Customer Involvement in
Future Oral Health Services of FSHS Students
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Background

- Virtual services in health care are rapidly becoming more common in Finland

- FSHS has started using nurse and doctor's remote appointments and consultation services for students

- Virtual services are not yet used in oral health services at FSHS or anywhere else

- However, there is an increasing interest in virtual oral health services

Objectives

1. To gain understanding of the students' visions
 of future service needs making use of customer
participation

2. To find ideas together with students for promoting
 the future guidelines and services
 of oral health

3. To identify the connections between students' opinions,
 background factors and questions

4. To make use of the collected results in planning smooth
and customer-oriented services

Data

- The study was carried out at the University of Vaasa as part of the Social and Health Management course. The course was entitled "Welfare Services in a Developing Environment".

- A total of 54 students attended the course, of which 53 participated in the study.

- The data from three respondents were excluded from the study because of insufficient information.

- A total of 50 responses were accepted as the data of the study.

- The panel was carried out in early February 2017.

Method

- The method used was Real Time Delfoi in which an anonymous expert panel produced data to support the development and decision-making with the help of online software.

- The content of the panel was constructed together with the researchers of the University of Vaasa and FSHS oral health professionals (Anne Komulainen, Anu Aatola, Marjo Tipuri)

- The university was responsible for the technical realisation and FSHS for the content of the questions.

- In addition, content was specified based on the comments from the Delfoi network.

Using the method in this study

- The students were asked to imagine society in the year 2040 from the perspective of a university student.

- The students were asked to evaluate and interactively comment on statements related to eight different areas of health and well-being.

- In connection with the statements, they had the opportunity through videos and other materials (e.g. websites) to get to know new digital solutions in health care that are currently in use or being developed.

- The panel was carried out with one round of comments that lasted a little less than a week.

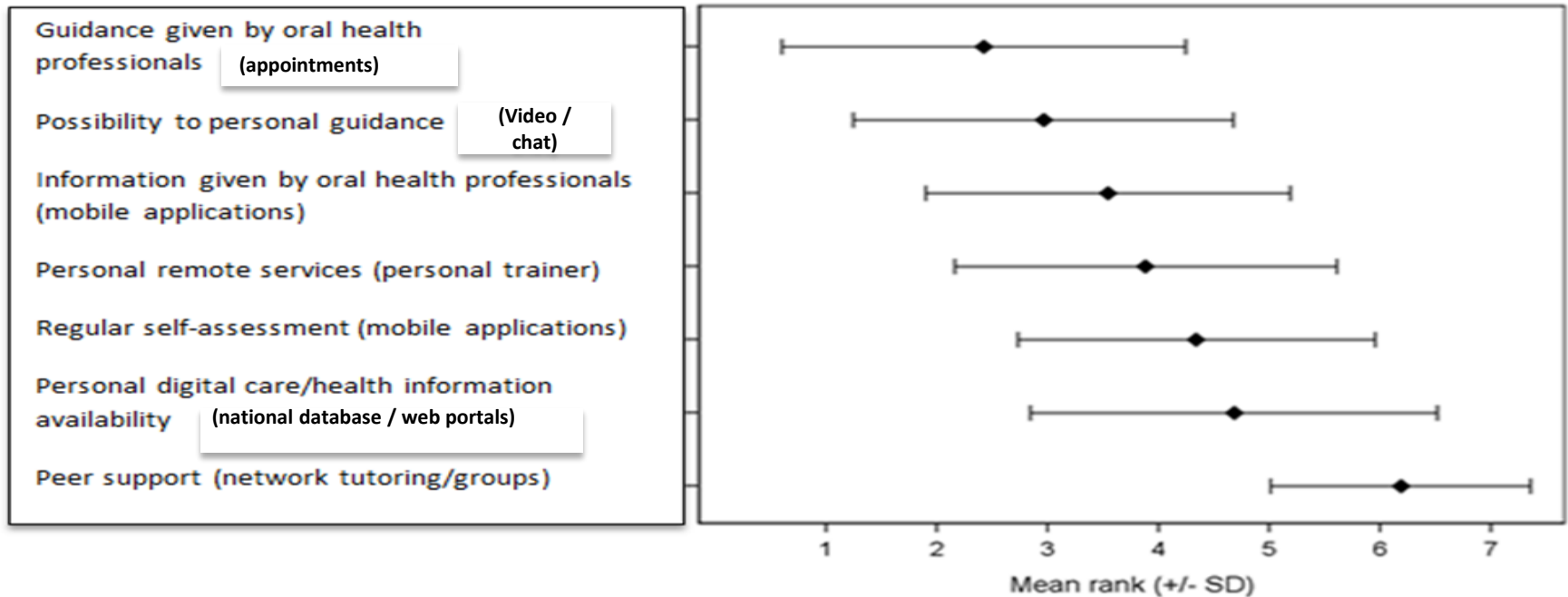- The results were analysed with the SAS System for Windows software.

Background factors

- Number of respondents n=50
- Sex: 74% female, 16% male, 10% did not disclose sex
- Age:
  46% were 24 years old or younger
  30% were 25–34 years old
  12% were 35–44 years old
   4% were 45 years old or older
   8% did not disclose their age
- Experience of FSHS oral health services
- Use of services
- Information received in connection with checkup/treatment
- Fear of dental care

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Results

Self-management of services

Support received from a professional during an appointment was experienced to be the most important matter and peer support least important
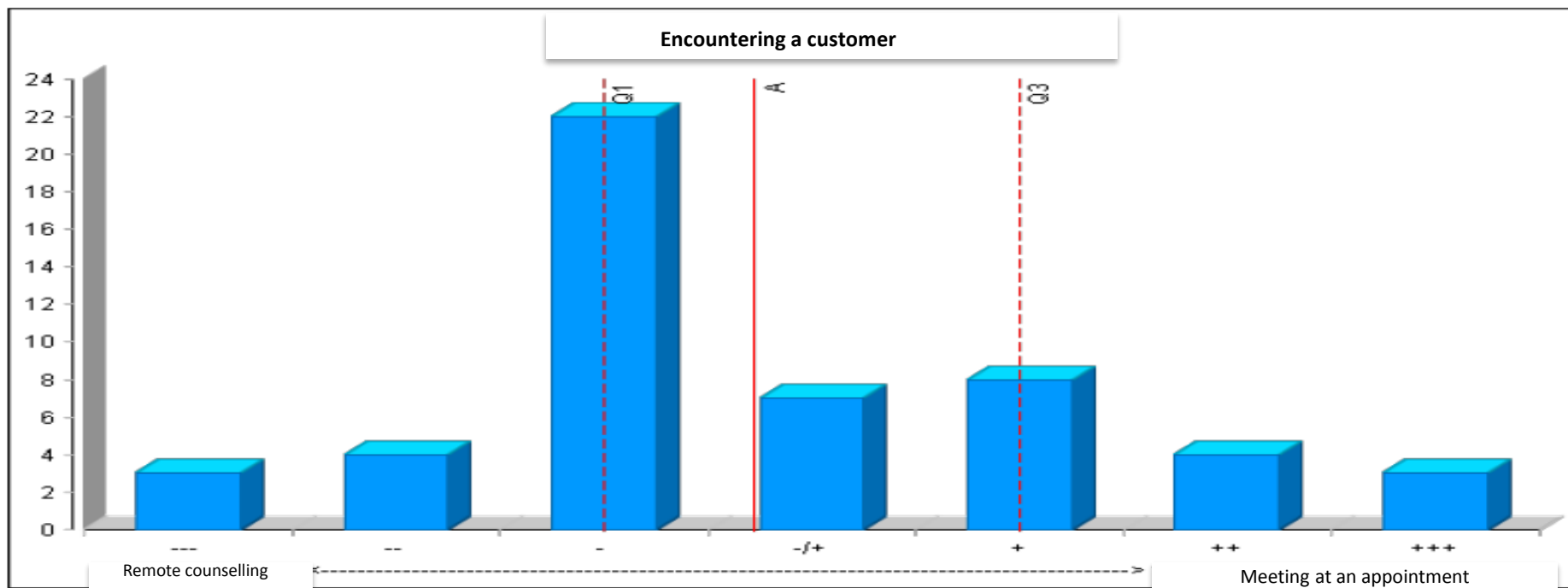

The order of importance of the service entities on average

"Why go for an appointment that lasts 20 minutes? Regular self-assessment is an individual's trump card for promoting oral health." (A total of 81 comments)

Results

Encountering a customer

56% of students thought that remote counselling will be a probable form of customer contact. 30% thought that the traditional appointment at the clinic is more probable in 2040. 14% thought that the situation will remain the same.

