



Customer-Centered Systems Intelligence in Wellbeing Service Ecosystems

Intermediate Results Seminar
20.10.2016



MORFEUS Consortium partners

Joint cross-disciplinary research project of
Aalto University (SimLab) and Laurea University of Applied Sciences
(01/01/2015–30/6/2017).

Wellbeing service actors in Uusimaa
from the municipality sector, the producers of wellbeing services
and the producers of digital tools and consulting services

<http://morfeus.fi>



Research Teams

Aalto University

Soile Pohjonen, LL.D., Principal researcher of MORFEUS

Marika Noso, M.Sc. (Econ.)

Anna Salmi, MA (New Media)

Accountable director: Riitta Smeds, professor

Laurea University of Applied Sciences

Tarja Kantola, PhD (Educ.), Principal lecturer, Project manager 20.6. – 16.11.

Päivi Pöyry-Lassila, PhD, Project manager (1.1.15 – 19.6.16, 17.11.16 -)

Tarja Meristö, D.Sc. (Econ.), Principal lecturer, Researcher

Elina Rajalahti, PhD, Principal lecturer

Hanna Tuohimaa, M.Pol.Sc., Project specialist

Sini Granström, BBA, Lecturer

Lauri Majuri, BBA, Project worker

Eila Harle, Student Affairs Assistant, Practical nurse

Roni Nukarinen, student

Marjo Assinen, student

Accountable director: Isto Mattila, Director



MORFEUS - main starting points

- Social and health care reform in Finland (Sote-uudistus)
- Services as a customer-centered ecosystem
- Service Information Modeling (SIM)
- Digitization



The social and health care reform plans

- Freedom of choice
- Co-responsibility
- Holistic responsibility – counties
- Contract steering

Realization in real life?
"Pamphlet"

Real life data based family case as a tool to study service ecosystem

Multiple problems

- Mental health
- Substance abuse
- Child protection
- Pupil service

Ultimate goal:
customer-centered services system

MORFEUS:

Ideas of digital information modelling
and tools to **support** development and
implementation of services as a system



THINKING

Shared interests and goals
in

Ecosystems thinking &
The ecosystems of wellbeing
services

Boundary objects and design thinking

What kind of ways of working, methods and tools promote collaboration and knowledge sharing in the ecosystems?

i.e. promote Systems intelligence to achieve targets



Empirical research

Picturing the ecosystems

- The actors and their relations
- The structures and processes

Revealing the needs of the actors

- How the family gets support?
- How the system supports the helpers to help?



Need for case managers

- MORFEUS workshop result
- Legislation
- Comprehensive multitask job descriptions
- Self-direction
- Empowerment



Research approaches

Participatory action scenario approach, process modeling, co-design, online service design



Data collection methods

Stakeholder mapping, scenarios and character profiles, interviews, web surveys, design probes, ...



Customer-centered digital service prototype for collaboration across organizational boundaries in the wellbeing sector

Service Information Modeling SIM

- Metamodeling – data on the data exchange layer (Palveluväylä, X-road)
- In services also the outcome is interaction
-  User profiles  User views
- Interaction and knowledge sharing channels
- Promoting empowerment and self-direction

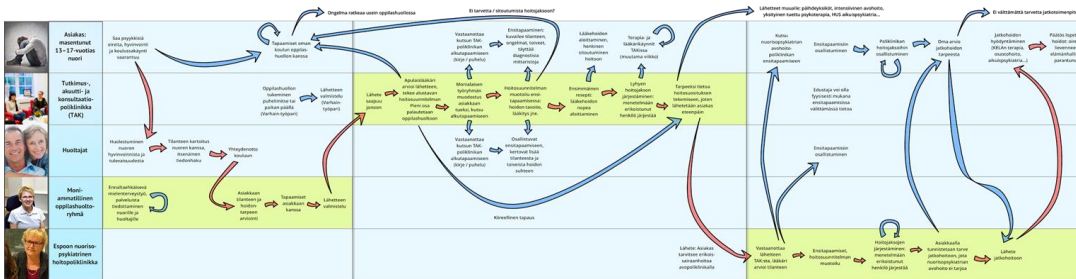
Service Information Modeling SIM

- Holistic digital picture of the ecosystem (compare KIRA-DIGI)
- Integrated digital tools
- Sotetori service platforms

compare Internet communities of companies,
co-development (Innokylä)


Information of service providers and services

Service providers (public, private, 3rd sector, volunteers):
structure and process descriptions



digital service customer journeys (compare [TEMWISIT](#))

Services: comparable descriptions to enable freedom of choice

The MOR logo is located in the top right corner. It features a stylized graphic of two hands, one orange and one pink, reaching towards each other. Below the graphic, the letters 'MOR' are written in a bold, sans-serif font, with 'M' in orange and 'OR' in pink.

