

Competing Logics? A case study on the coexistence of integrated care and customer-choice in the organisation and provision of home-based care in Sweden

Rebecka Ström Falk ¹, Anneli Stranz ¹, Ricardo Rodrigues ², Kai Leichsenring ², Lennarth Johansson ^{3,4}, Pär Schön ^{3,4}

¹ Department of Social work, Stockholm University, Sweden, ² European Centre for Social Welfare Policy and Research, Austria, ³ Aging Research Center, Karolinska Institutet & Stockholm University, Sweden, ⁴ Stockholm Gerontology Research Center, Sweden

Aim. The aim of this article is to provide insights on the coexistence of integrated care and customer-choice in the organisation and provision of home-based care. **Method.** This article draws upon qualitative case study research, carried out in the home-based care organisation in Norrtälje municipality, Sweden. The results are analysed using a theoretical framework based on the concepts of institutional logics and logic multiplicity. **Findings.** The results show that the logics of integrated care and customer-choice are manifested in the organisation and provision of home-based care through goals, principles and practices. The organisation incorporates different components of the logics which ultimately brings possibilities for both compatibility and contradiction in the provision of care. The coexistence of integrated care and customer-choice has resulted in challenges related to user-responsiveness and fragmentation in care provision, resulting in lack of continuity and deficiencies in communication.

Discussion. We conclude that integrated care is the dominant logic in the organisational foundation of home-based care. However, the use of customer-choice has complicated the process of integration by advocating provider diversity and the notion of older people as consumers. Thus the logics coexist with some tensions with regard to the practices of home-based care.