



EHMA 2024

Shaping and managing
innovative health ecosystems

Bridging gaps and building connections: the Social Care initiative in Cremona, Italy, supporting caregivers in elderly health

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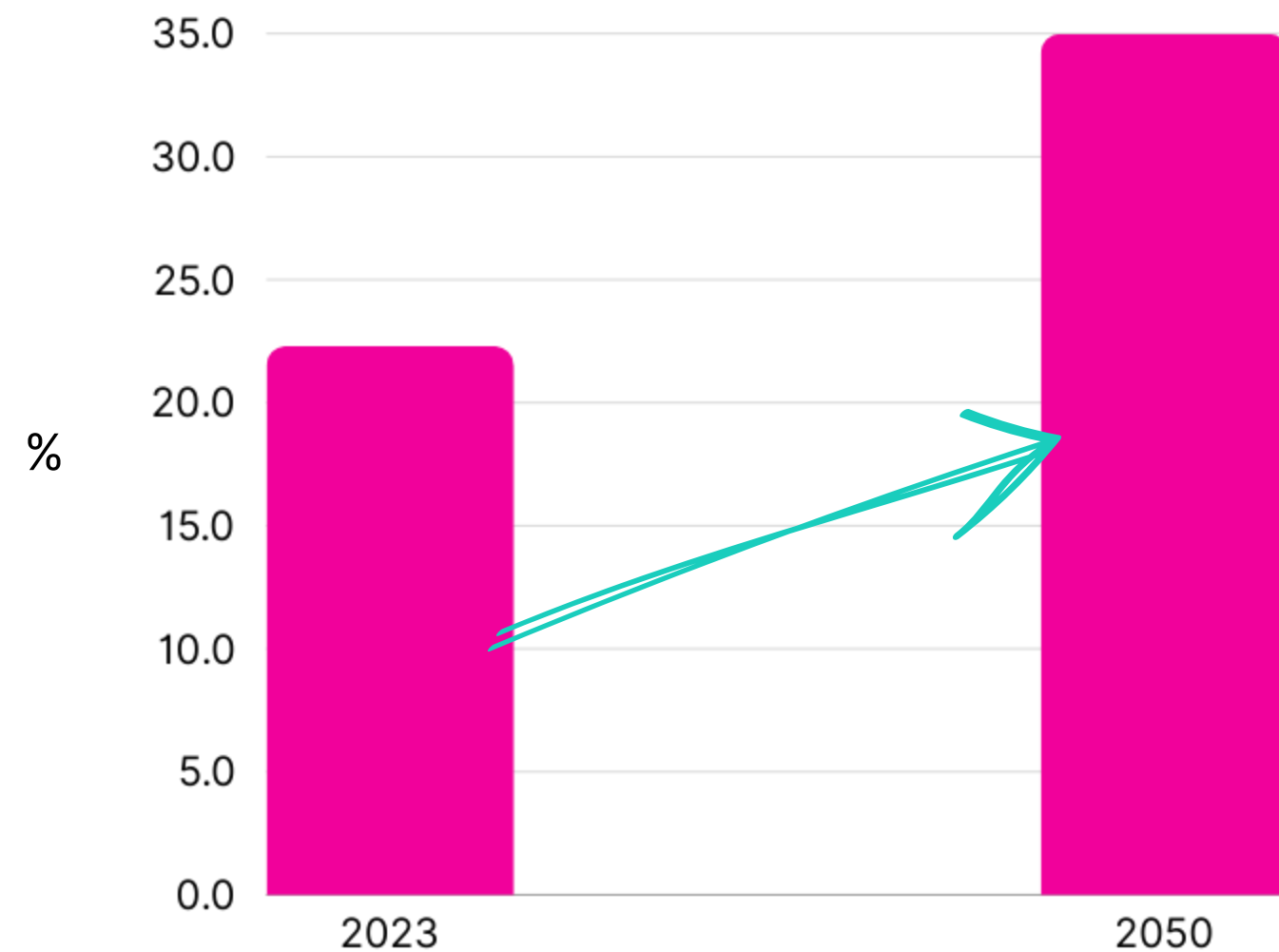
5 - 7 June 2024 - Bucharest, Romania

