

# Call for Nordic design schools to demonstrate a 2030 visualisation of the healthcare and social care system in the Nordics

Open 11th of February 2021 – 10th of March 2021

We are looking for a couple of Nordic design schools who can help us to illustrate how the future of healthcare and social care will look like by 2030 and beyond.

Our first choice is to call for Nordic design schools to help us with this task. We believe that we with design schools and their students can get a fresh perspective on how a future integrated healthcare and social care system can be formed by applying design principles, centred around user perspective. It is our believe that design schools will help the world to get new perspectives of what the future integrated healthcare and care can look like. We imagine that design schools take into account agenda 2030 goals and materialise the goals into visions for future integrated healthcare and social care.

We want an approach that can help highlighting what this could mean for the people's daily lives for all generations, and especially what this can bring to people living in remote and rural regions of the Nordics. How a well-designed system of care can help restore trust and faith, simultaneously as this empowers the citizens. We also believe that collaborating with design schools will help to promote the opportunities for design students to consider developing healthcare and social care sectors for the citizens as both sectors need to become more attractive, more viable and sustainable service providers for the future.

## Aim of this call

The aim with this call is to identify minimum 1 maximum 2 design schools based in the Nordics, who will help to produce a 2030 visualisation of future healthcare and social care system in the Nordics. This visualisation/production shall mainly be based on knowledge gained through the "Healthcare and care through distance spanning solutions 2018-2021" project with the twist of student's insights and perspective.

We are looking for innovative visualization ideas and solutions, new ways of understanding and using distance spanning solutions in the future to be produced in a format that can demonstrate the future integrated healthcare and social care system. The solution will be presented and repeated at different exhibitions, fairs and larger conferences where we will attend the next few years. Any exact format has not been determined, even if we in this text mention visualisation/production/illustration when referring to what we see as an outcome of the collaboration with the design schools. The first time using the material will be at World EXPO in Dubai early 2022.

## Background Information – What is our collaboration about and what have we achieved?

We are referring to two priority projects under the Nordic Council of Ministers that are jointly cooperating regarding this task, 1: "Healthcare and care through distance spanning solutions 2018-2021" forming part of the Swedish presidency programme of the Nordic Council of Ministers from 2018 and 2: "Achieving the World's Smoothest Cross-Border Mobility and Daily Life Through Digitalisation 2021-2023" forming part of the Finnish presidency programme of the Nordic Council of ministers 2020. As the Finnish priority project is just about to start, we will mainly base this call on findings from the Swedish priority project "Healthcare and care through distance spanning solutions 2018-2021".

### More on Healthcare and care through distance spanning solutions 2018-2021

The objective of the Healthcare and care through distance spanning Solutions 2018-2021 (VOPD) is to improve access to good health and social care for Nordic populations especially for remote and rural locations and create conditions for development and growth at these sites. The project consists of three blocks:

1. Map distance spanning solutions for healthcare and care in the Nordic Countries.
2. Identify nationally adopted methodologies & tools, supporting implementation of distance spanning solutions
3. Call for regions and municipalities, for implementation support (1st call during 2019 and 2nd call during 2020)

The project description further outlines;

*"There is a need for innovative service solutions and models to handle demographic challenges based on the different conditions of regions and communities, especially in rural areas. New ways of delivering welfare services are one way."*

### What have Healthcare and Care through distance spanning solutions (VOPD) delivered so far:

#### 1. Map distance spanning solutions – publication

We have published a publication, "[Healthcare and care through distance spanning solutions – 24 practical examples from the Nordic region](#)" in autumn 2019 and an English version was published January 2020.

All these examples have been identified through are mapping exercise of all existing distance spanning solutions in the Nordics (approximately 300 services identified) and are all implemented services available for the population at local or regional level. 19 additional implemented services can be found at our website: [www.healthcareatdistance.com](http://www.healthcareatdistance.com)

## 2. Identify nationally adopted methodologies and tools – publication

We have reviewed all national strategies and tools that support implementation of distance spanning service for healthcare and social care in the Nordics. The project has decided to apply the Norwegian strategy, Roadmap for Service Innovation, which is a well-tested and well functional guideline with connected tools. More than 200 municipalities in Norway have applied this guideline and got their distance spanning services for healthcare and care to work. Please find Roadmap for Service Innovation in English, Swedish, Danish and Icelandic [here](#).

## 3. Call for regions and municipalities - provided implementation support

In two calls, spring 2019 and spring 2020, all together 52 municipalities and 8 healthcare regions have been supported in their implementation of distance spanning service for healthcare and social care targeting their citizens. A brief summary of learnings from the first call can be found [here](#).

