*About MORFEUS and topics for discussion in the seminar*

The ultimate goal of MORFEUS is to enable the co-creation of customer-centered services in multi-professional wellbeing service ecosystems. The starting point was to explore what kind of digital information modeling and digital tools could promote this goal. Information and knowledge sharing are essential in a multi-actor collaboration network like wellbeing service ecosystems. Information modeling of intangible services in continuously evolving ecosystems requires understanding on many levels: customers, service supply, service providers and structures as well as social obligations and rights.

The project started by sketching who are the actors in the ecosystem and the relations between them from the perspective of a family case example. The services in focus are mental health, pupil service, child protection and substance abuse related services. Process models, which show problem points in knowledge sharing, have been produced in the project. From the very beginning it has become apparent that self-directed, comprehensive multitask job descriptions are desired. Examples of the latter are case managers and one-stop shops. Self-direction requires good support structures. The importance of focusing on the resources – and not only on the problems – of customers has surfaced in the study. Self-reflection tools to encourage them as well as in general digital tools for customers to enable their empowerment are needed.

In Finland, the social and healthcare sector is under a thorough transformation. Public sector is responsible for arranging services for citizens. Duties and obligations are defined in legislation but how well the methods and tools presented in statutes promote the desired goals in real life? Freedom of choice will be one of the leading principles. To be able to make actual choices, people need to know and understand the premises on which to make them. One solution could be digital service platforms, which among other things include clear and comparable information of the available services. Besides, platforms can enable service providers to co-develop the services and the service ecosystem as well as the public sector to develop the ecosystem to meet the needs of citizens and to procure services. Contracting and especially public procurement contracting plays an essential role in the wellbeing service ecosystem in many ways. For example, buying services means actually buying contracts.

What kind of digital tools would enable professional self-direction and collaboration to support and empower customers? In the seminar, we present prototypes of dashboards and views, which realize our service information metamodeling (SIM). The prototypes are co-developed with the advisors in the afternoon workshop. They should lead to the information different actors like a case manager need in their work. The information needs to be structured and presented in a suitable form and be connected to the existing databases. How is the customer data shared between different professionals in order to help them to help? What could be the proper role of data protection?