

Are customers involved in the development of electronic services?

The Own Digital Welfare Services (ODA) project renewed operating models of social and health services. The project produced a bundle of services, the Omaolo service, which utilizes information in healthcare professionals' systems and wellbeing information stored by customers themselves. Through the Omaolo service citizens can assess their symptoms and need for treatment. With the online service the citizen can get acquainted with the symptoms of for example the flu, urinary tract infection or lower back at home. With the help of Omaolo service, the client can avoid unnecessary treatment visits and get answers to their questions without queuing, regardless of time and place, and receive selfcare instructions through a symptom assessment. All assessments and guidance are based on the customer's own information. If necessary, the service will refer the client to healthcare professionals.

The purpose of the service business is to satisfy the customer's wishes and meet the customer's expectations. The customer is at the center when developing services. Value creation for the customer is central to service business. In customer-centric service business logic, it is thought that the value of the service is ultimately determined by the service user. The role of the service provider is to enable the customer to have a good service experience. The customer's value can be formed even before the purchase or use of the service and extends experientially well beyond the time of use.

The object of the study of Vieresmaa et al. was the documentation of the ODA project. The aim was to describe how customer value creation is reflected in the development of e-health services.

Discourse analysis was used to evaluate the documentation. Three discourses emerge in the project documentation: the active role of customers, the technology that activates the customer to create value, and the benefits of creating customer value together.

The research brings new knowledge about the creation of customer value together in the development of e-health services. Creating customer value together is part of the social reality in the development of e-health services. The customer is an active player and a key resource in the service. The role of an active customer was considered demanding and responsible. According to the research results, the new electronic service is changing customer behavior and technology is seen as an enabler of change. Customer activity and information sharing enable value creation and related benefits.

Electronic symptom assessments (Duodecim) are intended for citizens to assess the need and urgency of treatment for an individual health problem or symptom as part of the Omaolo service. Based on the responses to the online form the form provides recommendations for action based on medical knowledge. Currently the Omaolo service has 16 different electronic symptom assessments, the topics of which have been selected on the basis of the most popular searches made to the Duodecim Health Library and the most common reasons for visiting health centers.

The aim of the study by Liu et al. was to find out what factors affect the usability of customers' electronic symptom assessments. The use of electronic symptom assessments was generally found

to be easy or very easy according to the observations of both the client and the research assistant. Most clients found the symptom assessment questions easy to understand. The majority of clients who participated in the study would be willing to complete an electronic symptom assessment independently in the future before contacting health care. Customers were largely willing to recommend the use of symptom assessments to their friends. Findings show that electronic symptom assessments are acceptable, reasonably easy to use and understandable among customers.

Completion of the symptom assessment was hampered by the client's acute and chronic symp-

toms and interpretation of questions, the client's computer skills, the client's ability to assess their own health, the terminology used in symptom assessments and factors related to Omaolo's visual design and user guidance. Usability issues can impair a patient's willingness to use symptom assessments. Improving the usability of symptom assessments can improve the process of assessing the need for treatment and its success.

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