

Technology Value Cocreation in Healthcare Service: A Literature Review 2020-2025

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Abstract

This literature review examines five years of research (2020–2025) on technology value co-creation in healthcare services, addressing a notable gap in comprehensive syntheses of this evolving domain. Driven by the increasing prominence of digital health technologies, this study systematically analyzes 24 peer-reviewed articles from Emerald and ScienceDirect, categorizing them into five key themes: digital health technologies and mhealth platforms, patient and consumer engagement, organizational and ecosystem-level value co-creation, value co-creation frameworks and conceptual developments, and measurement and evaluation models. Findings reveal that while technology significantly empowers stakeholders and facilitates co-creation, there remains a limited understanding of multi-actor involvement, the active patient role, and the configurational impact of value drivers. The review highlights the inherently socio-technical nature of healthcare value co-creation, emphasizing the need for integrated approaches that consider human-AI entanglement, diverse engagement styles, and adaptive organizational practices. This synthesis contributes to both theory and practice by mapping current trends, identifying critical research gaps, and suggesting future avenues for fostering patient-centered, technology-enabled healthcare solutions.

Key words: Value Co-Creation In Healthcare Services, Digital Health Technologies, Mhealth Platforms, Patient Engagement

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Introduction

In recent years, the concept of value co-creation has gained significant attention in the healthcare sector, particularly as technology continues to reshape the way services are designed, delivered, and experienced (Wu et al., 2024). Value co-creation emphasizes collaborative efforts between healthcare providers, patients, and other stakeholders to enhance service outcomes, improve efficiency, and foster innovation (Nariswari & Vargo, 2024). With the rapid adoption of digital health technologies—such as electronic health records, telemedicine platforms, mobile health applications, and artificial intelligence—the role of technology in enabling and facilitating value co-creation has become increasingly prominent.

This review focuses on the past five years of research exploring how technology contributes to value co-creation in healthcare services. This study aims to identify key themes, models, and practices that define the intersection of technology and co-created

value in healthcare. Understanding these dynamics is essential for healthcare organizations seeking to implement patient-centered, technologically enabled solutions that not only meet but exceed stakeholder expectations.

In the realm of service research, the concept of value cocreation has witnessed significant advancements (Di Pietro et al., 2024; Prahalad & Ramaswamy, 2004; “The Impact of Social Media Marketing on Healthcare: Influence on Value Co-Creation, Brand Equity, and Customer Engagement,” 2024). However, its specific application within the healthcare sector, particularly when mediated by technology, reveals notable research gaps. Existing studies have largely focused on limited interactions between patients and service providers (Çakmak & Uğurluoğlu, 2024; Moretta Tartaglione et al., 2018; Moulai et al., 2023), often neglecting the deeper engagement of multiple actors and the intricate dynamics of the service ecosystem (Poblete et al., 2023). Furthermore, a comprehensive review systematically mapping the trends, theoretical approaches, and empirical contributions over the past five years concerning technology-enabled value cocreation in healthcare services is conspicuously absent. This deficiency underlines the need for a synthesis that can encapsulate recent developments and pinpoint underexplored research avenues.

This study offers novelty through several key contributions. Firstly, it undertakes an in-depth bibliographical analysis of 24 recent scholarly articles (2020–2025) explicitly addressing technology in healthcare value cocreation. Secondly, it systematically classifies this literature based on primary themes, including digital technologies and mHealth, patient engagement, organizational ecosystem dynamics, theoretical framework development, and evaluation and measurement models. Lastly, the study uncovers conceptual and methodological patterns underlying previous research, illuminating the relationships between theoretical approaches and empirical applications across diverse healthcare contexts.

The originality of this study is in its unique approach. It integrates thematic synthesis with conceptual analysis to construct a developmental map of the literature within this relatively nascent and dynamic domain. Moreover, it provides an integrative and interdisciplinary framework for understanding how technology mediates the cocreation of value within healthcare service ecosystems. This review stands as one of the most up-to-date literature syntheses, not only analyzing content but also highlighting theoretical and practical gaps that can serve as foundational insights for future research endeavors.

The purpose of this literature review is to synthesize current knowledge, highlight emerging trends, and uncover gaps in the research related to technology-enabled value co-creation in healthcare. Through this analysis, insights are provided to support practitioners and researchers in advancing both theory and practice in this evolving domain

Methods

This study employed a qualitative research approach, using an in-depth literature review as the primary research tool (Peng et al., 2022). The investigation began with a thorough examination of existing literature on models that outline the factors and

indicators of value cocreation in healthcare. The main objective of this method was to evaluate current models used for measuring healthcare value co-creation.

The literature search was carried out using key terms such as “healthcare,” “value cocreation,” “cocreation,” “value creation technology,” and others, focusing on studies published between 2020 and 2025 that contributed to healthcare value cocreation frameworks. As sources were analyzed, further relevant references were identified and examined. After careful selection, the search yielded a total of 24 peer-reviewed articles. These were selected based on their relevance to healthcare value co-creation models, including specific factors and indicators of healthcare quality such as “service ecosystem” and “service-dominant logic.” The selected works were sourced from two reputable databases, Emerald and ScienceDirect.

Results And Discussion

A comprehensive analysis of 24 scholarly articles published between 2020 and 2025 reveals several key themes and findings regarding technology value co-creation in healthcare services. A recurring research gap across studies is the limited understanding of how diverse actors truly engage in co-creation within complex healthcare ecosystems, with many prior works isolating patient and provider perspectives. For instance, while some studies acknowledge the empowerment of stakeholders through digitalization, they often fail to delve into multi-actor interactions. Similarly, the nuanced process of consumers evaluating digital health service propositions, especially under external shocks, remains unclear.

Empirical evidence for value co-creation in healthcare, particularly concerning the patient's active role beyond information provision, is notably scarce, especially in developing countries where patients are often viewed passively. Despite these gaps, the reviewed literature identifies several key findings. Digitalization can empower stakeholders in value co-creation, offering new forms of “visibility management”. Strong interaction quality, characterized by information exchange and a knowledge-building attitude, enhances patient contributions even with limited access. However, the role of “knowing” in influencing trust and co-creation appears insignificant, suggesting a knowledge management gap.

Moreover, customer effort in various activities (mandatory, voluntary in-role, extra-role) contributes to quality of life, with psychological resources being key drivers. Organizations can foster value co-creation by initiating and repeating “caring practices” (connecting, welcoming, embedding families as secondary customers) and “empowering practices” (teaming up, informing, listening to families as partial employees). The deployment of robots in homecare can temporarily reduce workload and enhance value, with optimal timing identified for different client value profiles. In the context of mGov app adoption, operand resources like domestic productivity and internet penetration positively impact adoption, while operant resources like general literacy have a negative effect. Finally, well-being customers in physiotherapy are primarily driven by individualizing, empowering, developmental, concerted, and ethical motives for value co-creation, with relating motives being absent. The study also proposes that human and AI entities become entangled value co-creating resources in inherently sociotechnical service ecosystems, dissolving the traditional distinction between operand and operant resources.

To provide a structured and comprehensive understanding, the identified articles have been grouped into several key themes based on their primary focus and contributions (See Table 1). This thematic approach allows for a clearer exposition of the current state of research, highlighting dominant areas of inquiry, theoretical foundations, and empirical findings within this dynamic field. It also serves to pinpoint existing research gaps and areas ripe for future investigation, thereby articulating the novelty and originality of this synthesis.

The Digital Health Technologies and mHealth Platforms

The Digital Health Technologies and mHealth Platforms theme reflects a growing emphasis on how technological innovations are reshaping value cocreation in healthcare. This category includes studies that explore the integration of digital tools such as mobile health applications, wearable fitness technologies, AI-driven systems, and government-led digital platforms to empower patients, enhance service delivery, and facilitate multi-stakeholder collaboration. For instance, Balta et al. (2021) and Wu et al. (2025) highlight how digitalization and mHealth platforms enable stakeholder empowerment and patient engagement through new forms of visibility and trust-building mechanisms. Similarly, Windasari et al. (2021) emphasizes the role of personalization and professional support (e.g., dietitians) in sustaining long-term use of wearable technologies. Studies like Ullman et al. (2024) and Sharma & Pandey (2023) demonstrate consumer-led innovation and the influence of sociopolitical contexts (e.g., nationwide app adoption) on digital health adoption. Conceptual works by Kaartemo & Helkkula (2024) and empirical findings by Mele et al. (2022) further deepen the discussion by exploring the entanglement of human-AI interactions and cognitive assistants in service ecosystems. These works illustrate a paradigm shift in healthcare delivery—one where value is no longer created in isolated provider-patient interactions but through continuous, technology-mediated engagement across broader sociotechnical networks.

