to broaden and package their offerings, says Lars Witell, who along with fellow researcher Nina Löfberg represent CTF in this project.

[Read more >](#)

## Hello Per Kristensson...

**Professor in Consumer Psychology and Innovation at CTF, you have participated in Swedish radio concerning a growing trend in social media. Can you tell us about that?**

- I talked about why people are becoming more helpful, for example by donating money through social media. The radio show also included a woman from southern Sweden who has received a lot of attention for her initiative on Facebook to help people in economic situations to receive donations in the form of goodie baskets for Friday evening family time.

[Read more >](#)

## Notices

### Ander Visiting Professor

Ruth Bolton has been appointed Visiting Professor at CTF. The professorship is funded by Anne-Marie and Gustaf Ander Foundation for Media Research, which provide grants to cover the cost of a visiting professor at CTF for a month during the next three years.

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### Apply to our open courses in Service Innovation

CTF offer online courses in Service Innovation based on CTF's world-leading research in the field and are intended for professionals working with or having an interest in service, customer experiences and business development.

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### International assignment

Ph D Martin Fransson has been commissioned by the European Institute of Public Administration to evaluate submitted projects competing for the 2015 EPSA Prize. The European prize is awarded to development projects in the public sector. 264 projects from 36 European countries are competing. The EPSA-prize is awarded by the European Institute of Public Administration, EIPA, the EU-Commission and nine European countries. More info at [epsa2015.eu](http://epsa2015.eu)

## Calendar

The 24th Annual Frontiers in Service Conference, July 9-12, San José, USA >

RESER2015 - Innovative Services in the 21st Century, September 10-12, Copenhagen, Danmark >

3rd International Colloquium on Relationship Marketing, ICRM, September 15-17, Helsinki, Finland >

