The Lived Experience of Wearable Diabetes Technology for Adolescents with Type 1 Diabetes and Caregivers

How to cite:

© 2021 Simona Radu

https://creativecommons.org/licenses/by/4.0/

Version: Poster
Wearable Diabetes Technology (WDT)

WDT such as insulin pumps and continuous glucose monitors augment treatment, improve outcomes and reduce the burden of diabetes (Allen and Gupta, 2019). WDT has predominantly been examined in areas such as clinical health and technological design. A service marketing and public management perspective could provide insights into how value emerges from the customer’s situated realities.

Value in experience

Value is a top marketing priority and key metric for success (Vargo and Lusch, 2004; Grönroos, 2008; Osborne, 2017). Exploring value in experience involves looking at the experience lived within the customers' world in relation to time, space, people and their body.

Project Aims

This project aims to explore:
1. The phenomenon of wearable diabetes technology lived within the social, embodied, spatial and temporal realities of adolescents.
2. Value emerging from this experience and how it leaves adolescents ‘better off’ or ‘worse off’ (Grönroos, 2008).
3. The role of wearable diabetes technology for adolescents and caregivers.

Implications

- Inform strategic planning with implications for theory, policy and practice.
- Advise healthcare providers on how to offer optimised service that aligns with the goals and needs of adolescents and caregivers.

References:
JDRF, the type 1 diabetes charity. 2021. Facts and figures about type 1 diabetes - JDRF, the type 1 diabetes charity. [online] Available at: https://jdrf.org.uk/information-support/about-type-1-diabetes/facts-and-figures/