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:

<table>
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<tr>
<th>Cocune</th>
<th>Optimize hygiene</th>
<th>Maintain skin integrity</th>
<th>Less labour-intensive</th>
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- 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.

- 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.

- RESEARCH QUESTION

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

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.