Interaction through user views – receiving and providing info for meaningful service

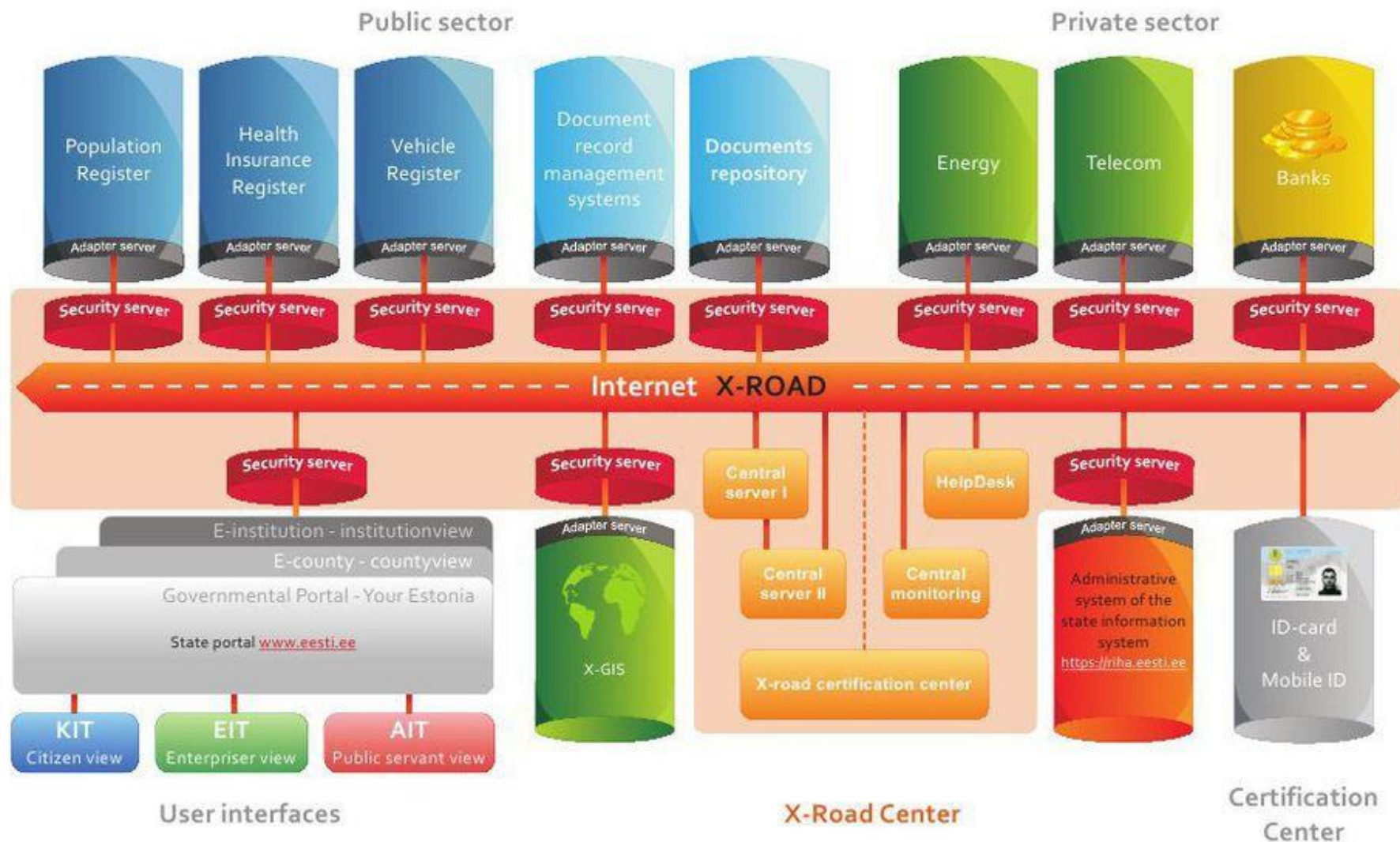
- **Customer** (VIP customer with complex problems)
- **Professional** (case manager, supports the VIP customer)
- **Manager** (operational)
- **Decision-maker** (politician)
- **Developer** (county coordinator)



