## Type 1 Diabetes (T1D)

T1D is an autoimmune disease that occurs when the body stops producing insulin, an essential hormone that controls glucose levels in the blood. It requires intense management including:

- Blood glucose monitoring
- Daily insulin delivery
- Carbohydrate counting
- Monitoring and exercise

Uncontrolled diabetes management can lead to gradual damage to the nerves and blood vessels, eyes and kidneys, with increased risk for cardiovascular disease, stroke and mortality (Lind et al., 2014).

## Background

Value has been identified as a key research priority. This study takes a service marketing perspective into a UK healthcare context, drawing from several analytical frameworks on value creation (Vargo and Lusch, 2004; Grönroos, 2008; Voima et al., 2010).

## Project Aims

This project aims to explore value in the lived WDT experience for adolescents with T1D and caregivers. It seeks to understand what adolescents and caregivers understand as positive and negative value (feeling better off or worse off) in the context of their lifeworld and how value emerges and it is created (Grönroos and Voima, 2013).

## Advisory Phase

This study included three online public involvement consultations with 8 adolescents and 4 caregivers. The research advisors made valuable comments on the relevance of topic, research questions, research materials and data collection tools.

## Main study

This project adopted a phenomenological approach.

**Data collection:**

- 10 semi-structured interviews with caregivers
- 14 semi-structured interviews with adolescents
- 6 qualitative diaries from adolescents

**Data analysis:**

- van Manen’s (1990) phenomenological analysis including the five phenomenological dimensions: embodiment, sociality, spatiality, temporality and materiality.

## Findings

The findings of this study suggest that:

- Value in the lived experience of WDT is fluid, dynamic and bound within the participants’ lifeworld. It takes positive and negative notes and is contingent on the customers’ situated realities and the fulfilment of fundamental needs and goals.

- Whilst positive value is often actively created, negative value is not intentional and emerges from the lived experience with the technology. In response, adolescents and caregivers devise a series of coping strategies to prevent negative value emergence.

## Method

It’s hard and there are times when you cry, but the technology definitely helps you get through more than before... rather than just trying to be alive (...) it just lets you enjoy everything which everyone else would have, and that’s the most important thing about technology, it just lets you live’

Julia (18, Interview)

### Positive value

- Ability to protect adolescent
  (Safety, Improved health
  Control over T1D)

- Ability to support adolescent
  (Improved T1D management,
  Reduced focus on T1D,
  Knowledge, Independence,
  Access to WDT for adolescent)

- Reassurance,
  Reduced focus on T1D,
  Improved sleep, Normality
  Reduced burden of T1D

- Improved relationships,
  Raising awareness of T1D and
  WDT, shared knowledge,
  Access to T1D for others

### Value in the lived WDT experience (caregivers)

- Limited ability to protect adolescent
  (Physical discomfort, Potential danger, Emotional distress)

- Limited ability to support adolescent
  (Limited access to WDT, Limited autonomy)

- Goals concerning the adolescent
  (protecting and supporting)

- Goals/needs related to the self
  (personal wellbeing)

- Social goals/ needs
  (social cohesion)

### Negative value

- Loss of privacy, Feeling misunderstood, Interpersonal conflict

### Goals/needs related to the physical body
(staying alive)

- Physical discomfort (pain, marks; blood exposure)
- Feeling unwell, Loss of sleep
- Continuous attachment, Potential danger, Worry and fear, Emotional distress

### Goals/needs related to the individual self
(living)

- Independence, Freedom
- Saving time, Personal goal achievement
  (education, sports, career)
- Reduced interruptions
- Reduced focus on T1D,
  Improved T1D management

### Social goals/ needs (being with others and like others)

- Embarrassment, Loss of privacy,
  Feeling different, Feeling misunderstood, Interpersonal conflict

## Implications

This project contributes to service marketing literature by taking a consumer perspective into value and value creation. Understanding value in the lived experience of WDT can help providers align service with the customers’ goals and needs, minimising negative value emergence and promoting positive value creation.

## References

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