



Prof. Dr. Gaby Odekerken-Schröder (Maastricht University, School of Business and Economics, Department of Marketing and Supply Chain Management).

Title:

‘Shaping the Future of Healthcare: Field Studies in Progress.’

Abstract:

This interactive seminar offers a glimpse into ongoing field studies shaping the future of healthcare, with a focus on service robots. Drawing from ongoing research and pilot projects, we will explore how service robots are transforming care settings, enhancing patient outcomes, and supporting healthcare professionals. Attendees will gain insights from collaborative projects between healthcare providers, researchers, and industry partners, showcasing the practical applications of robots in elderly care, mental health, and patient support. Join us for an interactive discussion on how these emerging technologies are set to redefine the healthcare landscape.