



Re-imagining TB Care

What does Stop TB Partnership have in common with Apple?
5 March 2024 | Geneva, Switzerland

Introductory remarks

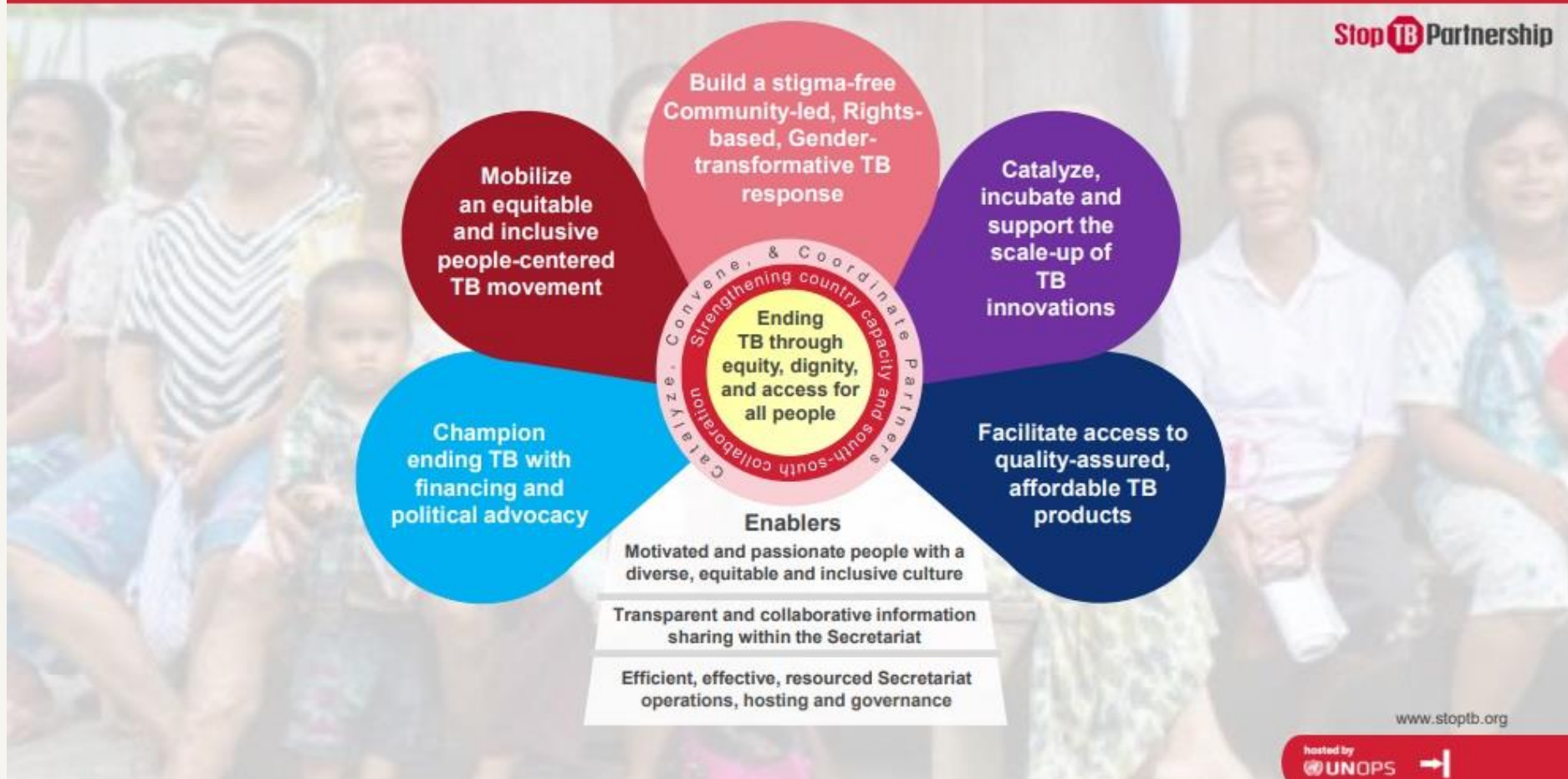
Jackie Huh

Head, External Affairs & Strategic Initiatives

Stop TB Partnership

STBP's Operational Strategy & Innovation "Petal"

2023-2028 Operational Strategy for the Stop TB Partnership Secretariat



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



Source: <https://www.apple.com/uk/shop/buy-iphone/iphone-15-pro>

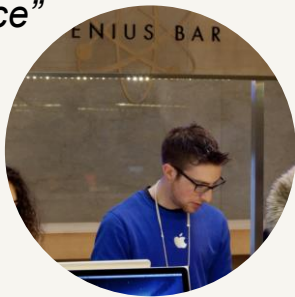
All users: Apple's diverse and inclusive approach can inspire TB and global health

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



Healthcare providers & community healthcare workers

Apple's design ethos: users are first and foremost

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

iPhone



1980s



2007

iPad



1980s



2010

Apple watch



1980s



2015

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?



