

# Digital Healthcare: How does it Shape New Ways of Value Co-Creation?

**Agne Gadeikiene**  
Kaunas University of Technology  
**Asta Pundziene**  
Kaunas University of Technology

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## **Abstract**

Healthcare industry is under the process of transformations which are influenced by digital innovations, especially in the field of remote patient management, and patient-centric service approach. The rise of digital healthcare is evident worldwide, as it provides very broad opportunities to create added value for stakeholders of healthcare ecosystem. This paper aims to introduce an integrative framework of digital healthcare empowered added value, created for different stakeholders, and distinguish barriers of value creation and technology adoption. The paper adopts value in exchange and value in use approaches as being applicable in telehealth case. Based on the qualitative research results, the paper structures perceived digital healthcare value in use for different stakeholders.

**Keywords:** *digital healthcare; value co-creation; stakeholders*

**Track:** Public Sector and Non-Profit Marketing