



# PERSON CENTERED CARE

## Transforming Systems and Services to Achieve Better Outcomes for All

From JSI's Behavior Initiative

### JSI'S GLOBAL LEADERSHIP IN PERSON CENTERED CARE

JSI is **shifting the global paradigm of health systems and service delivery**. We are disrupting medical paternalistic norms that expect people and their circumstances to change to enable access to health services. Instead, we are putting the person at the center and focusing on how systems and services can be shaped to meet the person where they are. We use **behavioral science** to understand the preferences and motivations of the individual and **examine each level of the system and service delivery context** to transform each person's experiences and enhance outcomes.

Our Behavior Initiative harnesses JSI's collective global experience and thought leadership on person centered care to share **cutting-edge practices** with our donors, partners, and across our global and domestic divisions, projects and staff. Through coalescing our resources and examining the evidence-base, we have developed a common

framework through which person centered care is operationalized.

JSI's Person Centered Care Framework integrates **the human-rights based approach** through focusing on the Rights Holder (person) and the obligations of the Duty Bearers (providers, policymakers, etc). The **five principles** that surround the Rights Holder establish a common vision of person centered care that are inclusive across different health technical areas and settings. Implementing person centered care requires multi-level changes. The principles can be operationalized and assessed at each socio-ecological level (policy+environment, health system, facility, community, family and individual) through interventions within **six domains**, as labeled on the outside of the Framework. Each dot within the Framework represents the intersection of how the principles can be operationalized in each domain at different, oftentimes overlapping, levels. Our Framework overleaf includes a snapshot of some of JSI's work in each domain at different levels.

### Person Centered Care

Person centered care acknowledges people's essential human dignity, **treating people as individuals** and finding out what is important to them, and relevant to their treatment and care. Person centered care is collaborative, localized and rights-based healthcare designed and delivered with the individual at the center. It purposefully engages all stakeholders across the socio-ecological framework as **active contributors** to health systems, services, products, supply chains and experiences. This ensures responsiveness to the individual's needs and preferences.

Person centeredness is an important function for improving system performance. Person centered systems contribute to a variety of benefits for both the user and the system including improved access to care and health outcomes, increased health literacy, higher rates of patient satisfaction, improved job satisfaction among the health workforce, and more efficient and cost-effective services. In addition, it improves health outcomes and a meaningful quality of life.



As a global leader in person centered care, JSI is scaling up person centered approaches worldwide. We will host a knowledge hub and look forward to convening a global dialogue on the issue.

*Please contact [bi@jsi.com](mailto:bi@jsi.com) for further information.*

# JSI's Framework for PERSON CENTERED CARE

## CStock

In Kenya, JSI's affiliate inSupply redesigned cStock, a supply chain strengthening approach adapted in low resource settings to help accommodate community volunteers with low literacy levels in remote areas with limited network coverage.

## Total Market Approach to Condom and Lubricants Programming (TMA)

In Nigeria, TMA involves multi-level stakeholders at the policy and financial level taking into account the religious, cultural, and ethnic diversity to help improve service access such as discrete walk-in clinics for men and one-stop shops for adolescents.

## L10K

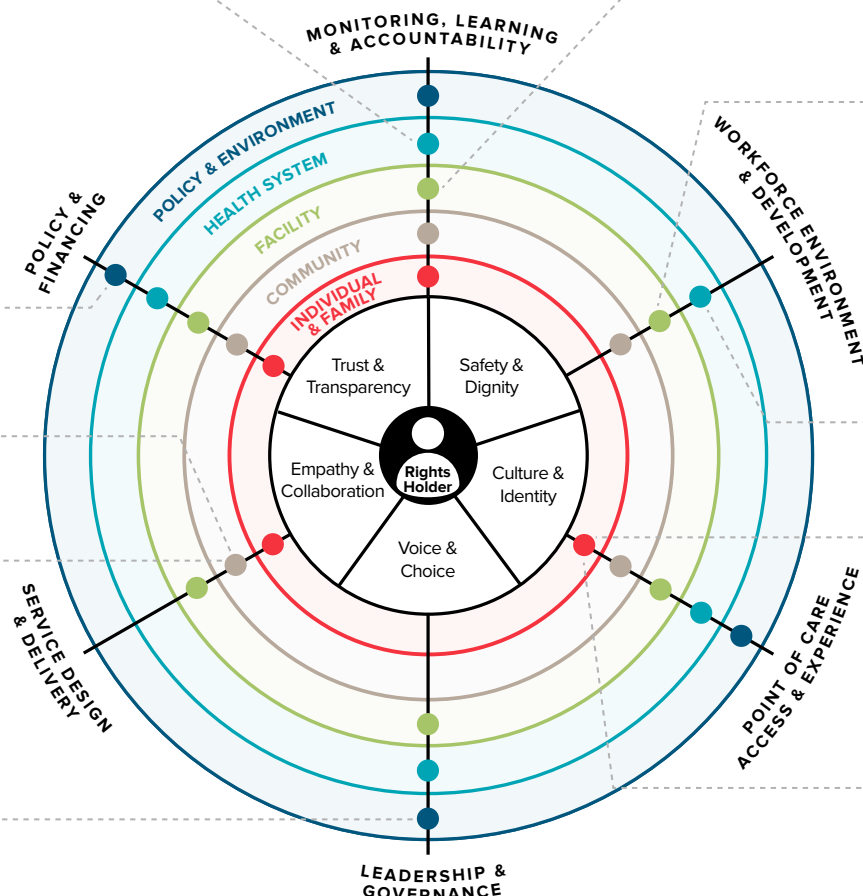
L10K supported birth preparedness and emergency readiness by creating a tool for health extension workers to develop individualized birth preparedness and postpartum planning.

## Universal Immunization through Improving Family Health Services (UIFHS)

In Ethiopia, JSI supported community engagement in the immunization micro planning process, enabling health care workers to design and adapt services to ensure they are person centered.

## Subcutaneous DMPA Access Collaborative

JSI and PATH are supporting governments in >20 countries to create policy for the full introduction of DMPA-SC, working to ensure that systems enable informed choice for individuals and support self-care.



## USAID Digital Health Activity

By using data to inform and improve how services are delivered, the USAID DHA project supports the MOH of Ethiopia in its goal to deliver person centered care.

## Rapid Immunization Skill Enhancement (RISE)

In India, under the Gavi HSS Phase 2 Grant, JSI developed an on-demand learning system which enables providers to deliver person centered care through ensuring that they are continually available at the point of care and engaged.

## USAID Advancing Nutrition

Through this global project, JSI developed the Responsive Care and Early Learning Addendum package which helps providers understand a child's development and to listen, trust and support caregivers during counseling so that the care provided is responsive to the family's needs and context.

## USAID Cure Tuberculosis Project

In the Kyrgyz Republic, JSI developed an algorithm, which describes how to support different types of patients at different stages of their treatment process through a tailored psychosocial support program.

## Strengthening the Continuum of Care

In Ghana, JSI brings HIV treatment services closer to people by caring for them and providing ART refills at multiple points of care: in facilities, communities and in homes based upon each person's needs and preferences.