Patient and Consumer Engagement

The Patient and Consumer Engagement theme underlines the critical role of individuals—not just as passive recipients of care, but as active co-creators of value in healthcare systems. This category includes studies that explore how patients, families, and communities participate in shaping healthcare services, from decision-making and self-management to emotional and social contributions. For example, Dobe et al. (2023) illustrates how stroke survivors co-design self-management strategies during rehabilitation, highlighting the importance of emotional well-being and personalized support. Pham et al., (2020), (2022) delve into the varied styles and efforts of patients in engaging with healthcare services, revealing that voluntary, in-role participation has the most significant impact on quality of life. Studies like Chwialkowska et al. (2023) and Şencan & Cengiz (2025) further reveal that co-creation is influenced by cultural context, patient motivations, and systemic perceptions of the patient's role. Sandhu et al. (2024) adds a regional perspective from the MENA context, showing how trust and communication mediate value creation. Additionally, Verleye & Holvoet (2024) expands the scope by recognizing family members as essential co-creators in service journeys. Together, these studies affirm that value in healthcare is deeply relational and co-constructed through mutual participation, shared knowledge, and respect for diverse

needs and experiences. This thematic stream highlights a broader shift toward personalized, participatory, and holistic healthcare paradigms.

Organizational and Ecosystem-Level Value Cocreation

The Organizational and Ecosystem-Level Value Cocreation theme emphasizes how healthcare value is generated not just within individual organizations but across interconnected networks of actors—including public institutions, private firms, nonprofits, patients, and communities. This theme reflects a systemic view of healthcare, where value cocreation emerges through collaborative structures, shared governance, and resource integration within service ecosystems. For instance, McColl-Kennedy et al. (2023) present a conceptual framework for cultivating resilience in primary healthcare ecosystems, showing how coordinated actor efforts and a shared worldview sustain service delivery during turbulent times. Poblete et al. (2023) provide empirical evidence of how user involvement in the Swedish “House of Power” initiative fosters innovative well-being services by reconfiguring multi-actor resources. Farmer et al. (2025) extend this perspective into the digital realm, demonstrating how users and providers co-create therapeutic value in online mental health forums through adaptive interactions and platform design. Additionally, (Costanza, 2023) explores how patient organizations contribute to care delivery by complementing public services through simulation modeling and strategic engagement. Collectively, these studies underscore that healthcare value cocreation is increasingly contingent on effective collaboration across organizational boundaries, alignment of diverse actors, and adaptive infrastructures that respond to contextual challenges. They signal a move from isolated service provision to ecosystem-level innovation, where sustainable health outcomes depend on the orchestration of complex, interdependent relationships.

Value Cocreation Frameworks and Conceptual Developments

The Value Cocreation Frameworks and Conceptual Developments theme focuses on the theoretical advancement and modeling of how value is co-created in healthcare contexts, particularly through technology-mediated interactions. These studies seek to bridge conceptual gaps and offer new lenses for understanding complex cocreation dynamics involving patients, providers, technologies, and systems. For example, Mathialagan & Kuthambalayan (2023) combine the Stimulus-Organism-Response (S-O-R) framework with Service-Dominant Logic to explain sustainable value cocreation in settings with reduced healthcare access, emphasizing empathy, trust, and knowledge exchange. Tiitola et al. (2025) introduce a novel operationalization of *re-servitization* in prescription medication dispensing, offering actionable insights into how smart technologies can be dynamically deployed and redeployed to maximize value. Kaartemo & Helkkula (2024) challenge traditional human-technology dichotomies by conceptualizing seven human–AI resource relations, using postphenomenology to reconceptualize resource integration in sociotechnical ecosystems. Aerts et al. (2023) contribute by unpacking how startups navigate international co-creation processes in hospital settings, focusing on resistance, adaptation, and actor dynamics. Meanwhile, Jiang et al., (2024) employ a configurational approach to identify key value drivers in internet-based medical business models, highlighting the synergistic effects of functional, emotional, and technological attributes. These contributions extend the theoretical

foundation of healthcare value cocreation by offering multi-level, cross-disciplinary, and empirically grounded models.

