

Connecting Health, Health Care and Public Health Through Service Dominant Logic



S-D
Logic

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Service-Dominant Logic Practice

Essential Concepts

- Implies all economies are service economies
- All organizations are service organizations

People Hire Products to Perform a Service Job



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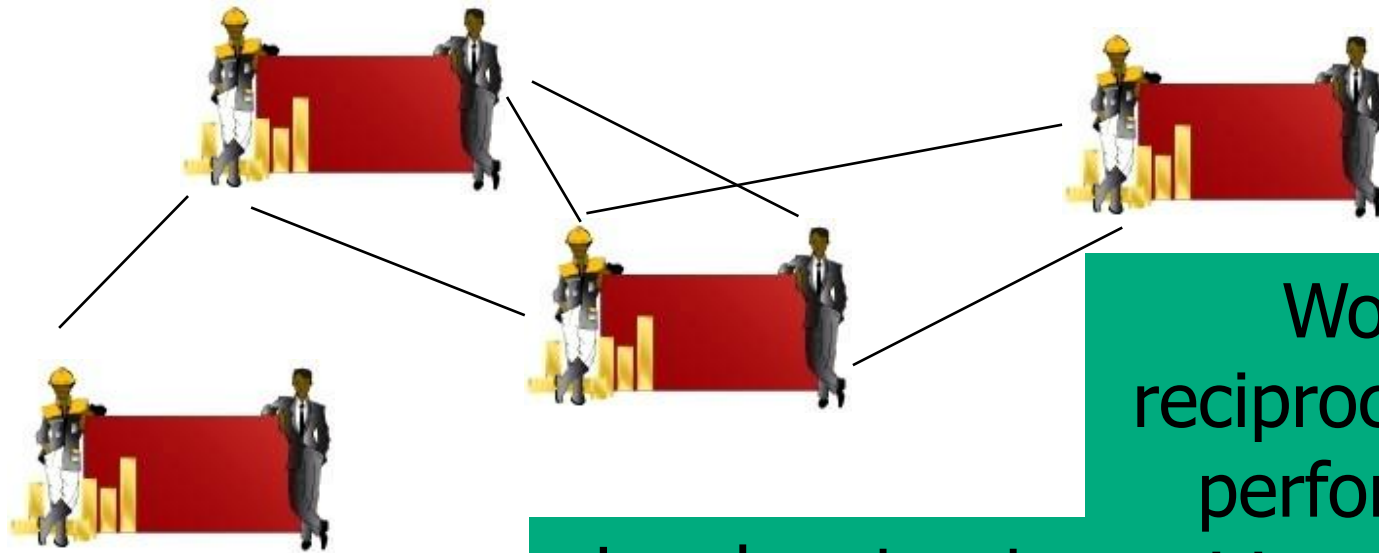


LEADERSHIP AS SERVICE EXCHANGE



Workers are not there to serve the leader....leaders and workers provide service to one another via service exchange.

LEADERSHIP AS SERVICE EXCHANGE



Workers reciprocate -- job performance, citizenship and commitment.

Leaders treat workers with loyalty, respect, affect.

Leaders create high quality service exchange relationships.



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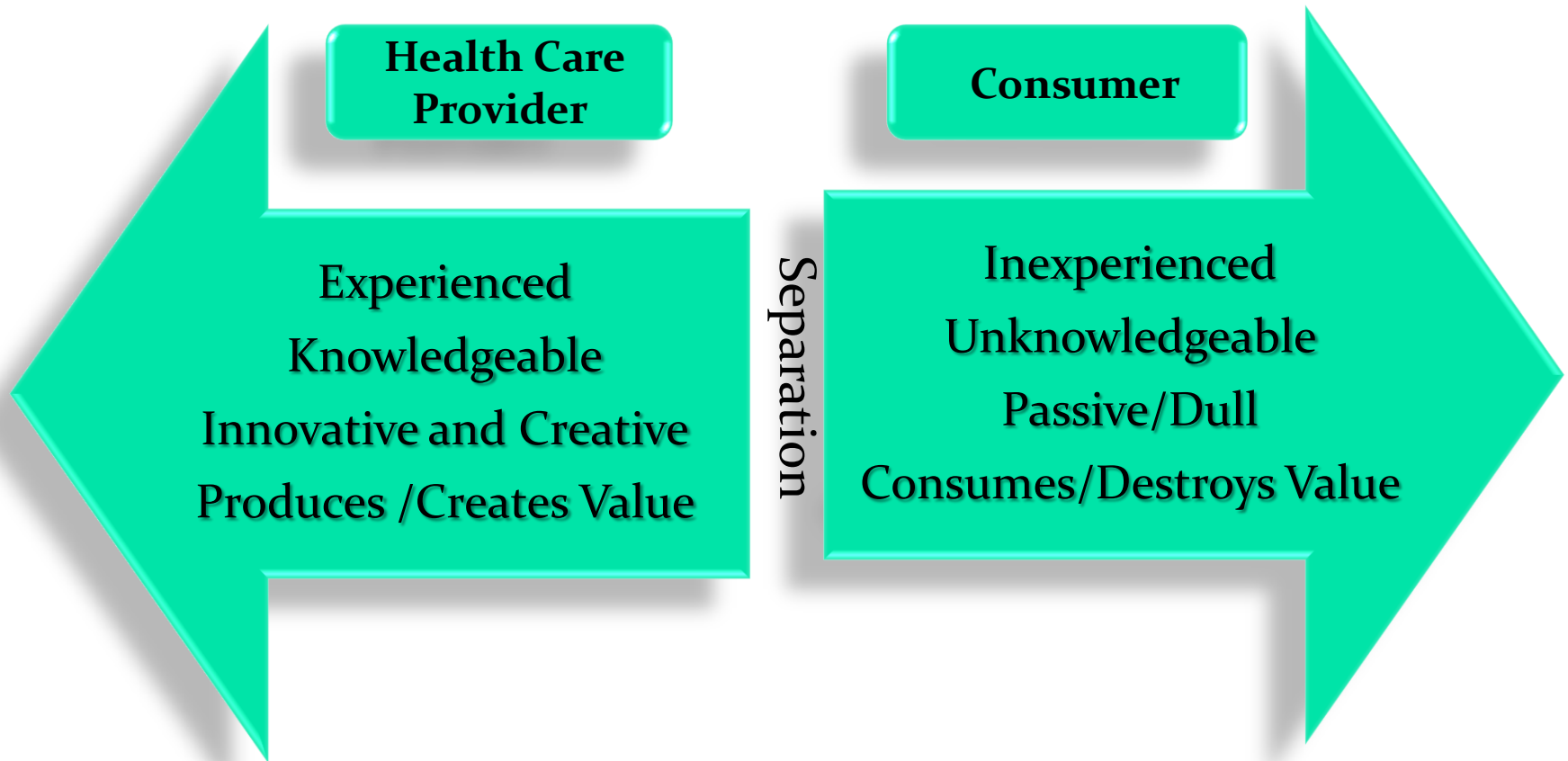
S-D Logic Essential Concepts

- Service, rather than goods, is the basis of economic and social exchange
- Goods are appliances for service delivery
- Value is always determined by the beneficiary
- Value is always co-created
- All social and economic actors are resource integrators