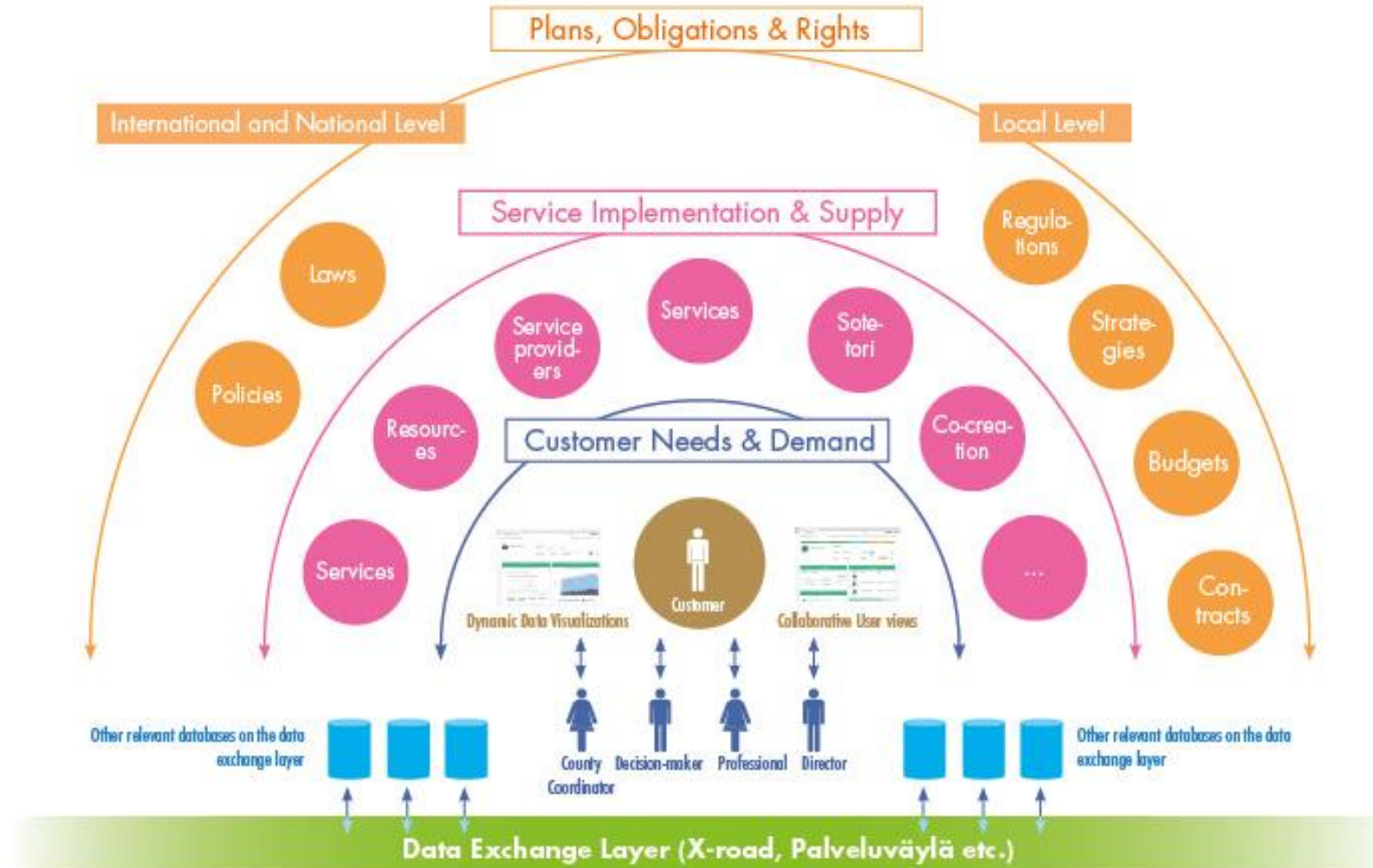


Estonian
Information System's
Authority

Estonian information system



Counties as Ecosystems



SIM Metamodeling – Ecosystem Data Mass & Views – County Coordinator's View

Societal value

- Appreciation of customer's time
- Effective, customer-oriented services
- Meaningful use of professional resources
- Efficient processes
- Efficient use of tax revenue

