

CHALLENGES IN BUSINESS DEVELOPMENT OF IT- ENHANCED HOMECARE SERVICES – CASE VIDEO- SUPPORTED HOMECARE

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ABSTRACT

Introduction: Digitally-enhanced services are found to have potential to provide benefits both for service providers in the form of more efficient service delivery and management, and for the customers in the form of better service access and availability. Despite of presumed benefits, there are still many challenges that limit capturing full business potential. The paper studies business development challenges in providing homecare services through video communication.

Objective: The objective of this paper is to explore the difficulties and challenges in business development of video-supported homecare.

Methodology: Findings are based on a case study which explored an R&D project developing and evaluating new video-supported home care services.

RESULTS: The challenges faced in this project can be summarized as follows: (1) heterogeneous and complex target group, which caused in difficulties to define target users and to formulate the value proposal, (2) heterogeneous and evolving business environment with varying subsidisation models and ongoing changes, and (3) complex service production networks with different mindsets and lacking ability to cover all roles needed in service implementation.

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