MAN.02 - Health and co-creation: a bibliometric analysis of literature

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Introduction: In the contemporary social context, globalized and with access to information, society increasingly assumes participation in decisions in health services. Thus, in the same way that marketing methods and tools are used to approach and identify with the client, such as co-creation and design thinking, which guided the survival, competitiveness and expansion of profitable companies. These methods and tools were progressively used and disseminated in public and health organizations, aiming to optimize processes and strengthen services and their image with society.

Objective: The aim of this study was to investigate the characteristics of the scientific production of the topic of Value Creation correlated to Health in the databases ISI Web of Science, Scopus.

Methodology: A bibliographic survey was carried out using the keywords “cooking” and “health” in the ISI Web of Science, Scopus journals from October 30 to December 09, 2018. For the selection process, filter, idiom, document type: complete articles or review, both in peerreviewd journals and applied the filter in areas of knowledge related to the study goal.

The following eligibility criteria were used: adherence of the titles of the articles; the relevance of the abstracts to the purpose of the research; and by the analysis of the full text and its consonance with the review question. Regarding the period, the filter was applied to publications made in the last 5 years, that is, from 2013 to 2018, aiming to map the scientific behavior of the contemporary academy to the topics of this study.

Results: The searches in the bases mentioned above resulted in 2,427 studies that, after applying the methodology of summarization and analysis, only 30 showed a direct relationship between co-creation and health. This shows that despite the growing interest in open innovation and strategies that require greater collaboration between different health actors, research on health co-creation and innovation is still incipient. In focus, however, these 30 papers make it clear that there are currently promising new areas of focus for promoting health co-ordination, such as interprofessional team work, coordination of care, quality improvement, systems science, health information, patient safety, clinical practice assessment and effective use of clinical decision support, which are essential for 21st century medicine and should be geared towards promoting innovation within health organizations

Conclusion: The co-creation of learning between interprofessional deserves to be observed as a strategy for value creation focusing on the generation of health solutions with and for society. Therefore, it is recommended that more studies like this should be done, seeking scientific development and proposition of methodologies applied to health.

Keywords: Co-creation; health; bibliometric analysis