Disposable no-rinse washing products in home care

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INTRODUCTION

BACKGROUND: Greying of the population causes doubts on expenditures in elderly care and forces the Dutch healthcare system to let elderly reside at home as long as possible. A key nursing activity in home care is that of bed bathing, which is a time consuming and labour-intensive activity. In addition, washing with water and soap disrupts the skin, thereby increasing risk for infection and pressure ulcers.

NO-RINSE WASHING PRODUCTS:

- Optimize hygiene
- Maintain skin integrity
- Less labour-intensive

PROBLEM: Cocune has developed a disposable no-rinse washcloth as an alternative to the inefficient activity of traditional bed-bathing. However, despite its advantages, it is not yet being used in home care.

STUDY DESIGN

- A market research was performed in order to identify characteristics that determine the marketability of Cocune no-rinse washcloths on the professional home care market.

RESEARCH QUESTION

‘What characteristics determine the marketability of Cocune products in the professional extramural healthcare market?’

- An interview guide for semi-structured interviews was developed based on the conceptual model for healthcare innovation by Fleuren et al. (2004).

PARTICIPANTS:

- 10 people with decision-making authority in professional home care organizations were interviewed.

RESULTS

ATTITUDES OF THE INTENDED USERS:

- Overall, home care nurses did not know no-rinse washing, the problem it addresses or its benefits.
- Despite this, nurses would be willing to use no-rinse washing.

EXPECTED CHARACTERISTICS OF THE PRODUCT:

- Less labour-intensive was most frequently mentioned benefit.
- Difference in feeling from what clients are used to was most frequently mentioned disadvantage.

CHARACTERISTICS OF THE ORGANIZATION:

- In seven out of ten home care organizations no-rinse washing would not be integrable in current logistics.
- All but one home care organization would not want to be involved in logistics.

CHARACTERISTICS OF THE CONTEXT:

- Clients of home care organizations did not know no-rinse washing, the problem it addresses or its benefits.
- Initial resistance by clients was expected, because they will see it as a retrenchment.

COSTS:

- Clients will have to pay.
- Clients/informal caregivers in terminal care will be willing to pay.
- In specific areas, more people will be able to pay.

RECOMMENDATIONS

- Provide explanation:
  - In order to increase knowledge
- Focus on nurses who can pass information to clients
- Involve informal caregivers:
  - Increases cooperation of clients
- Facilitates adoption of product
- Online ordering:
  - Logistics most important factor for organization
- Online ordering system preferred
- Costs:
  - Willingness to pay depends on benefits client
  - Minimize influence of costs by focusing on clients receiving terminal care at home or private home care

CONCLUSION

- There appears to be an interest in no-rinse washing in home care.
- Based on the interviews, the main obstacles are:
  1) Scepticism
  2) Lack of knowledge
  3) Costs
  4) Logistics
- The obstacles may be overcome by targeting the product to certain populations.
- Further research should be conducted to determine whether sales of the product to this specific target group would be sufficient to generate the necessary profits.
- A feasibility study should be started to gain more insight in different ways of arranging logistics.

Key references: