

A Strategic Framework for the Development, Implementation and Management of Digital Platform Ecosystems in Healthcare

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ABSTRACT

Purpose: Several studies have shown that community management and platform engagements promote value co-creation in the automobile, housing, e-commerce, education and IT industries. The potential of digital technologies to support more inclusive and sustainable growth is transforming traditional business ecosystems. However, this value co-creation in digital platform ecosystems has struggled across healthcare due to the challenges associated with privacy, security and data management. By viewing healthcare as a business rather than a social intervention, this study aims to design a strategic framework supporting the development, implementation and management of digital platform ecosystems within the business environment. **Design/methodology/approach:** This study builds upon existing literature on value co-creation strategies, implementation initiatives, and interoperability management requirements, as well as leveraging data and insights from a survey to develop a management framework for digital platform ecosystems in healthcare. **Findings:** The study shows that a strategic framework provides a systematic approach to integrating multiple actors in developing, implementing and managing healthcare platform ecosystems. It also offers practical implications and recommendations for healthcare delivery and service providers. **Originality/value:** The researchers present an original framework based on in-depth theoretical and empirical studies of the digital platform ecosystem in healthcare. Moreover, they demonstrate the application of this framework by assessing a selected digital platform ecosystem.

Keywords: digital platform ecosystems, healthcare, management, value co-creation, interoperability, actor engagement.