### A wide range of other studies and work has been published and shared

- Review on wearables and study on response service published on project website, a field for innovation (Centre for Rural Medicine and Nordic Welfare Centre, spring 2020). [Read more](#).
- [Digital Health Care and Social Care: Regional development impacts in the Nordic countries](#) (Nordregio Report 2020:14, November 2020)
- [ACCESSIBILITY STUDY: Annex to Digital Health Care and Social Care – Regional development impacts in the Nordic countries](#) (Nordregio Report 2020:16)
- A webinar series: The VOPD webinar series "Technology use for Covid 19 response". You can find our presentations and watch our four recorded webinars [here](#). (Centre for Rural Medicine and Nordic Welfare Centre, autumn 2020).

### Studies to be launched spring 2021

- Nordic Research on the Effects of Welfare Technology – A scoping review on the effects of welfare technology in the daily life of the users (TBC; February 2021, Centre for Rural Medicine and Nordic Welfare Centre).
- Healthcare and care through distance spanning solutions - Impact on competence provision and organisation (TBC; January 2021, Centre for Rural Medicine and Nordic Welfare Centre)
- Healthcare and care through distance spanning solutions – Climate impact assessment (TBC; March 2021, Stockholm Environmental Institute)
- Bridging the Knowledge Gap between Distance Health & Social Care Solutions and Environmental Impacts: Via the Lens of SDG (TBC; March 2021, Stockholm Environmental Institute)

## What do we see as the possibilities/scope of the future healthcare and social care? What are we looking for and what are the conditions?

Our main message is that future health care will be provided through an integrated interface, it will give citizens the opportunity to actively take interest and responsibility for their own health.

The future of healthcare and care comes through active use of healthcare data, both from healthcare and social care institutions as well as own generated health data from devices such as wearables.

The future system will allow healthcare and social care organizations, as well as citizens, to plan for more proactive measures to improve citizens' own health. Healthcare technology will be used to empower citizens and provide citizens with an opportunity to deal with personal health problems at a much earlier stage than what we experience today. We believe that trust is a key to success, and we believe that the future system will use the GDPR legislation to ensure that healthcare information is linked to and are stored by the person concerned.

We expect safe harbours to be created where citizens can store their healthcare data, to which individuals can import healthcare data from healthcare, social care organisations or self-generated health data. A safe harbour which also can be used for RD&I purposes through consent. RD&I will constantly improve the healthcare and social care quality and tailor the interventions to the individual citizens specific needs, even at times when the citizen is not under treatment by the healthcare and social care services.

Healthcare and social care will move from patient centric care, to individually tailored healthcare and care. We believe that:

- a major part of healthcare and social care activities will be accessible over distance, supported by distance spanning technologies.
- advanced healthcare and social care activities will also be possible to be accessed from your own living room, and through the assistance of wearables and other not yet invented devices healthcare and social care service can become available automatically wherever you are.
- distances and country boarders etc are no longer a limitation.
- shall be able to access; Patient Summaries, ePrescriptions, Laboratory Requests and Results, Medical Imaging and Reports, Hospital Discharge Reports no matter in what organisation or in what European country this has been generated.

## What do we expect?

As mentioned earlier we are looking for innovative ideas solutions, new ways of understanding and using distance spanning solutions in the future that can be produced in a format that will demonstrate the future integrated healthcare and social care system. Specific conditions for this assignment are to:

- Base the visualisation/production on material produced and developed within the priority project Healthcare and care through distance spanning solutions 2018-2021.
- Make a visualisation/production/VR/posters etc. that can be exhibited at fairs and conferences. This production will be launched first time at World Expo 2020, during the Arabic health week during the first week of February in 2022. We aim to use the outcome from this call in the Finnish, Swedish and Norwegian pavilions. We expect the material can be used on stage to introduce a bold vision of future of healthcare and social care and as stand-alone/self-explanatory exhibition material(s)
- We welcome if the outcome can stimulate to interaction with the visitors, activate the visitors to spend time at the exhibition and understand/get insight in the findings that Healthcare and Care Through Distance Spanning Solutions 2018-2021 have produced.

- We welcome that the exhibition material can stimulate to dialogue with possible staff working in the stand where the exhibition is held.
- The production/outcome shall be made in English but preferably as language neutral as possible.
- The production/outcome must be easy to transport and have a suitable size not exceeding two standard suitcases with the maximum weight of 23 kg each.
- Any visualisation/production related to Patient Summaries, ePrescriptions, Laboratory Requests and Results, Medical Imaging and Reports, Hospital Discharge Reports shall be connected to the following life events (TBC):
  1. studying in another Nordic/Baltic country,
  2. working in another Nordic/Baltic country,
  3. using health services in another Nordic/Baltic country, and
  4. finding information on legislation of another Nordic/Baltic country.
- Some key principles which shall be fulfilled by the visualisation/production developed: It shall build trust, be secure and reliable, user friendly, intuitive, protect the citizens, well protected from outside interference, engage the citizens, high level of automation and limit the risks for mistakes by the individual users.
- The developed visualisation/production shall be based on 80% culture, the Nordic model of trust (often due to low level of corruption), connected to people's daily life, family situation and work life balance etc and 20% can be connected to smart technology and when possible connected to life events above. The vision will be fuelled by smart tech, but supported with an interface that is intuitive and can be used by any citizen (also non tech citizens)
- The visualisation/production shall be done through a citizen leans and when appropriate connect to described life events above. It will be the citizens experience of the future healthcare and social care system that shall be in focus, we speak about a socially sustainable healthcare and social care system from a citizen's point of view.
- In general, all sustainability criteria's shall be adhered and a strong coherence with Agenda 2030 objectives are expected.
- There will be agreed a mid-term review with the selected school based on the Letter of interest and suggested project plan including timetable.
- Deadline to deliver the visualisation/production/outcome is 1st of December 2021.