G-D Logic: A Logic of Separation

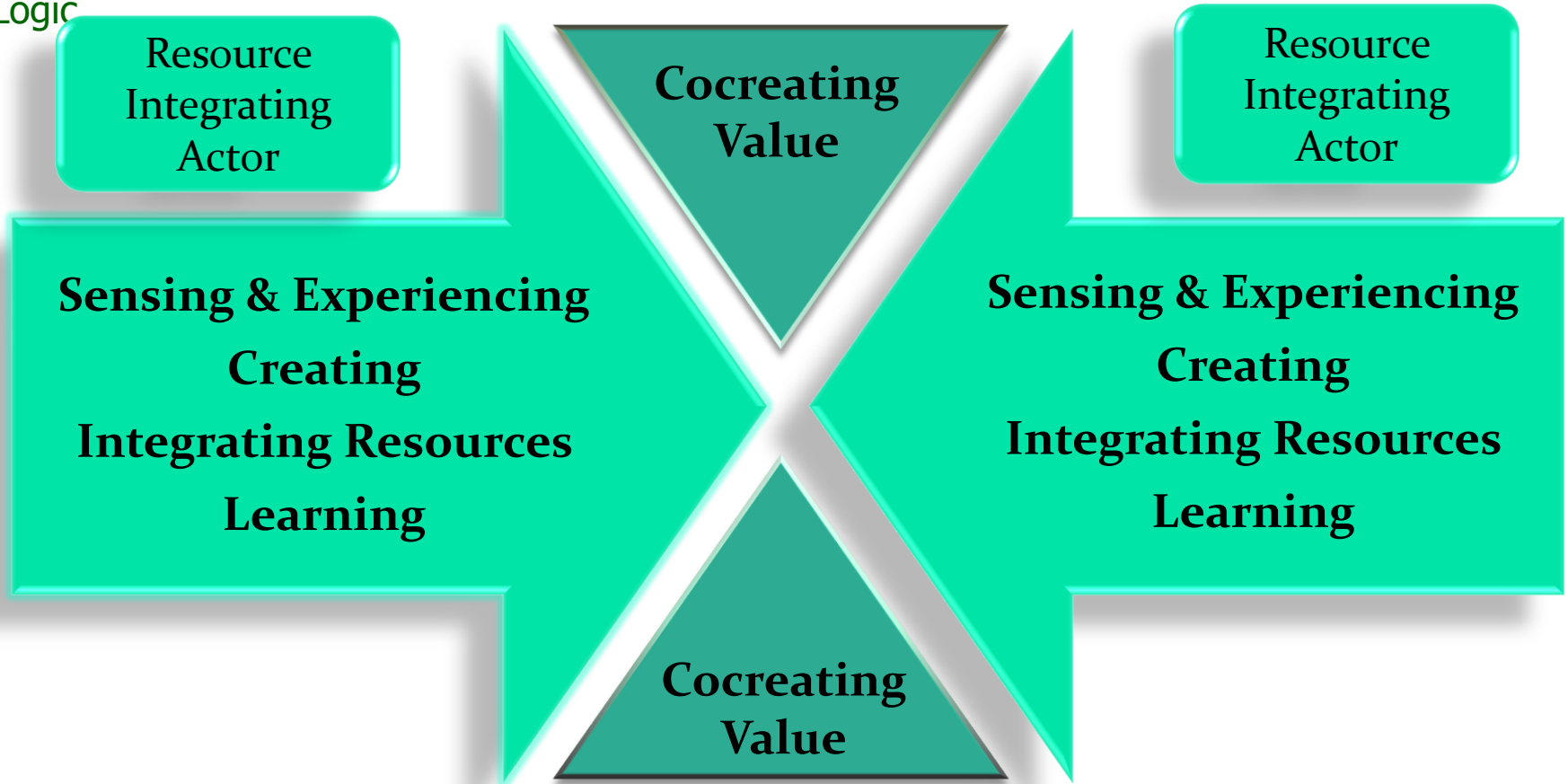
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S-D Logic: Togetherness



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Goods-dominant (G-D) Logic

- Purpose of economic activity is to make and distribute units of output, preferably tangible (i.e., goods)
- Goods are embedded with utility (value) during manufacturing
- Goal is to maximize profit through the efficient production and distribution of goods
 - goods should be standardized, produced away from the market, and inventoried till demanded

**Firms exist to make and sell
value-laden goods**



Contrasting G-D and S-D Logic

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Goods Logic is About Nouns

- **Health Care Workers**
- **Hospitals**
- **Clinics**
- **Medications**
- **Devices**
- **Vaccinations**
- **Agencies**
- **Organizations**

Service Logic is About Verbs

- **Healing**
- **Caring**
- **Empowering**
- **Educating**
- **Preventing**
- **Learning**
- **Recovering**
- **Dying**



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Health vs. Health Care

What customers value

Health

Sense of well being

What producers supply

Health and Preventive
Care

- Hospitalization
- Ambulatory care
- Medications and devices
- Preventive Measures
- Public Health Initiatives

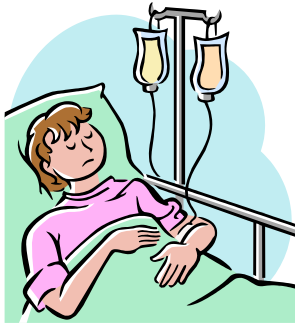
Life-style and behavioral enhancements bridge these domains – Social marketing should create the bridge

