

The spread of the use of electronic services requires the know-how of customers and the renewal of care processes

The use of electronic services has increased in social and health care services during COVID-19 pandemic but overall usage is still low. According to research conducted during the COVID-19 pandemic by Vehko et al. the use of electronic services in health care among the working-age population was 32% and among retired age population 10%. The use of electronic service was more common in urban areas compared to sparsely populated rural areas. Respondents who had used social and health care services electronically mostly stated that the electronic service use replaced the face-to-face visit. For many the use of electronic services has become everyday life. Some of the social and healthcare services can be organized electronically, and at best, electronic transactions bring the services close to users, even in sparsely populated areas. Limiting electronic services to those situations for which they are suitable is important. Challenges include how to keep the instruments accessible to everyone, how to improve skills and how to support the use of electronic services

Electronic social and healthcare services aimed at customers are more available, which has changed and is still changing social and healthcare service structures, offerings and processes. Electronic services enable the customer to actively participate in their own care, but also affect the content and processes of healthcare professionals' work. In South Ostrobothnia, one of the challenges of increasing the use of electronic services has been found to be the non-renewal of care processes. According to the study by Koivuluoma et al., it is necessary to develop the various electronic transaction services used in health care so that they are combined as part of the treatment process and the

transaction experience is perceived more fluent. The development of electronic services is carried out based on information and communication technology. Healthcare professionals should be involved in the development work and the benefits achieved by electronic services should be taken into account in the planning and renewal of processes.

According to Tuomivaara et al.'s research digital care pathways of Health Village affect the cooperation between healthcare professionals and patients by changing the patient-professional interaction, increasing patient involvement and changing the nature of the professional's tasks to be carried out. The information produced by the patients in the digital care paths enabled preparatory activities in a new way before the interaction situation. The care processes became more diverse and the work was renewed when new methods could be used in the work. Based on the results the expertise of the professionals developed and the competence needs of the work tasks were renewed. Digital care paths were estimated to increase the planning of time use when the division of labor changed and the use of working time became more efficient.

Customer involvement refers to the active participation of customers in the planning, production, development and evaluation of services. Consulting customers or gathering feedback is not genuine customer participation and as such does not implement customer-oriented thinking. According to the study by Weiste et al. the perceptions of social and health care clients, employees and managers about the involvement of clients in electronic services was classified into five categories:

the client as a recipient of services, the client as a feedback provider, the client as an interaction partner, the client as an independent actor outside service encounter and the client as a developer. The analysis highlighted the tensions within the categories: each category was associated with the possibilities for ideal client involvement and on the other hand the realities of digitalization as well as the new challenges posed by it. Customers highlighted the fear of insufficient skills, sufficiency of support and narrowing of interaction as concerns related to electronic services. The leaders emphasized the possibilities of digitalization, especially in communication, giving feedback and developing

services. The employees brought up both obstacles and opportunities, emphasizing in particular access to services, giving feedback and remote receptions. In digital services, the customer's role as an independent actor and information seeker is emphasized. The choices and decisions made by the customer are easily hidden from the professionals and the dialogue remains limited. When planning and developing electronic services, the concept of involvement of the different parties should be understood.

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