User value

CUSTOMER

- Mirror
- Active agency

PROFESSIONAL

- Tool for self-directed work
- Transparent expression of concern

MANAGER/DEVELOPER/DECISIONMAKER

- Up-to-date information for decision making

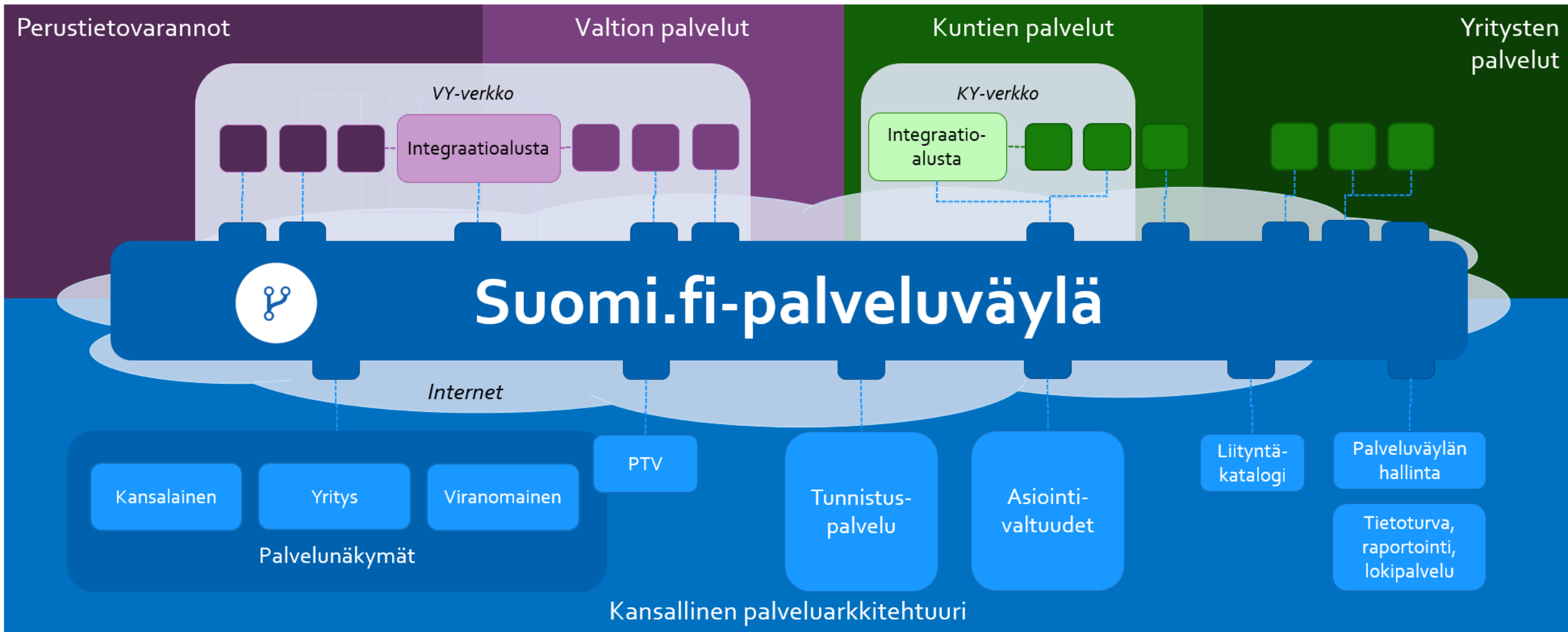
FOR ALL:

Communication



PROTOTYPES

Palveluväylä (Data Exchange Layer)



Prototyping in Morfeus-project

- Gathered data brought to Prototype views and answering the mapped user requirements
- Bringing the client to the same level with professionals. Taking further the user experience and the interaction between different user groups.
- Prototype testing will continue throughout the Morfeus project

