

J. REITAN, T.C.B. STORHOLMEN, P. FRIDERICHSEN, O.P. NAESGAARD, K. HOLBOE, M. ROERVIK, E.H. ASPNES. **User centred innovation: Experiences from case studies in Norwegian health care.** *Gerontechnology* 2012;11(2):196; doi:10.4017/gt.2012.11.02.650.00 **Purpose** The Ministry of Trade and Industry and the Ministry of Health and Care Services have launched a joint ten-year programme for user-centred innovation in Norway. The aim of this joint effort is to strengthen public-sector research and development in the health sector. Several authors pointed out that there is a need for an emphasis on user-centered approaches at the fuzzy front end of innovation to cope with new complexity¹⁻³. In order to raise the level of expertise in the field of user-centered innovation in the health sector, the Norwegian Directorate of Health, InnoMed, and SINTEF Technology and Society established a five-year strategic cooperation programme⁴. This cooperative effort will test and develop methods and guidelines concerned with how best to innovate within the health sector in Norway, and disseminate this knowledge to the responsible innovation personnel. **Method** User-centered innovation involves understanding consumers' current and future needs in order to be able to develop solutions based on real needs. Innovative activities are thus based on an in-depth understanding of user needs, before they are followed up with testing of their technological and market potential. **Results & Discussion** Several traditional design methodologies have been tested, evaluated, and adapted in 8 pilot projects throughout the programme. A process for user-centered innovation has been developed. The results are gathered in a 10-step guideline with recommendations on how to employ a user-centered approach in the Norwegian healthcare sector. This paper provides an overview of the 10-step process, recommended methodology and experiences from the case studies.

References

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