

## **Expertise of experience in co-development of social and health care services: Self-promotion and self-dismissal as interactional strategies**

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Contemporary social and healthcare services exhibit a major cultural change toward increasing client involvement in the development of services. This trend has given rise for a new group of experts who are invited to bring forward their experiential knowledge as client representatives in ministerial committees and service co-development groups, where they are expected to work side-by-side with clinical professionals. In the co-development processes, the client representatives are given the role to bring experiential knowledge into the joint discussion. Still, despite their equal right to participate in the service development with professionals, the possibilities of the client representatives to contribute to the actual decision-making has been noted to be restricted. Our presentation investigates the initiating turns-at-talk that the client representatives make in the context of decision-making in co-development workshops. Our interest lies in how the client representatives design these turns-at-talk, how they express their experiential knowledge, and how these turns-at-talk are responded to by the professionals.

Our data consist of four audio and video-recorded co-development workshops (16 hours of interaction) held in two large governmental social and healthcare organizations in Finland as a part of the project *Social and healthcare professionals as experts on client involvement*. The aim of these workshops was to promote work practices that would enhance clients' involvement in their own care, as well as in the planning and development of the social and healthcare services. In each workshop, there were approximately 15 participants involving professionals, managers, clients, experts-by-experience, and facilitators. The workshop interaction was analysed by means of conversation analysis.

Our data exhibits a systematic pattern linking the self-promoting and self-dismissing turns-at-talk by the client representatives to specific types of responses by the professionals. When the client representatives promote their expertise in experiential knowledge as relevant for making decisions, their contributions are disregarded by the professionals. If, however, the client representatives dismiss their experiential knowledge to be irrelevant for the decision-making activity at hand, that knowledge is subsequently treated as important and even applaudable by the professionals. Thus, paradoxically, in order to gain deontic relevance for their views, the client representatives need to retreat from their position as experts of experience.