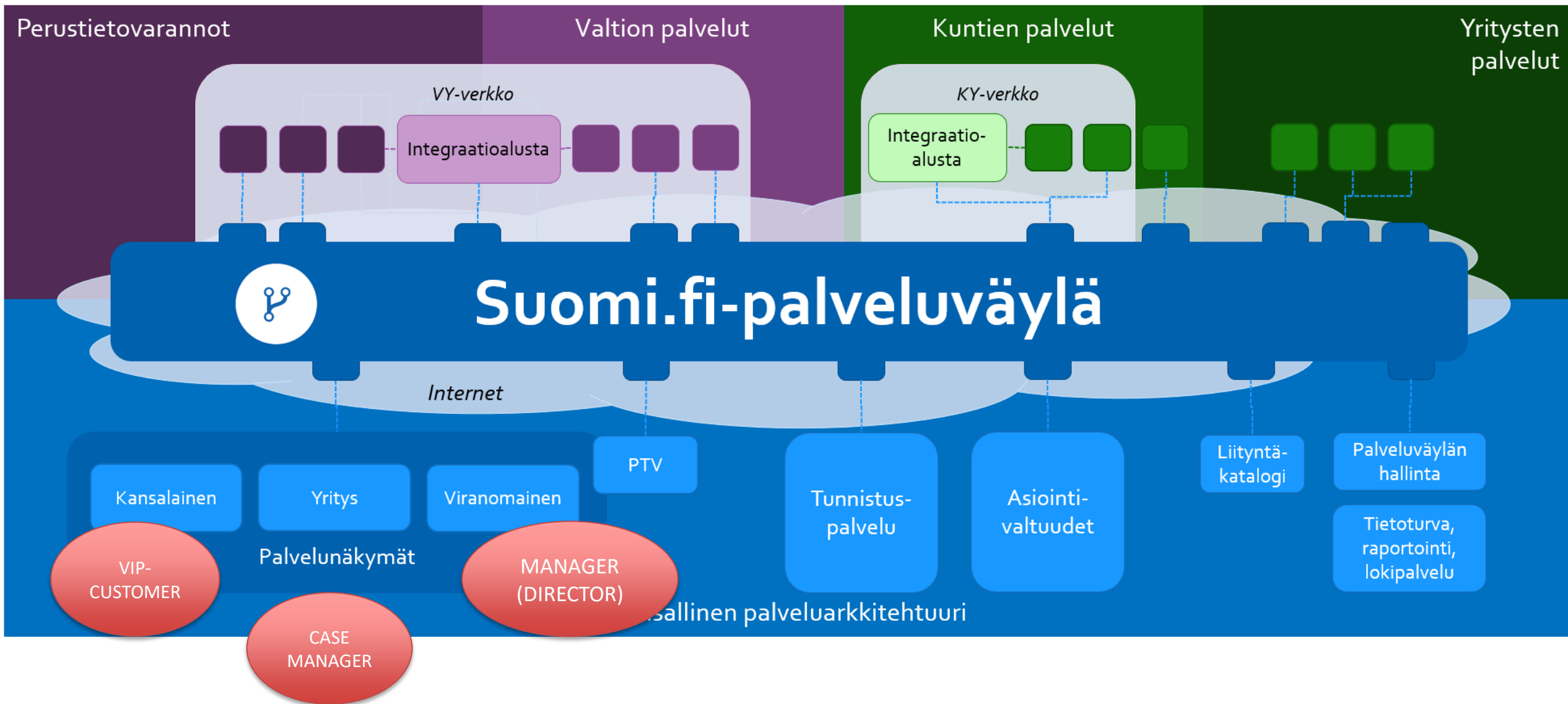


"View" prototypes

- We characterized 3 user groups and created own view for each
 - VIP-customer
 - Case-manager
 - Manager (Director)
- These prototype views are just to demonstrate how these kind service-views can work in the future.
- Inviting the reflection, how different systems can cooperate as one



Palveluväylä with Morfeus "Views"



Scenario 2030

- Case examples based on real life (our research data)
- Demonstrating the use of “MORFEUS views”

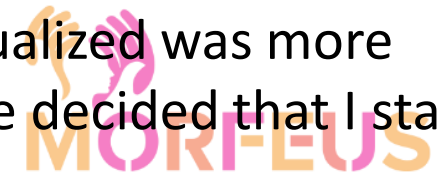


Sam Citizen

I am Sam Citizen, 38 years old, mother for four. My kids are 17, 14, 6 and 4 years old.

When I was young, there was a period in my life, when two of my oldest kids were taken into custody. Now I'm doing better and all of my kids live with me. Last week I went to see a doctor, because I felt restless and had sleeping problems, I wanted to get some tranquillizers. The doctor interviewed me and told me, there is some personal help for people like me, living in a complicated situation in life. She suggested me to give permission to a case manager to contact me. I agreed and the same evening Kim phoned me.

Kim started to visit our home, helping me with organizing my life. Though Kim has been a great help, I still feel my life is a mess. One day Kim show me the concern-indicator in my "view tool", which was in red zone. It was an eye-opening experience to see how many people there were worried about my well-being. They have told me that also, but seeing it visualized was more effective. I also filled Major depression inventory test. Together with Kim we decided that I start to go to therapy.



Prototype View


Sam Citizen

Dashboard

Pillars of my well-being

Tasks completed

Tasks in progress



Hi Sam Citizen!