Health Capital



Consumption of health capital

Production of health capital



Health producing activities

Health and preventive care

Education and learning

Income

Increasing age

Disease and disadvantage



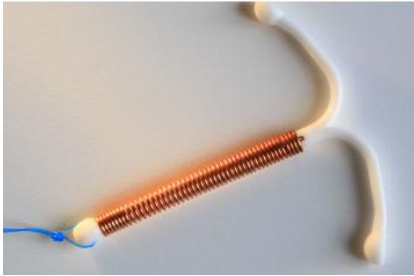
Increasing Health Capital



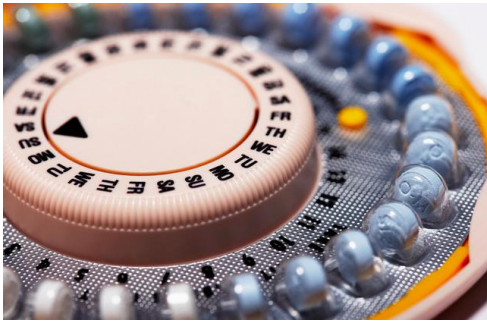
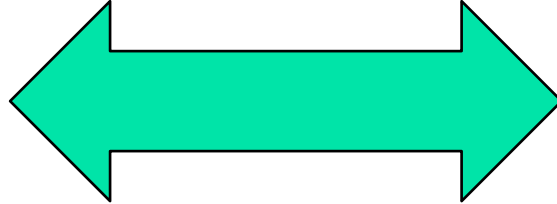
Two views of family planning



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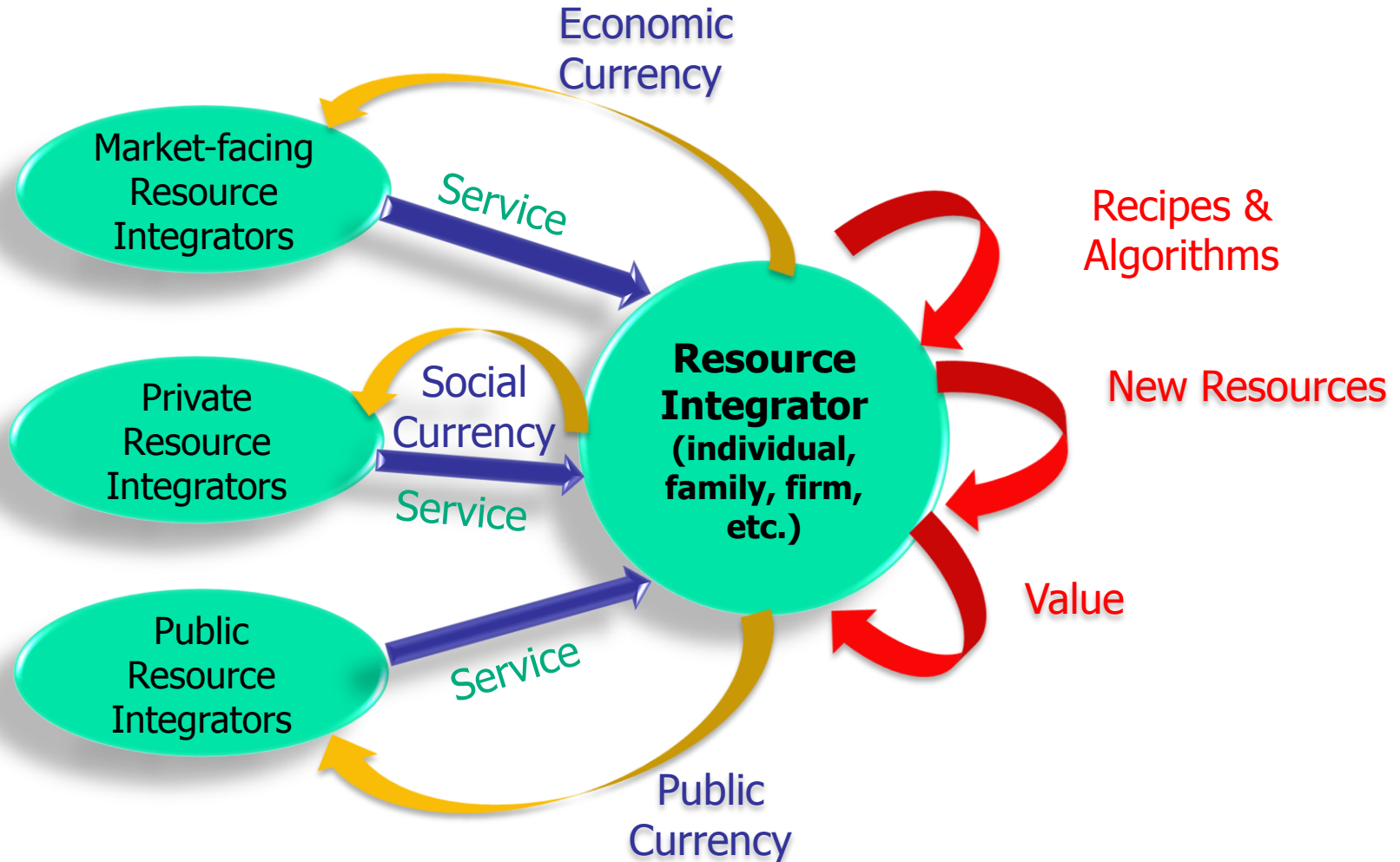


