Re-imagining TB Care
What does Stop TB Partnership have in common with Apple?
5 March 2024 | Geneva, Switzerland
Introductory remarks

Jackie Huh
Head, External Affairs & Strategic Initiatives
Stop TB Partnership
STBP’s Operational Strategy & Innovation “Petal”
Welcome remarks

Dr. Lucica Ditiu
Executive Director,
Stop TB Partnership
Congratulatory remarks

Amb. Seongmee Yoon
Deputy Permanent Representative,
Permanent Mission of the Republic of Korea
Why people-centered design

Montana Cherney
Associate Partner and People-centered Design Expert
McKInsey & Company
People-centered design (PCD)

PCD is a **mindset and approach to inspiring and co-creating solutions** that are centered around understanding the behaviours, experiences, feelings, and circumstances of the people who will be accessing or delivering the product or service being designed.

01 – Multi-disciplinary collaboration and decision making
02 – Centered on people in their context
03 – Creativity and iteration
Uncovering what users need and want

I want to capture my vacation for my friends

I want to stay connected with family when away

Source: Unsplash.com

Designing services and products to meet those needs and wants

All users: Apple's diverse and inclusive approach can inspire TB and global health

Customers

“I no longer have to face the barrier of the cash register thanks to Apple”

“I feel empowered to provide guidance”

Experts (sales associates)

Geniuses (support specialists)

“I’m able to channel my expertise through appointment only service”

TB affected people

NTP Managers

Implementing partners

Apple’s design ethos: users are first and foremost

➔ User-centric approach
➔ Simplicity and minimalism
➔ Integration of design and engineering

We can find roots of the most iconic Apple devices in their 1980s prototypes.
How can Apple’s approach to user-centricity inspire TB and global health initiatives?

Source: https://www.embraceglobal.org
How can Apple’s approach to user-centricity inspire TB and global health initiatives?

Embrace’s PCD approach to deliver a portable incubator

Apple continuously engages with users to understand the new features they want most.

What users want from Apple’s new iPhone:
- Longer battery life: 75%
- Shatter-proof glass screen: 66%
- Expandable storage: 44%
- Bring back headphone jack: 37%
- Replace Lightning port with USB-C: 29%
- Improvements to FaceID: 19%
- Faster refresh rate for apps: 18%
- Remove the notch: 10%

Evolution of iPhones based on user wants:

- 2007
- 2023

Photo Credit: X/@andrewjclare

Based on an online survey of 1,665 adults (18+) in the U.S. conducted between Aug. 17-21, 2018. Sources: USA Today, SurveyMonkey
How can Apple’s iterative improvement of their products inspire TB and global health initiatives?

https://www.conrad.org/launchingv/materials/
“V” - a new way to deliver oral PrEP co-created and iterated with young women and health workers in South Africa and Zimbabwe

Sources: https://www.ghspjournal.org/content/ghsp/9/Supplement_2/S261.full.pdf
https://www.conrad.org/launchingv/materials/
What does STBP, TB, and global health have in common with Apple?
PCD enhances traditional TB and global health programming approaches and introduces new ways of thinking and working

3 core tenets of people-centered design

MULTI-DISCIPLINARY COLLABORATION AND DECISION-MAKING
CENTERED ON ALL PEOPLE IN THEIR CONTEXT
CREATIVITY AND ITERATION

Source: https://www.ghspjournal.org/content/9/Supplement_2/S209
Multi-disciplinary collaboration and decision-making

Engagement of multidisciplinary teams from the outset, including community members and frontline healthcare workers to governments and funders, in problem framing, the co-creation of solutions, and decision-making

Source: https://www.ghspjournal.org/content/9/Supplement_2/S209
Centered on all people in their context

Centering of all people’s needs, wants, and contexts - understanding the lived experiences of the people who will access, deliver, and support the solutions

Source: https://www.ghspjournal.org/content/9/Supplement_2/S209


Creativity and iteration

Use of cycles of creative and iterative solution selection and development and the testing and monitoring of the desirability and viability of solutions for all people and key stakeholders.

Source: https://www.ghspjournal.org/content/9/Supplement_2/S209
How can you begin to apply PCD? 3 useful toolkits on how to apply PCD in general

**Design for Health Toolkit**
[https://www.designforhealth.org](https://www.designforhealth.org)

**Human Centered Design for Health**
[https://www.hcd4health.org/resources](https://www.hcd4health.org/resources)

**IDEO.org Design Kit**
[https://www.designkit.org/](https://www.designkit.org/)
RTC PCD Toolkit: for the optimal, rapid, and sustainable roll-out of TB innovations

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>RTC PCD TOOLKIT WEBSITE</th>
<th>RTC PCD TOOLKIT DOCUMENT</th>
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<tbody>
<tr>
<td>RTC PCD Toolkit has been developed to support the implementation of the Stop TB Partnership’s RTC initiative, and is for country stakeholders and partners, including civil society and communities, interested in applying an actionable, structured, creative, and inclusive, and systematic approach to identifying, prioritizing, and selecting TB service and product innovations to transform when, where, and how TB services are accessed and delivered</td>
<td><img src="image1" alt="RTC PCD Toolkit Website" /></td>
<td><img src="image2" alt="RTC PCD Toolkit Document" /></td>
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[Link to toolkit](#)
Spotlight: RTC in Uganda and Viet Nam

Reflections and next steps

Andrew Cross
Strategic Initiatives Manager, Stop TB Partnership
Meet the Walimu team from Uganda

Also part of the Walimu team: Mary Mpakibi, Roger Paul Kamugasha & many others from the community

Stavia Turyahabwe
Achilles Katamba
Talemwa Nalugwa
Joseph Ggita
Olive Kabajjasi
Racheal Ninsiima
Rogers Ssekyango
Richard Senvewo
PCD process in Uganda

Dr Turyahabwe Stavia.