Politehnica University of Bucharest, Bucharest, Romania

#EHMA2024

The context

Addressing Challenges in Elderly Care in Cremona



ITALY

- from +22% to +35% of the population aged 65+
- old people living in rural areas
- limited healthcare and social service access
- intricate needs

**THE BURDEN OF ELDERLY IS LEFT
TO FAMILY MEMBERS**

The challenge

The mismatch between service providers and caregivers' demand



"CAREGIVERS AS ORPHANS OF CARE"
(APPLEBAUM, 2015)

The project

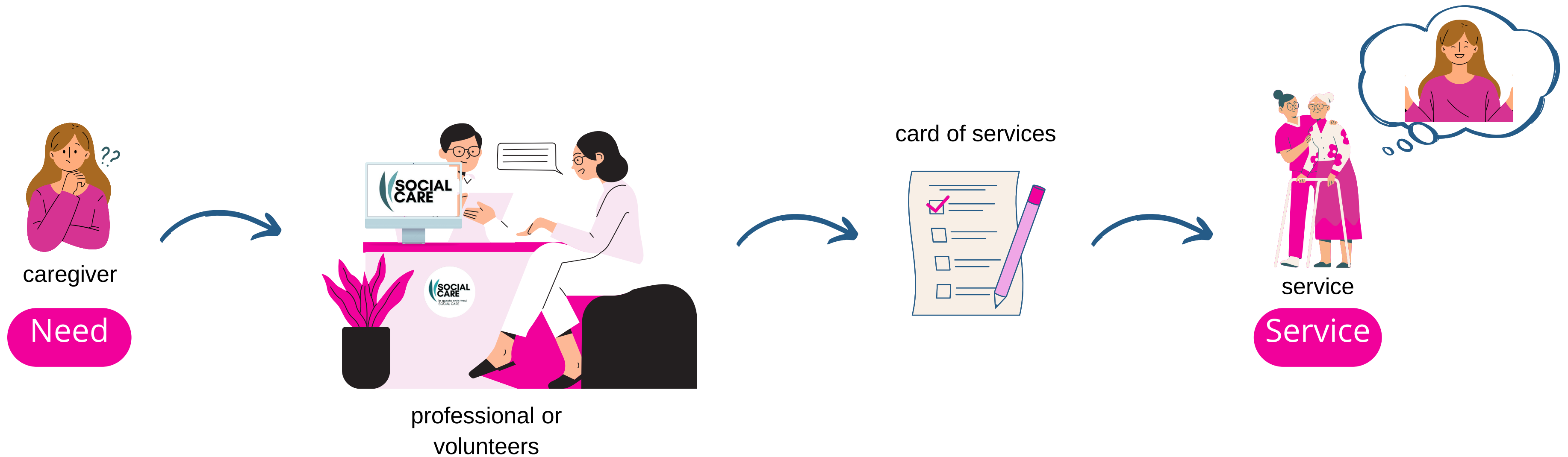
The Social Care initiative, Cremona, Italy



Social Care is a **collaborative service model** which facilitates collaboration between the municipalities, the Third Sector and the facilities/cooperatives working for the NHS. It helps them **match** caregivers' needs with the varied offer of local services.