In 2040, the likelihood of oral health care appointments taking place between remote counselling and traditional appointments
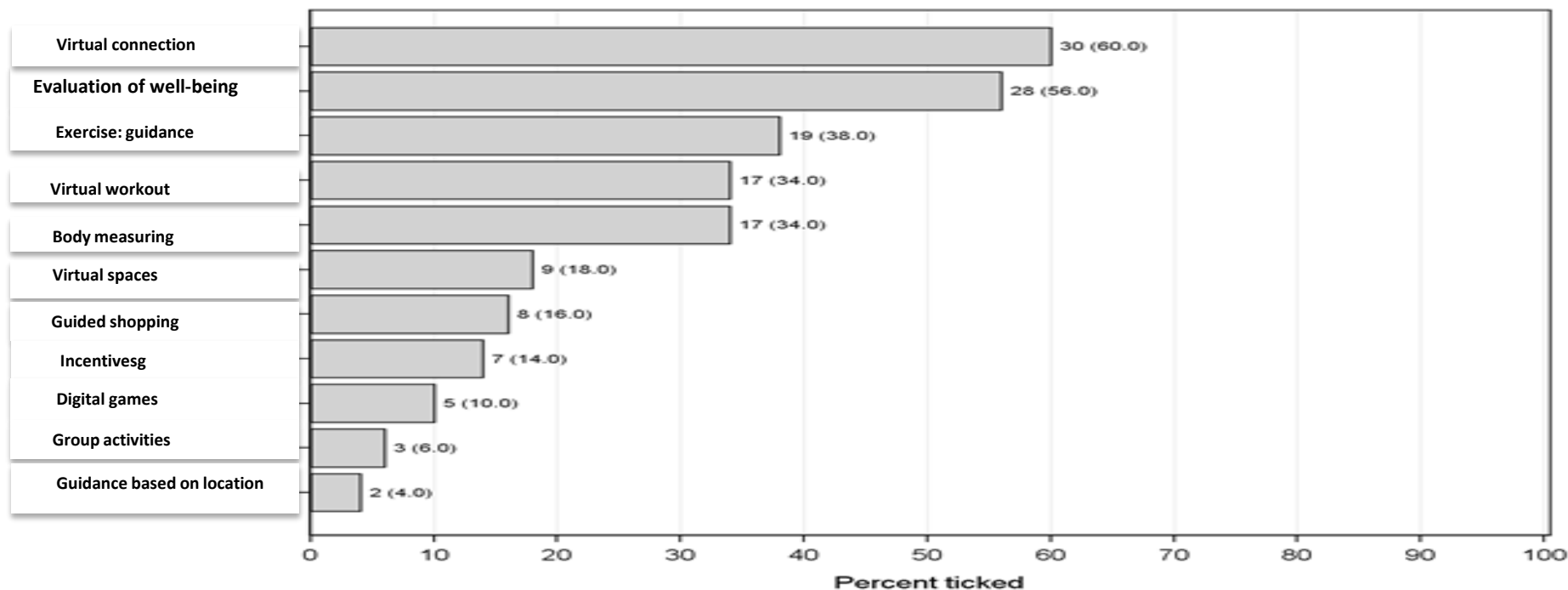
"Probably the focus in the future will be even more on preventing problems and methods of self-care, which would mean that physical presence at the appointment is not necessary as often as now." (A total of 69 comments)