Notifications




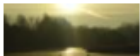
Type	Subject	Status
Appointment	Käynti Sam Citizenin luona 27.10.2016	updated OPEN
Application	Unemployment support	new Approved OPEN

My Messages




Messages [New Message](#)

<input type="checkbox"/>	Subject	Participants	Last Updated
<input type="checkbox"/>	Hei Kim!	Kim Casemanager	Oct 27
<input type="checkbox"/>	testaus	Kim Casemanager	Oct 26
<input type="checkbox"/>	Moi	Kim Casemanager	Oct 26
<input type="checkbox"/>	About next meeting	Kim Casemanager	Oct 18
<input type="checkbox"/>	Jewellery Making	Kim Casemanager	Jun 9

My Support Network

Name	Latest social update
 Jack Citizen	 Someone is excited... :) (From Facebook 1 week 2 days ago)
	 Did some cycling today. Beautiful weather!! :)

My Helpers

Name	E-mail	Phone	
 Danny Doctor	danny.doctor@doctor.com	045-12345657	Send message
 Kim Casemanager	kim.casemanager@case.com	045-14257102	Send message
 Ossi Ohjaaja	ossi.ohjaaja@ohjaus.fi	231-152510125	Send message

My Applications

Subject	Provider	Status	Amount	
Housing support	Kathryn Franklin	Requires information	500	Open
Unemployment support	Kathryn Franklin	Approved	400	Open



Sam Citizen

Contact

Social security number: 060885-1234

First Name: Sam

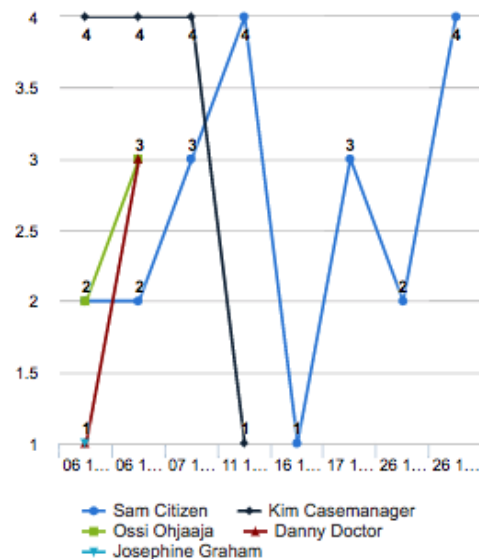
Last Name: Citizen

E-mail: sam.citizen@gmail.com

Phone: 041-465873172

Address: Kolmas Linja 16 A 2 00530 Helsinki

ConcernMeter



Health

Medical conditions:

Search & Filter

☐ Application ☐ Appointment ☐ My health

Kim Casemanager

ManageCase Oy

created: 10/26/2016 - 11:38

Käynti Sam Citizenin luona 27.10.2016

Käyty tapaamassa äitiä Porvoossa 27.10.2016. Paikalla sam citizen ja ak.

Äiti kertoo, että on uupunut arkeen. Ollut uniongelmia pidemmän aikaa, halunnut unilääkkeitä lääkäriltä, mutta suostui mieluummin tapaamaan palveluohjaajaa.

Eniten stressiä syntyy lastenhoidosta. Äidillä ei omasta mielestään lainkaan omaa aikaa.

Keskusteltu vaihtoehtoista, mutta ei tehty vielä päätöksiä.

Sovittiin uusi tapaaminen huomenna 28.10.2016 klo 16.

[See more details](#)[View 1 Comment](#) [Add Comment](#)

Kim Casemanager

ManageCase Oy

created: 10/17/2016 - 11:15

Weekly Meeting

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Scaevola tribunus plebis ferret ad plebem vellentne de ea re quaeri. Cetera illa adhibebat, quibus demptis negat se Epicurus intellegere quid sit bonum. Eam tum adesse, cum dolor omnis absit; Faceres tu quidem, Torquate, haec omnia; Duo Reges: constructio interrete.

Nam si amitti vita beata potest, beata esse non potest. Quis enim redargueret? Sed quod proximum fuit non vidit. Mihi vero, inquit, placet agi subtilius et, ut ipse dixisti, pressius. Maximus dolor, inquit, brevis est. Tu vero, inquam, ducas licet, si sequetur;...

[See more details](#)[Support \(0\)](#)

Prototype View

Sam Citizen

My Data



Kim Casemanager

Hi! My name is Kim and I'm working as a local case manager in Southern Helsinki. My job is to empower the customers with their complicated life situations. Face to face meetings with the customer have crucial role in my job.

My typical customer is in a need of both health and social services. My job is to make sure that they are getting the best treatment/service they could. That's why I co-operate much with other professionals with a "View tool". It enables agile consulting and multi professional discussions to make an transparent understanding about the customers situation. We want to make sure that all the professionals are working together for a common goal. We are sharing information with customer's permission, of course. Usually my customers give permission for the professionals to share information. My line of work is very mobile, I can choose where, when and how I work. It depends about the customer's needs. I am not bounded to any specific organization; I can sincerely walk the service path alongside with the customer through different services.