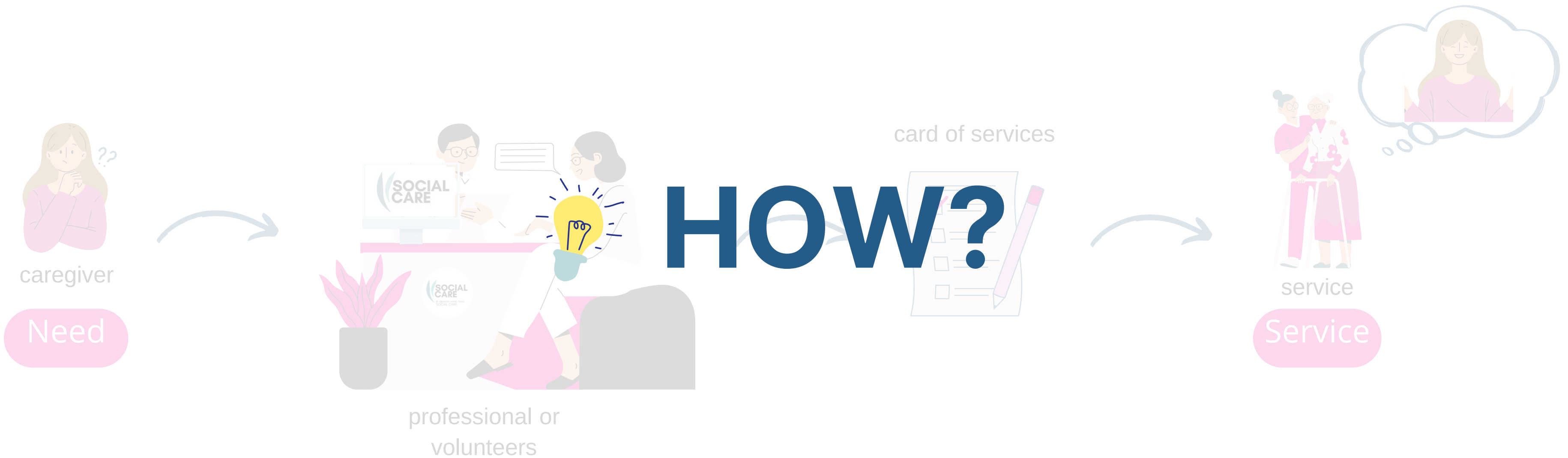
The project

The Social Care initiative, Cremona, Italy

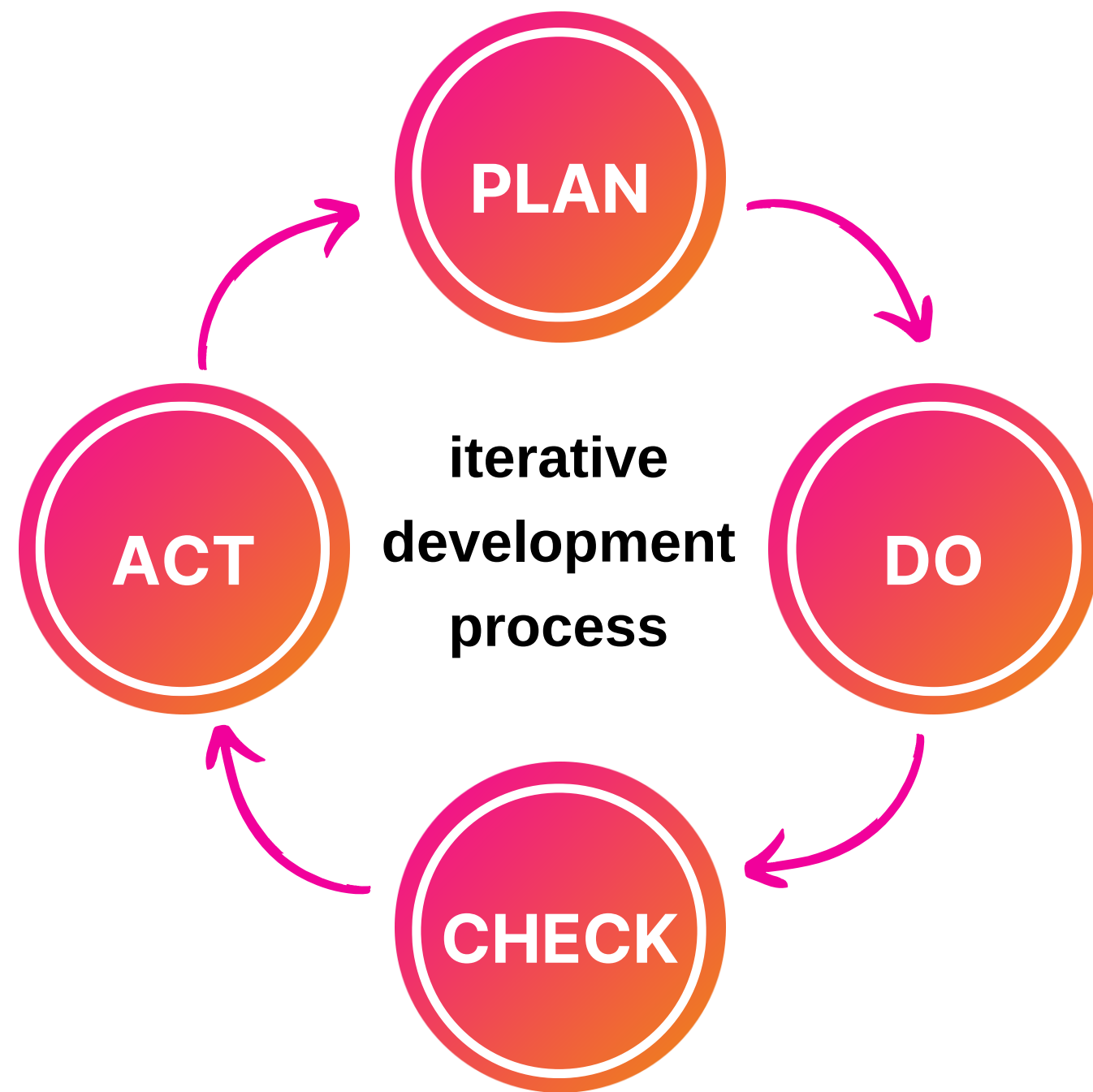


The project

The Social Care initiative, Cremona, Italy



Methods



SINGLE CASE STUDY of the PROVINCE OF CREMONA (Lombardy Region, Italy). The area was chosen as a **PRIMARY OBSERVATORY** due to its high proportion of elderly residents and the presence of a wide range of healthcare and social services.