Value Co-creation:

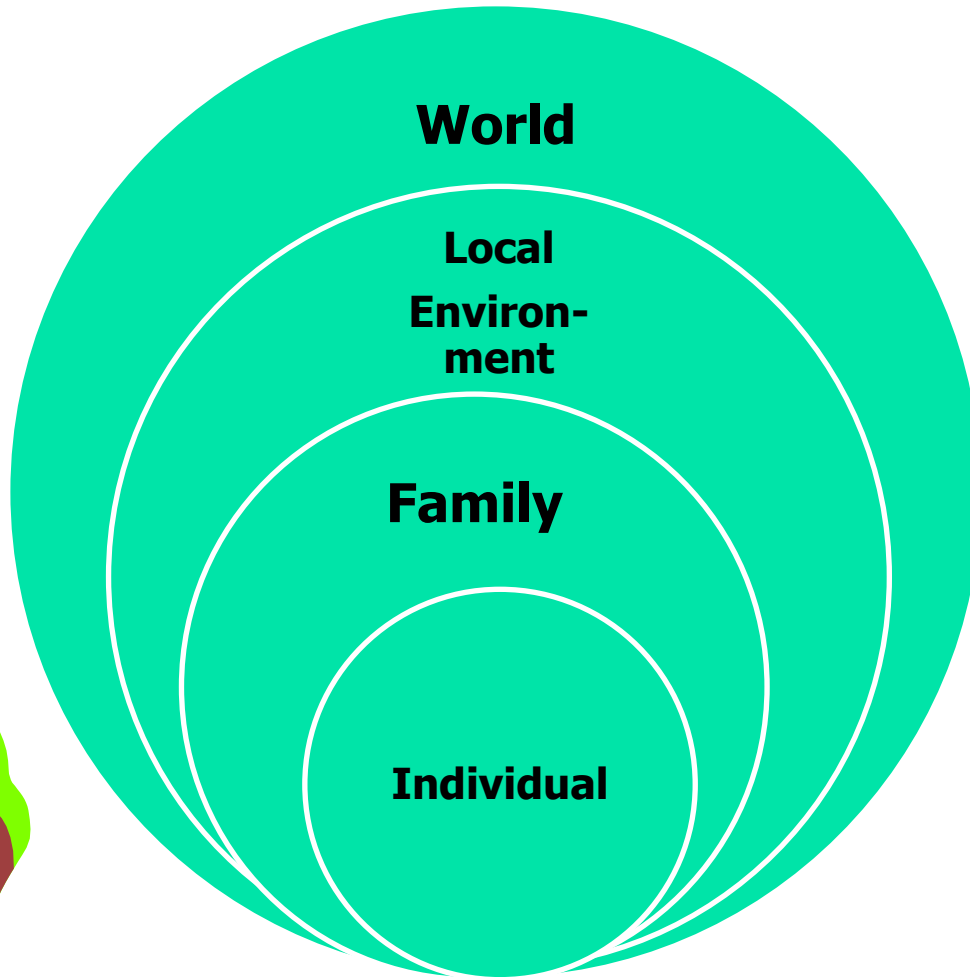
Resource Integration, Recipes, Innovation



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Ecosystems in Health



Individual health and well-being (ecosystems themselves) are embedded in overlapping ecosystems

Viability Service Ecosystems (Society)



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RESEARCH PROGRAM ON CONVERSION PROCESSES

**Healthy,
Knowledgeable
& Skilled
Specialized
Individuals**

**Actors with
Agency
(providing
service and
gaining service
rights)**

**Massive Value
Co-Creation**

**Viable System
(Society)**

*Direct & Surrogate Indicators
Objective & Subjective Indicators
Sampling & Big Data*

THANK YOU

For more information visit:
www.sdlogic.net



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