The Measurement and Evaluation Models

The Measurement and Evaluation Models theme addresses the growing need to systematically assess how value cocreation unfolds and impacts outcomes in healthcare settings. This category of studies is methodologically focused, offering frameworks, metrics, and analytical tools to quantify or qualitatively evaluate the processes and results of cocreation. For example, Sandhu et al. (2024) apply structural equation modeling (SEM) to assess the effects of communication, technology, and trust on value cocreation from the patient’s perspective, using the DART model (dialogue, access, risk, and transparency) as a conceptual base. (Pham et al. (2020, 2021) use Rasch modeling and PLS-SEM to explore the types of customer effort in mandatory and voluntary cocreation activities, linking them to quality-of-life outcomes and identifying key psychological and social resources that influence engagement. Wu et al. (2025) employ a sophisticated mixed-methods approach—including PLS modeling and fuzzy-set qualitative comparative analysis (fsQCA)—to uncover how consumer trust and technological cognition predict engagement in mHealth platforms. (Jiang et al. (2024) similarly utilize fsQCA to identify combinations of value drivers that lead to high-value outcomes in internet medical business models. These studies contribute critical methodological rigor to the field by offering empirically validated tools and frameworks for evaluating cocreation initiatives. More importantly, they move beyond conceptual generalizations to provide actionable insights for managers and policymakers on what factors matter most—and in what configurations—for successful technology-enabled value cocreation in healthcare.

Table 1. Thematic Results

Author(s)	Title (Shortened)	Thematic Category
Aerts et al. (2023)	Overcoming hospital resistance in co-creation	Frameworks and Conceptual Developments
Balta et al. (2021)	Digitalization and healthcare value co-creation	Digital Health Technologies and mHealth
Dahl et al. (2023)	Anticipatory value-in-use in digital health	Digital Health Technologies and mHealth
Dobe et al. (2023)	Self-management support in stroke rehab	Patient and Consumer Engagement
Mathialagan & Kuthambalayan	Sustainable value co-creation in reduced access healthcare	Frameworks and Conceptual Developments
Tiitola et al. (2025)	Re-servitization in homecare medication	Frameworks and Conceptual Developments
Ullman et al. (2024)	mHealth for vascular access: consumer-led	Digital Health Technologies and mHealth
Windasari et al. (2021)	Wearable tech and value co-creation	Digital Health Technologies and mHealth
Wu et al. (2025)	Consumer engagement in mHealth platforms	Digital Health Technologies and mHealth
Chwialkowska et al. (2023)	Co-creation in physiotherapy	Patient and Consumer Engagement
Costanza (2023)	Patient organizations in healthcare	Organizational and Ecosystem-Level Cocreation

Farmer et al. (2025)	Online mental health and co-creation	Organizational and Ecosystem-Level Cocreation
McColl-Kennedy et al. (2023)	Resilience in primary healthcare ecosystems	Organizational and Ecosystem-Level Cocreation
Kaartemo & Helkkula (2024)	Human-AI resource relations	Digital Health Technologies and mHealth
Mele et al. (2022)	Cognitive assistants and boundary work	Digital Health Technologies and mHealth
Pham et al. (2021)	Cocreation practice styles and well-being	Patient and Consumer Engagement
Pham et al. (2020)	Customer effort in healthcare co-creation	Patient and Consumer Engagement
Poblete et al. (2023)	User involvement in well-being ecosystems	Organizational and Ecosystem-Level Cocreation
Sandhu et al. (2024)	Value cocreation from patient perspective	Patient and Consumer Engagement
Şencan & Cengiz (2025)	Co-creation in Türkiye with chronic patients	Patient and Consumer Engagement
Jiang et al. (2024)	Value drivers in internet medical business models	Frameworks and Conceptual Developments
Verleye & Holvoet (2024)	Family involvement in healthcare journeys	Patient and Consumer Engagement
Sharma & Pandey (2023)	mGov adoption and SD logic	Digital Health Technologies and mHealth

Conclusion

This review of 24 articles published between 2020 and 2025 provides a nuanced understanding of technology value co-creation in healthcare, categorized into five key themes: digital health technologies and mhealth platforms, patient and consumer engagement, organizational and ecosystem-level value co-creation, value co-creation frameworks and conceptual developments, and measurement and evaluation models. While significant advancements have been made in recognizing technology's role in empowering stakeholders and facilitating co-creation through digital tools, notable research gaps persist. There is a continued need for deeper exploration into multi-actor involvement in healthcare ecosystems, a more active understanding of the patient's role beyond passive information provision, and robust quantitative and configurational analyses of value drivers. The findings underscore that effective value co-creation in healthcare is inherently socio-technical, demanding integrated approaches that account for human-AI entanglement, diverse customer engagement styles, and adaptive organizational practices. Future research should prioritize addressing these identified gaps by exploring under-represented contexts, such as developing countries, and employing more sophisticated methodological designs to capture the dynamic interplay of resources and actors across the healthcare service journey.

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