

Companions' co-creation with healthcare service providers, influence on patients' satisfaction

Ana Suárez Vázquez
University of Oviedo
Leticia Suárez-Álvarez
University of Oviedo
Ana Del Río Lanza
University of Oviedo
Víctor Iglesias Argüelles
University of Oviedo

Acknowledgements:

This research was funded by Ministerio de Economía, Industria y Competitividad, Gobierno de España, grant number ECO2016-76783-R.

Cite as:

Suárez Vázquez Ana, Suárez-Álvarez Leticia, Del Río Lanza Ana, Iglesias Argüelles Víctor (2020), Companions' co-creation with healthcare service providers, influence on patients' satisfaction. *Proceedings of the European Marketing Academy*, 49th, (62933)

Paper from the 49th Annual EMAC Conference, Budapest, May 26-29, 2020.



Companions' co-creation with healthcare service providers, influence on patients' satisfaction

Abstract

Geriatric encounters are very interesting settings to analyse the consequences of service triads. Third persons accompanying patients are common practice due to the increase in elderly population and chronic illnesses. Previous research has considered the influence of companions as information agents. The purpose of this paper is to study how companions co-create during elderly medical encounters and the effects of this co-creation on patients' satisfaction. In doing so, two dimensions of co-creation—coproduction and value-in-use—are distinguished. By using two field surveys, data collected from 907 companions and 907 elderly patients were examined through structural equation modelling. Results show that the value-creating activities of accompanying family members during elderly medical encounters only have a positive effect on patients' satisfaction when co-creation is promoted by healthcare professionals.

Keywords: *Healthcare services; Companions' co-creation; Elderly patients*

Track: Services Marketing