There is also a concern-meter which plumbs professional's and customer's own worry about their condition. The main ambition for everyone working in this field is that wherever and whenever the human being goes to get help, they get it. Very important is that when the person is unable to get help by their own, the worry of that human being is recognized too. The case managers are making sure that this happens fluently and fast. I have one customer, for example, who I have been visiting for one month. She is doing quite ok, but her mood have been low for a long time. She was not very motivated to get any help, but when I showed her her concern indicator, she agreed to start going to therapy. With the help of "view tool" I consulted my network to find her suitable therapist.



Hi Kim Casemanager!

Notifications

Customer	Type	Topic		Status
Sam Citizen	Appointment	Tapaaminen Leppävaarassa	2 new comment(s) new	OPEN
Sam Citizen	Appointment	2 year check - Maternity Clinic	2 new comment(s) new	OPEN
Sam Citizen	Appointment	Doctor Appointment	1 new comment(s)	OPEN

Prototype View

Kim
Casemanager

Dashboard

My Messages

Messages		New Message	
<input type="checkbox"/>	Subject	Participants	Last Updated
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<input type="checkbox"/>	testaus	Sam Citizen	Oct 26
<input type="checkbox"/>	Moi	Sam Citizen	Oct 26
<input type="checkbox"/>	HELLO	Danny Doctor	Oct 20
<input type="checkbox"/>	About next meeting	Sam Citizen	Oct 18
<input type="checkbox"/>	Consulting	Danny Doctor	Oct 17
<input type="checkbox"/>	About Next Week	Ossi Ohjaaja	Oct 17
<input type="checkbox"/>	About Sam Citizen	Danny Doctor	Oct 17
<input type="checkbox"/>	Jewellery Making	Sam Citizen	Jun 9

Customers

	E-mail	Phone	
 Cherly Green	cherly.green@gmail.com	(585)-380-4826	Send message
 Jeremy West	j.west@gmail.com	(230)-699-1031	Send message
 Randy Harris	randy.harris@gmail.com	(245)-773-5353	Send message
 Sam Citizen	sam.citizen@gmail.com	041-465873172	Send message
 Sonia Duncan	sonia.duncan@mail.com	(652)-195-9411	Send message





Sam Citizen

Contact

Social security number: 060885-1234

First Name: Sam

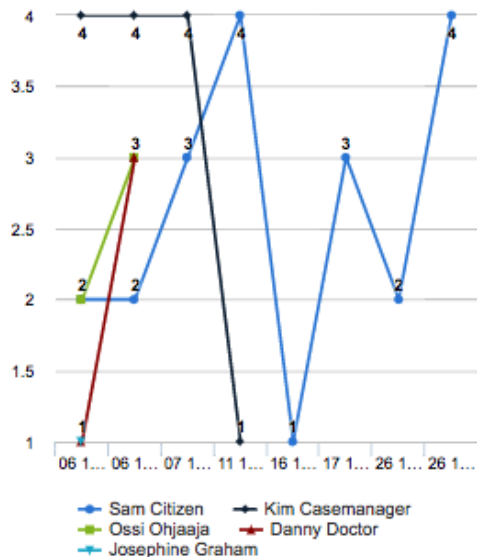
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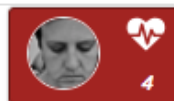
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[See more details](#)[View 1 Comment](#) [Add Comment](#)

Kim Casemanager

ManageCase Oy

created: 10/17/2016 - 11:15

Weekly Meeting

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Scaevola tribunus plebis ferret ad plebem vellentne de ea re quaeri. Cetera illa adhibebat, quibus demptis negat se Epicurus intellegere quid sit bonum. Eam tum adesse, cum dolor omnis absit; Faceres tu quidem, Torquate, haec omnia; Duo Reges: constructio interrete.

Nam si amitti vita beata potest, beata esse non potest. Quis enim redargueret? Sed quod proximum fuit non vidit. Mihi vero, inquit, placet agi subtilius et, ut ipse dixisti, pressius. Maximus dolor, inquit, brevis est. Tu vero, inquam, ducas licet, si sequetur;...

[See more details](#)[Support \(0\)](#)

Prototype View

Kim
CasemanagerClient's My
Data

Dana Director 1/2

I am Dana Director, working as a social and health director of my county. My duty is to ensure efficient use of money and resources in my field of operation. I am the chairman of five steering groups, consisted of managers and middle management of the field. Together we develop processes and operations models for achieving the best service for the end customers i.e. the citizens.