EngageMinds HUB
Consumer, Food & Health Engagement Research Center



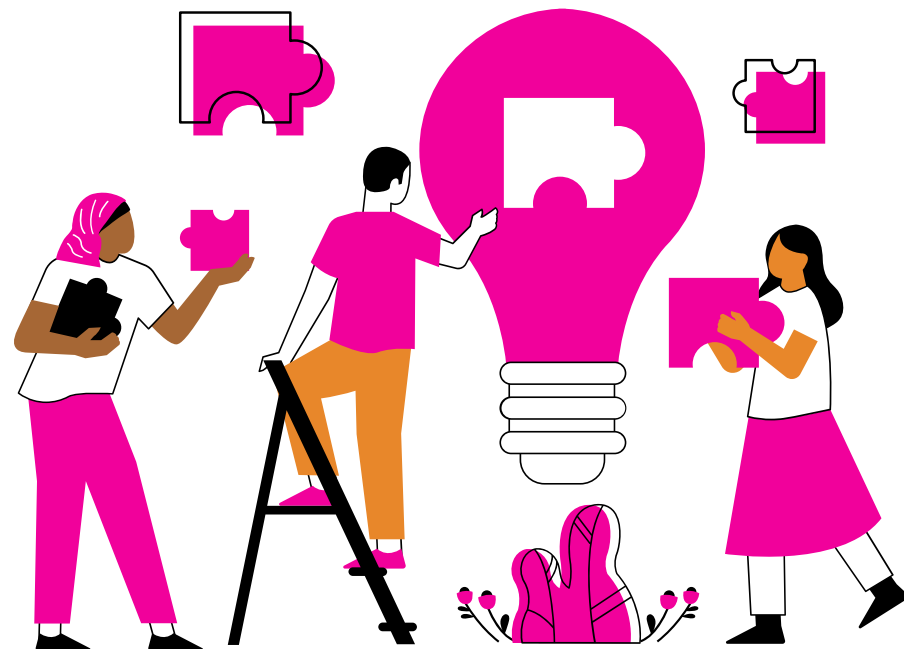
Fondazione
CARIPLO



Methods



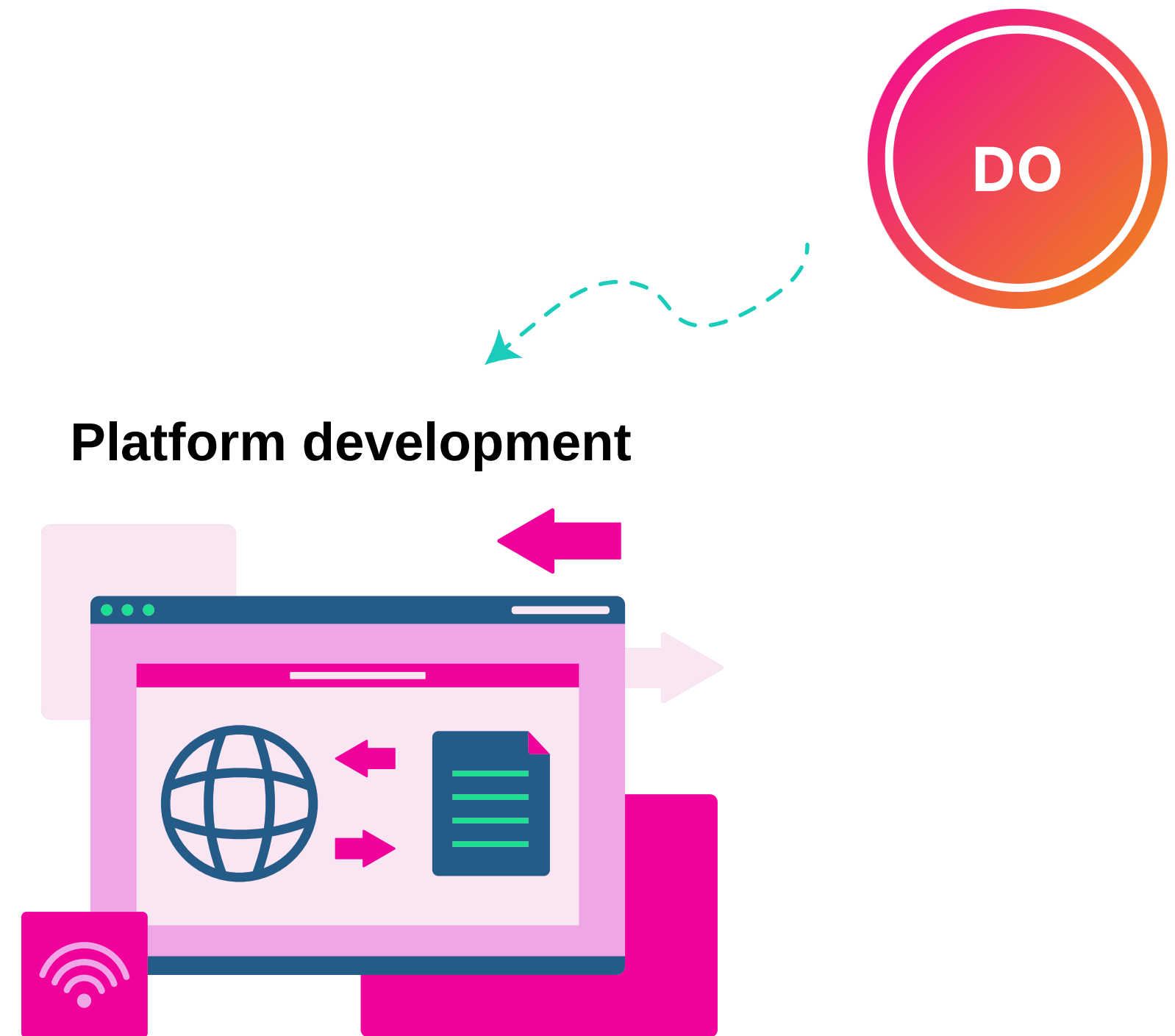
Co-production workshops



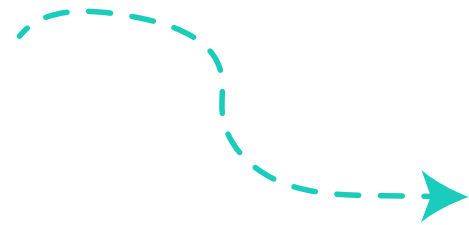
- **2 Co-production workshops** for designing and prototyping a new digital service solution with the representatives of the involved organizations
- **30 health, social and third sector organizations involved** using a snowballing approach
 - **18** volunteers
 - **21** professionals

