

# Contents

<b>1</b>	<b>Introduction</b>	1
1.1	Motivation	1
1.2	Research Gap and Research Questions	9
1.3	Structure of the Thesis	14
<b>2</b>	<b>Theoretical Framework</b>	17
2.1	Elucidation of Key Components	17
2.1.1	Consumer Co-Creation for Innovation	17
2.1.2	Healthcare Consumers as Source for Co-Creation	24
2.1.3	Knowledge as Determinant of Innovation	28
2.1.4	Innovation Intermediaries	33
2.2	Derivation of Theoretical Framework	39
<b>3</b>	<b>Empirical Study I: Identifying Online Innovation Intermediaries in Healthcare</b>	43
3.1	Needs and Goals	43
3.2	Theoretical Underpinning	45
3.2.1	Web 2.0 in Healthcare	45
3.2.2	Typology of Health 2.0 Platforms	46
3.3	Method and Data	48
3.3.1	Research Approach	49
3.3.2	Research Design	50
3.4	Findings	54
3.4.1	Populated Typology	54
3.4.2	Key Differentiations	56
3.5	Discussion	61
3.6	Conclusion	64

<b>4 Empirical Study II: Exploring Online Innovation Intermediaries in Healthcare</b>	65
4.1 Needs and Goals	65
4.2 Theoretical Underpinning	66
4.2.1 Functions of OIIs	67
4.2.2 Value Potential of OIIs	68
4.2.3 Challenges in the Intermediary Ecosystem	70
4.3 Method and Data	72
4.3.1 Research Approach	73
4.3.2 Data Gathering	73
4.3.3 Data Analysis	76
4.4 Findings	78
4.4.1 Key Activities of OIIs in Healthcare	78
4.4.2 Emerging OII Types	84
4.4.3 OII Value Potential for Healthcare Organizations	87
4.4.4 Reported Challenges	92
4.4.5 Proposed Mitigations	104
4.5 Discussion	104
4.5.1 OII Activities and Types	112
4.5.2 Directions for Further Research	114
4.6 Conclusion	115
<b>5 Empirical Study III: Organizational Adoption of User Innovation Inputs</b>	119
5.1 Needs and Goals	119
5.2 Theoretical Underpinning	121
5.2.1 Organizational Change	122
5.2.2 Adoption of Innovations	123
5.2.3 Distinctions to Present Theory	124
5.3 Method and Data	125
5.3.1 Research Approach	125
5.3.2 Introduction to the Case Company	126
5.3.3 Data Gathering	128
5.3.4 Data Analysis	129
5.4 Findings	129
5.4.1 Knowledge Stage	130
5.4.2 Persuasion Stage	130
5.4.3 Decision Stage	132
5.4.4 Implementation and Confirmation Stages	133
5.5 Discussion	137
5.5.1 Refined Adoption Model of UII	137
5.5.2 Directions for Further Research	141
5.6 Conclusion	142

<b>6 Discussion and Conclusion</b>	145
6.1 Summary	145
6.2 Overarching Discussion	148
6.3 Managerial Implications	158
6.3.1 Implications for HCOs	158
6.3.2 Implications for OIIs	160
6.4 Directions for Future Research	161
<b>7 Annexes</b>	163
<b>References</b>	209