Results

Virtual services

Of the respondents, 60% chose virtual connection among the three most interesting alternatives. 56% chose the evaluation of own well-being. 38% had located guidance based on an exercise performance among the top three most interesting alternatives, 34% virtual working out and 34% measuring your body.
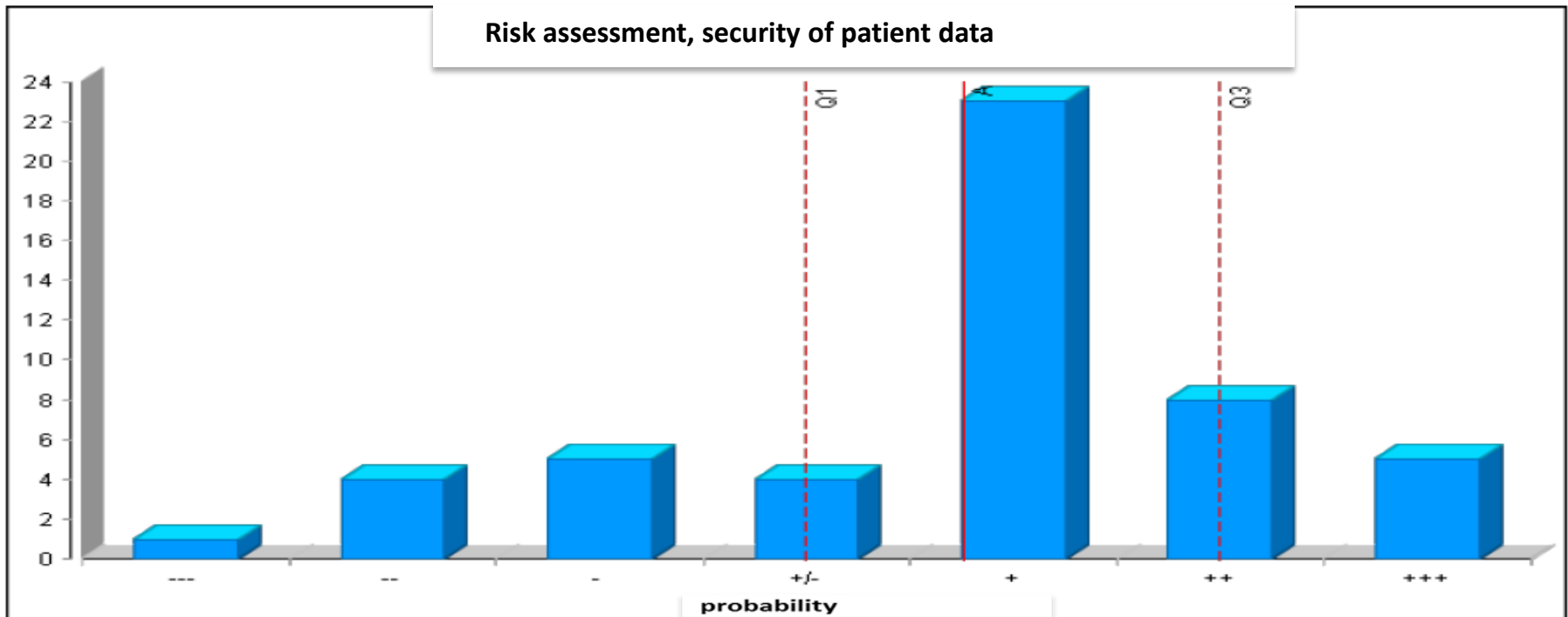

Category	Value
Virtual connection	30 (60.0)
Evaluation of well-being	28 (56.0)
Exercise: guidance	19 (38.0)
Virtual workout	17 (34.0)
Body measuring	17 (34.0)
Virtual spaces	9 (18.0)
Guided shopping	8 (16.0)
Incentivesg	7 (14.0)
Digital games	5 (10.0)
Group activities	3 (6.0)
Guidance based on location	2 (4.0)

Percent ticked

The opportunities of different applications and virtual technology in the service entity

"A virtual connection with a professional seems practical as it will be fairly easy to take care of your matter" (A total of 53 comments)

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Results

Risk assessment, security of patient data

The students saw it to be very probable that the security of using patient data will decrease with digitalisation.

The probability of a decrease in the security of using patient data with digitalisation in 2040

"Is there a risk of leaking the patient data to commercial actors, such as insurance companies or the pharmaceutical industry?" (A total of 46 comments)

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Results

Statistical significant results

- Regular self-assessment (different applications) and how scary dental care is (p=0.0030)

- Guidance given by a professional during an appointment and virtual spaces (p=0.0138)

- Opportunity for individual remote counselling for a single issue and virtual connection (p=0.0140)

- Regular self-assessment with different applications and the assessment of own well-being as a virtual service (p=0.0467)

Conclusions

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1. Students and professionals agreed on the fact that virtual services will become more common in the future.

2. Virtual services probably increase the amount of those students who will be in connection with dental care or professionals.

3. Virtual services give benefit especially to those who have fear of dental care.

4. Students are willing to use digital applications linked to smartphones, especially if the application communicates with professionals.

5. It might be wise to plann different kinds of virtual services for an individual to choose.

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In conclusion

- The study was a very interesting co-operation project between the university and a service organisation

- The project was a success on all counts. The objectives were achieved and co-operation networks created for any possible further co-operation.

- In the open comments the respondents summed up the benefits of digitalisation as follows:

"Virtual presence is practical and it saves both time and money as well as lowers the threshold to seek help"

"The strength of a virtual meeting is the effortlessness of getting matters sorted and the lowered threshold for finding out more about your own health"

"Virtual service is a good option for being in touch after treatment"

"It's possible to go back to the recording of a virtual service afterwards when you are less nervous than during the appointment "

Anyway, the most important things are

      - to decrease the user's effort

      - market the new services sufficiently

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Students Ideas for the 2040

"A tooth mold for saving information and connecting patients with professionals"

"Human robots instead of dentists"

"Sugarfree Finland 2040"