

TIMON DU

The Chinese University of Hong Kong, Hong Kong

VALUE CO-CREATION IN A HEALTHCARE PLATFORM

Abstract:

Internet delivers values to customers. In healthcare industry, the value can be co-created by two sides of a platform business, i.e. service providers and clients. The values co-creation skills are important for both service providers and clients to have higher perceived values that results satisfaction and then higher loyalty. A platform that facilitates efficient search cost and transactional cost allow provided service to be innovatively in many ways. This study would like to show that a platform providing high co-created values and innovative services can result in high loyalty in a healthcare business. Moreover, if the platform can further facilitate interaction between service providers and clients, the loyalty can be further enhanced.

Keywords:

Co-creation, healthcare, platform

JEL Classification: L86, M15