Methods

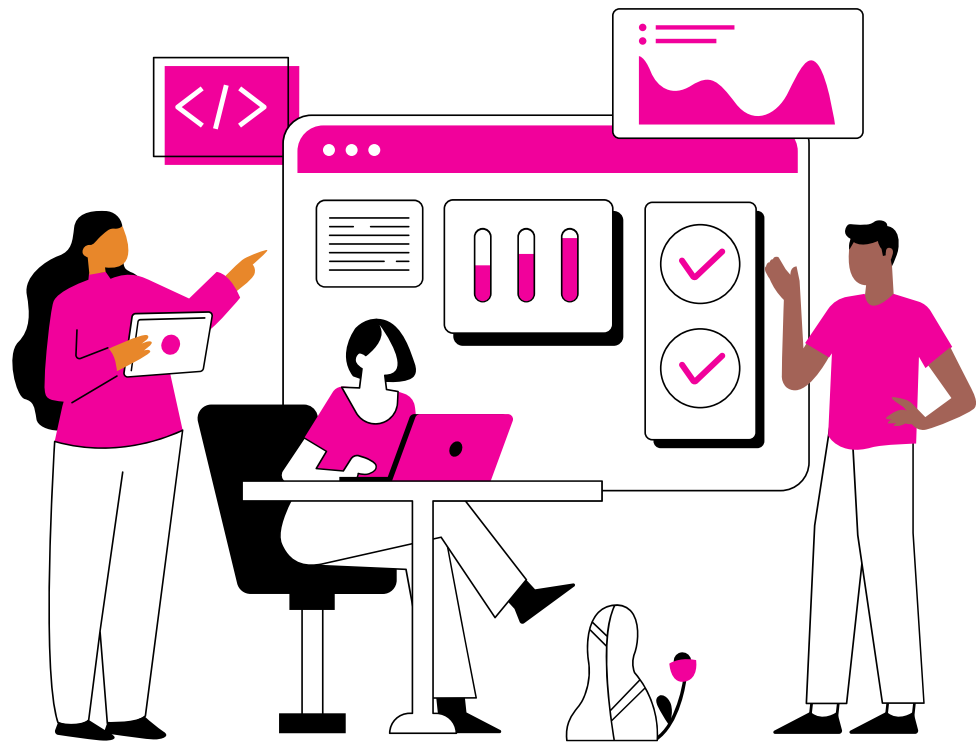
- **development in back office** of the possible **digital service solution** with the support of a local software company
- **8 meetings** between the software company and the university to finalize the Social Care platform
- **20+** meetings with stakeholders for **mapping the services** available in the area



Methods



Co-assessment workshops



- **2** co-assessment workshops
- **engaged future users of the platform:**
 - **15** social workers
 - **17** healthcare professionals
 - **3** caregivers
- communication method: informal discussion

Methods

- the **new digital service solution** was launched, with **4 training courses** to all interested professionals and volunteers
 - **23** volunteers
 - **32** professionals
- **41 surveys** for investigating
 - **socio-demographics** of platform users
 - the actual **services knowledge** and **level of collaboration** between platform users
 - the intention to use the platform using Technology Acceptance Model (Davis, 1989)
- **dissemination** of the project to the local community
 - **1.500** Foldings; **1.000** Postcards; **1.200** Business cards; **100** Posters; **80** Stickers



Platform improvements & Pilot launch



Results

Outcomes of the Social Care Project



Results



Co-design of the platform according to stakeholder's needs

- categorization of services based on two primary criteria
 - **nature** of the needs they address
 - distinctive **characteristics**



the high number of participant
highlighted the **deep**
engagement of local service
providers

Results



Finalization of Social Care platform

- beta version of Social Care
- **81** services mapped and recorded on the platform



1. Inserimento richiesta su piattaforma Social Care

Crea Richiesta Torna alla lista Crea e invia mail Crea

Caregiver* Relazione con assistito*

Scegli un caregiver dall'archivio di quelli censiti oppure creane uno nuovo

Codice Fiscale Assistito*

Note

Bisogni Caratteristiche

trasporto e accompagnamento

Lista Schede

Nome Servizio Erogato	Bisogni Associati	Caratteristiche Associate	Ente
Trasporto	Bisogno di trasporto	iscrizione tessera annuale trasporto e accompagnamento	Auser Comprensorio Cremona
Accompagnamento di sollievo	Bisogno di trasporto	iscrizione tessera annuale trasporto e accompagnamento	Auser Comprensorio Cremona

2. Output

Trasporto

Tipologia Servizio: Trasporto e Accompagnamento

Ente Erogatore: Auser Comprensorio Cremona

Requisiti:

Orario/Laogo/Contatto

Documentazione per attivazione:

Costo del servizio:

