Service Design for Health

Keynote Talk

Prof. Minna Isomursu will discuss her view on how digitalization is changing healthcare systems, and how service and design thinking help us understand and respond to this digital transformation. She will discuss the difficulties and joys of designing interaction of humans and things in everyday service contexts. She will show the necessity of co-design and co-creation in the design and adoption of new ways of using digital assets for enabling novel ways of delivering digital health services.

New digital services combine wireless and wired technologies, face-to-face communication and computer mediated interaction, mobile and place-dependent contexts into a seamless personalized service experience. Prof. Isomursu will highlight what motivates her in this particular area of research, and why she thinks that service design perspective can advance interaction- and co-design research.

Prof. Minna Isomursu. MS3 – University of Oulu

Prof. Minna Isomursu is a professor of Human-centered development and utilization of information systems with MS3 group at University of Oulu. She has held various positions both in industry (e.g. Nokia Mobile Phones) and academia (e.g. research professor on Connected Health and research professor on Social media and connected services at VTT Technical Research Centre of Finland). She has been working on health and retail services on an international level, authoring over 100 peer reviewed publications, which have over 1000 citations. She is currently part of several EU initiatives on digital healthcare services such as H2020 MSCA CHESS ITN and the ENJECT COST Action. She has an extensive record on company collaboration through contract projects, for instance, with the telecommunication sector (e.g. Nokia) and health sector (e.g. Terveystalo).

21st October 2019

16:00 – 17:00

ETSI Informática – Antigua Sala de Capilla

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