Different paths for sustainability through PSS

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Scenario

- Pressures from globalization lead manufacturing companies particularly in the healthcare sector to increasingly incorporate services into their offerings. They shift their core business processes to become solution providers such as Product-Service Systems (PSS) and create value for their customer base.
Globalization

Healthcare
PSS definition

“A system of products, services, supporting networks and infrastructure that is designed to be: competitive, satisfy customer needs and have a lower environmental impact than traditional business models” (Mont, 2001).
Scenario

Globalization

Manufacturing companies

Solution

Customers
Supporting networks
Manufacturing companies
Service industries
Environment
Government and society
PSS
PSS Focus

Provider-pushed → Customer-pulled

PSS provider  Customer organization

Maintains and ensures operability of the equipment
Study objective

• This paper investigates how the pressures from the business environments constitute drivers for PSS development.
Field research design

• Methodological approach: Case-based research
• Focus: Healthcare sector – equipment provider
• Semi-structured interviews with managers and engineers involved in the PSS

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Drivers for PSS

- There are 3 drivers for PSS: Financial, Operational and Environmental:
  1. Regulation of the relationship between PSS provider and customer
  2. Level of investments into the public healthcare sector;
  3. Customer’s ownership for the equipment;
  4. Drive towards technological advancements;
  5. Customer’s interaction with the equipment;
  6. Need for service support.

- Denmark – owing the equipment
- Brazil – PSS solution
Environmental impact

- Energy consumption;
- Lifetime – equipment upgrade after two years;
- Refurbish and reuse some material from existing equipment.
Thanks!

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