## What are we looking for?

Minimum 1, maximum 2 design schools based in a Nordic country who can help, with their students, to develop a 2030 vision for future healthcare and social care in the Nordics.

## Funds available

The funds available for this task is for each design school up to 260.000 Swedish kronor for the task. This will allow the design schools to allocate staff resources, purchase material and possible production support necessary in order to meet the specific conditions outlined above. 25% of the

funds will be paid at signing the contract, 70% of the funds will be issued when a proper introduction and a workshop have been completed or scheduled, no later than mid-June 2021. The final 5% will be paid when the production has been delivered, no later than 1st of December 2021.

## Support from Healthcare and care Through Distance Spanning Solutions 2018-2021

1. We will introduce the findings and work conducted at online webinars for students and teachers at the selected design school.
2. We are available for up to four consultations during the process of creating a visualisation/production. Time slots for consultation will be planned in dialogue with the selected design school(s). At least one of the consultations, preferably an early one, should be carried out in a workshop format.
3. We will allocate a resource for this task, a senior consultant that will be available for any questions and be responsible to develop a jointly agreed agenda and secure content for an introduction meeting and additional consultation/workshop opportunities during the process of developing the visualisation/production.

We expect that a thorough introduction of VOPD will be made early after project start, and that introduction and a workshop have been carried out/or scheduled no later than 15th of June 2021.

Consultation and meetings will be carried out jointly with representatives from the Finnish priority project "Achieving the World's Smoothest Cross-Border Mobility and Daily Life Through Digitalisation 2021-2023".

## Selection criteria

A set of selection criteria has been established to inform design schools on how we will select an appropriate school(s) for this assignment. Each design school that wishes to compete to make a visualisation/production as outlined above shall submit an expression of interest by the 10th of March 2021, which includes a brief suggested project plan and a timetable. The following criteria will be used to rank the expression of interest received:

1. **Design school/University must be situated in a Nordic country and we will take into account when ranking the expression of interest:**
  - ✓ Academic level including staff and students
  - ✓ Possible facilities and equipment to produce the requested visualisation/production
  - ✓ Experience from similar missions – attach references/examples
  - ✓ The reputation and possible official ranking of the design school
  - ✓ Experience from cross sector design (for example healthcare, social care, preventive care and well-being or other cross sectorial design collaborations)
2. **Suggested project plan, including how to secure a user perspective in the design process**
3. **Suggested visualisation/production - priority will be given to design schools:**
  - ✓ which properly adheres to the given possibilities/scope of the future healthcare and social care from a user perspective.

- ✓ that produce material appropriate to be exhibited at fairs and conferences according to specific conditions above with focus on:
  - stimulate to interaction with the visitors and activate the visitors to spend time at the exhibition and understand/get insight.
  - stimulate to dialogue with possible staff working in the stand where the exhibition is held.
  - that the production is easily transported, be packed into (maximum) two standard suitcases with the maximum weight of 23 kg each.
- ✓ How the developed visualisation/production match the criteria of being based on 80% culture connected to people's daily life, family situation and work life balance etc and 20% connected to smart technology and when possible connected to life events above.
- ✓ How well the visualisation/production is presented through a citizen leans and when appropriate connect to described life events above.
- ✓ Present sustainability criteria's in strong coherence with Agenda 2030 objectives.

## Time period for submission of expression of interest

The call will open on the 11th of February 2021 and close at the 10th of March 2021. Selection of design school will be announced no later than by the end of March 2021.

**Please submit your Expression of interest to, Niclas Forsling at Centre for Rural Medicine in Storuman Sweden and Bengt Andersson at Nordic Welfare Centre in Stockholm Sweden:**

[Niclas.Forsling@regionvasterbotten.se](mailto:Niclas.Forsling@regionvasterbotten.se)

[Bengt.Andersson@nordicwelfare.org](mailto:Bengt.Andersson@nordicwelfare.org)

**For more information see our project website:** [www.healthcareatdistance.com](http://www.healthcareatdistance.com)

### Annexes:

- Expression of interest - form