

The role of inclusive innovation in the development of reproductive health tools

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Background

There has been a concerted effort from several stakeholders to improve reproductive health education, including through digital solutions. To ensure that messages are effective, and to deploy the best strategies, it is important to understand end-users needs through inclusive approaches like inclusive innovation, co-development and Patient Public Involvement. Our research aimed to understand people’s needs when innovating digital solutions to improve reproductive health education.

Methods

35 qualitative in-depth interviews were conducted on 3 population groups: 13 men and 13 women (18-45 years) and 9 healthcare professionals (2 GPs, 3 Nurses, 2 Consultants, 2 Doctors). Interviewees were purposively sampled to include men and women of varying educational and ethnic backgrounds. Interviews lasted an hour on average. Data analysis was conducted using Framework methodology



- Verbatim transcription of each interview.
- Line by line coding of text of individual quote responses.
- Grouping similar descriptors into categories (themes).
- Analysis within theme.
- Assessing relationships.

Interview themes



- Empowerment** through education
- Reassurance** through quality of information
- Inclusion, consolation and co-design** of proposed solutions
- Transparency and objectivity:** “don’t push your own agenda”
- Quality:** pay attention to the looks and feel of the products

Conclusions

We define inclusive innovation as defined as “the involvement of intended users in the design, development and deployment of new products, processes and services to bring positive change.” In deploying new solutions to improve reproductive health, it is important to include representative end-users in the process, so that innovative outputs in this critical area of health is influenced by end-users’ knowledge as experts of their own experiences, ensuring that any improvements will be useful and relevant to the target audience.

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