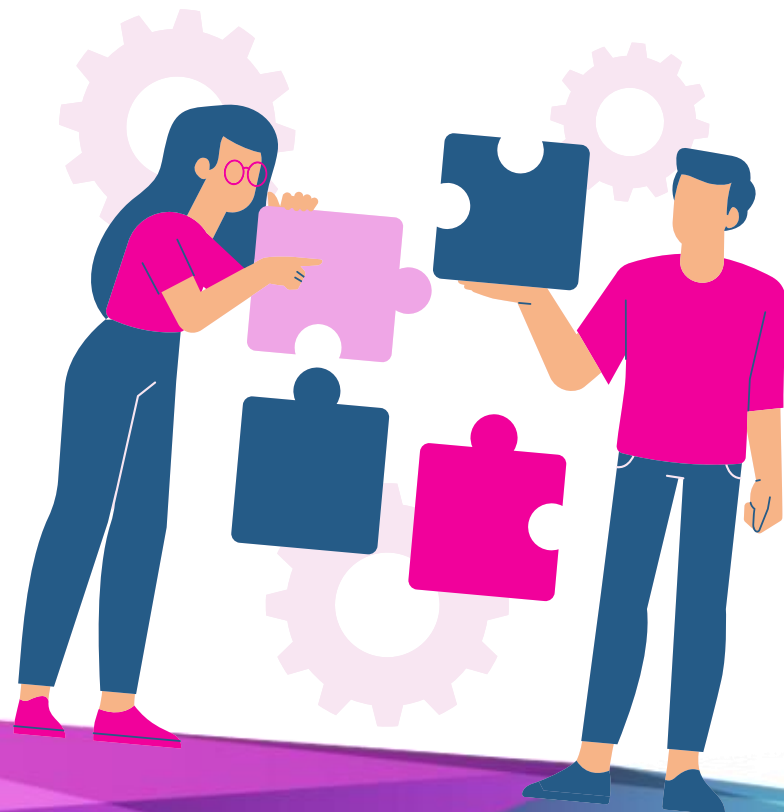
Link utili:

Results



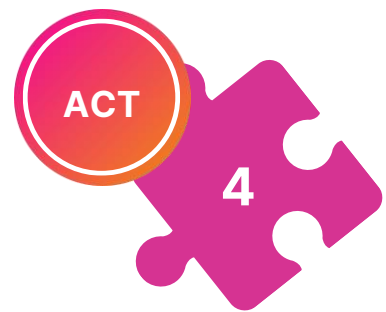
Revision of Social Care platform

- trial of the platform (**35** users tested the platform usability)
- **11** modifications to refine the Social Care platform



improved usability of the
platform **for every category**
of user

Results



Further insights about the specific case study considered



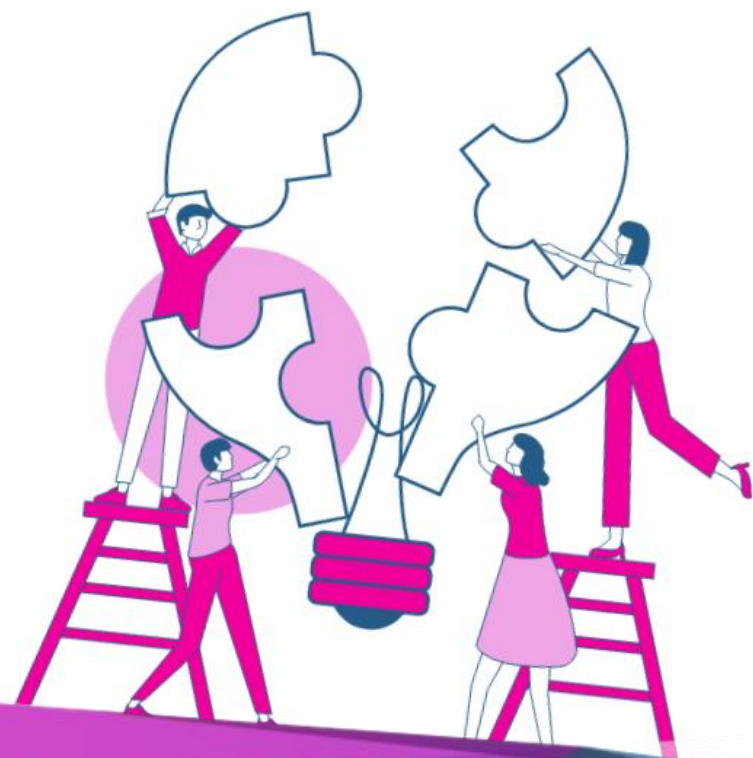
Perceived Ease of Use (PEOU)