In a steering group we realized there is a need for invest for the new type of proactive child welfare services. Although we had to increase the budget this year, in a long we get surplus. With our "VIEW TOOL" It was easy to communicate with the politicians of the county. I showed them a two years forecast about the use of institutional care for children welfare services. The demand of services is increasing all the time and we really need to step in with shifting the focus from reactive to proactive services. (VIEW TOOL)



Dana Director 2/2

In therapy services we follow customer experience and how the customer benefit from the service. At the beginning of the therapy period, we explore, how the customer perceive their own situation and how the service can help them. After the therapy period we map the customer experience. We evaluate, what is the value added from the service for the customer. Both, the customer and the professional tell their opinions (with their own VIEW TOOL). According to the continuous measurements of the customer perspective, corrections of the service processes are made. For example we realized (through VIEW TOOL), that it's not easy for the patient to piece together, why did they come to the therapy and what will happen next. The issue came up by means of the customer feedback, discussed with all the relevant professionals through interactive features of the view tool. We added a step for the service process: at the very beginning of the process the therapist spends time for discussing with the patient in simple language, what are the targets of the service and how the process goes on.





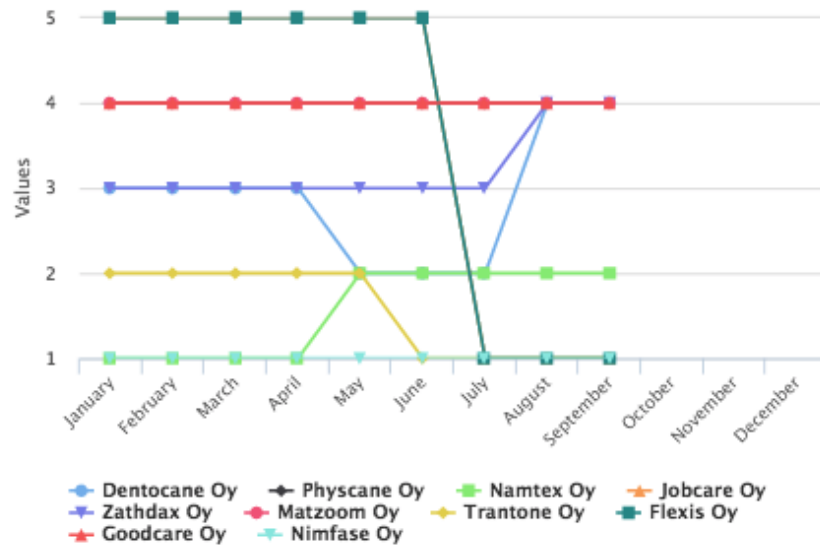
Hi Dana Director!

Notifications

Type	Name	Topic		
Steering Group	Dana Director	Meeting 25.10.2016	new	OPEN

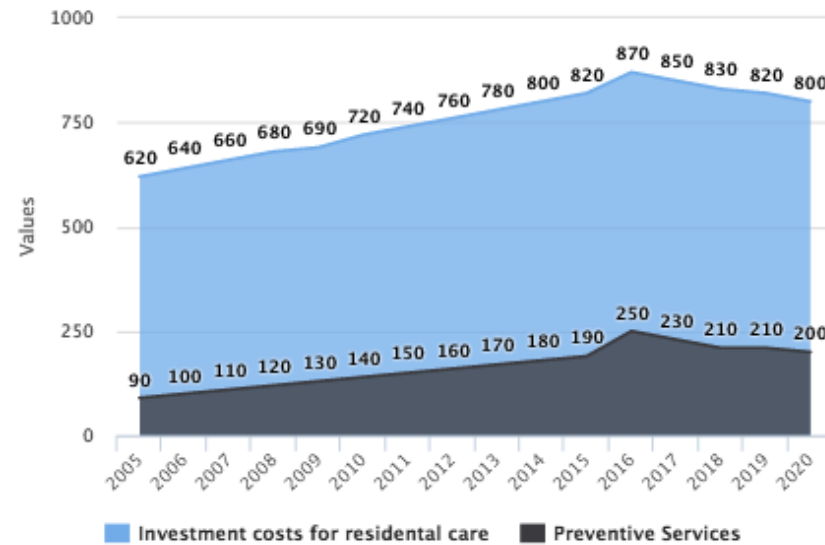
Planning tool

Customer Experience Survey



Planning tool

Child welfare residential care



Prototype View

Dana Director

Dashboard

Summary

- Data collected: interviews, workshops, service probe method
- Identified
 - User groups
 - Needs related to information sharing and communication
 - Holistic picture (meta modeling) and the user views as a solution
- Prototypes
 - Demonstrate the idea of user views



Future

- This is the intermediate results seminar of MORFEUS, arranged by Aalto
- The project continues until 30.6.17
- Spring 2017 the last results seminar, arranged by Laurea
- More information about the project and its publications: morfeus.fi