Ministry Of Health Uganda

https://youtu.be/3136cIZB6AY
PCD process: from interviews TO innovation selection

Moving from problem statements to concept notes for the solution

175+ interviews with 4,500 statements captured

Categorized into 15 opportunity areas

Prioritized into 5 focus areas and mapped to innovations

Developed 3 concept notes

Selected 1 innovation
What did people need and want, and what is next for RTC?

Outcome of the PCD process in Uganda

How might we **increase awareness and understanding** of TB among the general population to reduce knowledge barriers to early diagnosis, community stigma and discrimination?

How might we **integrate TB services with other health services** to reduce the cost of travel and risk of stigma without adding to patient wait times and healthcare worker workload?

How might we **promote the integration of information** on infection, prevention, and control services (IPC) into routine care for healthcare workers?

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Digital innovations to empower and connect community health workers (CHWs)

- DHIS2 enabled TB data, not real-time and only accessible in facilities
- Mobile access, connecting to a cross-disease platform
- Explore AI-enabled tools across the cascade of care
- Digital forum to connect CHWs

WHAT IS NEXT IN UGANDA AND VIET NAM?
Digital innovations to empower and connect frontline CHWs

Extending the national HMIS to CHWs and Village Health Teams (VHTs) with digital and AI-based innovations

WHAT IS NEXT IN UGANDA AND VIET NAM?
Meet the FIT team from Viet Nam

Also part of the FIT team: Andrew Codlin, and many others from the community

Luan Vo  
Rachel Forse  
Trang Nghiem  
Thanh Nguyen  
Hung Nguyen  
Anja Wiemers  
Patrick Tiffany

Linh Huynh  
Chi Hoang  
Hung Nguyen  
Tra Vu  
Thuy Dong  
Lan-Nguyen  
Ngoc Pham

Ngan Huynh  
Huong Mo  
Han Nguyen  
Dzung Pham  
Chi Nguyen  
Huy Huynh  
Nga Nguyen
Implementing People-Centered Design Process in Viet Nam

Assoc. Prof. NGUYEN BINH HOA
Vice Director of Vietnam’s National Lung Hospital
Deputy Manager of Vietnam’s National TB Program

https://youtu.be/qlsbinH3wQk
What did people need and want, and what is next for RTC?

Outcome of the PCD process in Viet Nam

01. How might we **extend Active Case-Finding (ACF)** and diagnostic services to all levels from provincial to district to commune, using portable, AI-enabled diagnostics?

02. How might we unify and strengthen data systems for TB management, by **digitizing paper-based workflows**?

03. How might we systematically **increase access to financial protection** across the entire cascade of TB care?

**Provide Social Health Insurance (SHI) and financial support using digital tools and innovation.**

- **Facilitate payments to person’s bank/mobile wallet.**
- **Identify eligible individuals.**
- **Measure immediate and long-term impact.**
Provide SHI and financial support using digital tools and innovation

Leveraging existing infrastructure to fulfill UNHLM targets, support eligible individuals, and generate evidence of impact

TB survivor, Hai Phong Province:

“Dealing with TB isn't just about not being able to work; it's a real hit on your wallet. I need to visit the TB Unit once a month to get medicine, but I can’t go there on my own. I need nutritional support costs, check-ups, and trips to the clinic – adding all those up, it’s a lot. It's like an extra layer of suffering to be a burden to your family.”

Inclusion criteria determined via VITIMES

Funds distributed through PASTB to TB-affected people

Photo: TB-affected individual receiving financial support
Why include PCD in our work

Aligning interventions with what people want makes them better, and more likely to scale

It gives the people real **ownership** of what is going to happen in the country. And they are more likely going to **use the service** and it is likely that this **would be a success**.

- Dr. Stavia, Uganda

This approach not only enhances the quality of care but also fosters a **sense of ownership and responsibility** within the healthcare system, so we can move closer to a world free of TB.

- Prof. Hoa, Viet Nam

I feel that I am encouraged to express myself here. **My experiences and opinions are respected**, and I feel that they are valued.

- TB Survivor, Viet Nam

We really **involved all different kinds of stakeholders**, and we still meet and call them. RTC has done a good job in bringing us together.

- Walimu team, Uganda

**Why include PCD in our work?**

1. People know what they need and want, but we need to take the time to **listen and understand**

2. PCD process can ensure a diverse and inclusive group of country partners are **part of the decision-making process**

3. PCD process ensures selected innovation is **based on people’s need and want**

4. Selected innovation based on people’s need and want **accelerates scale-up**
Reflections and questions from the audience
We would love your feedback

1. What questions do you still have about RTC or PCD?
2. What is most helpful about the RTC PCD toolkit?
3. How might you apply this in your work, whether for TB or other programs?
4. What would you like to see more of? Less of?
Closing remarks

Jackie Huh
Head, External Affairs & Strategic Initiatives
Stop TB Partnership
## Opportunities to engage with RTC

We want to expand our RTC collaboration group, connect with new partners, and share our experiences

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![Toolkit and feedback on the approach](image1)

![Collaborations or expansions on the introduced innovations](image2)

![Future events to update on progress, and opportunities to work with new partners](image3)
This project has also been/is partially supported by Cooperative Agreement Number NU2GGH002166 from the Centers for Disease Control and Prevention of the United States Department of Health and Human Services. The contents of this presentation are solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention, the Department of Health and Human Services, or the United States government.
Thank you for being part of the RTC journey!