(4 items: N=41 respondents;
mean = 3.5)



Perceived Usefulness (PU)

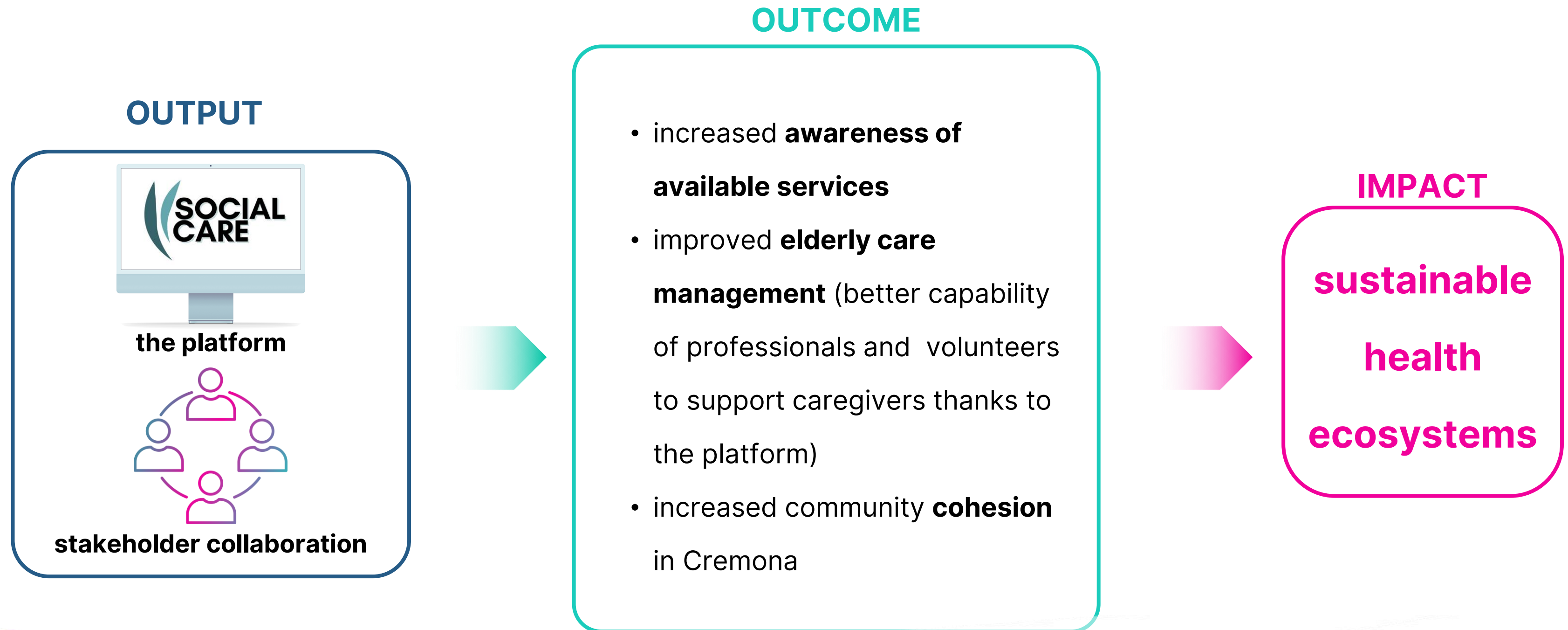
(4 items; N=41 respondents;
mean = 3.6)



users discovered the **huge amount of services for frail individuals** and **improved capability of support to caregivers**

Discussion

Driving Innovation Through Stakeholder Collaboration



Conclusion

Shaping Sustainable Health Ecosystems



Participatory co-design approach as an effective tool for fostering **efficient and effective innovation**



Next steps: comprehensive engagement across the **entire province** of Cremona



Limitations: **case study specificity**



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Thank you

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 Alberto Mangini