How can Apple's approach to user-centricity inspire TB and global health initiatives?

Embrace's PCD approach to deliver a portable incubator



Incubator at NICU



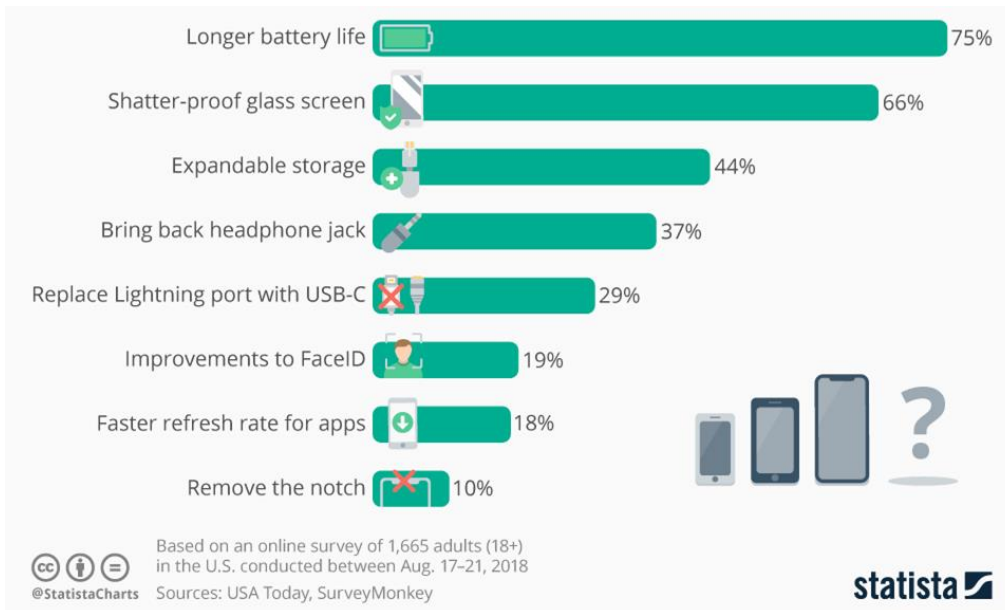
Remote area in Nepal



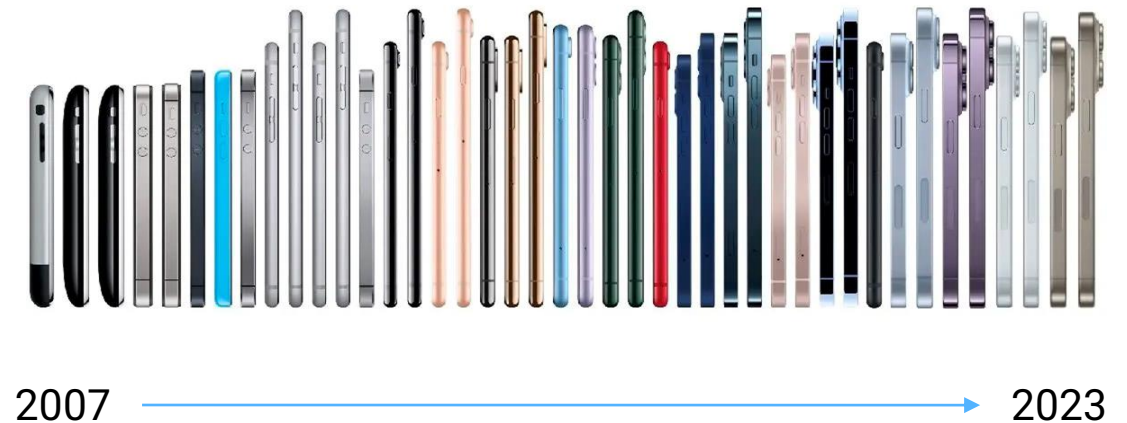
Embrace portable incubator

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

What users want from Apple's new iPhone



Evolution of iPhones based on user wants



How can Apple's
iterative
improvement of
their products
inspire TB and
global health
initiatives?

<https://www.conrad.org/launchingv/materials/>



IT'S IN
YOUR
POWER
TO STAY
NEGATIVE,
SISTA!

Be confident that you can keep yourself negative with V, a new form of PrEP. Ask the nurse about it.

How can Apple's iterative improvement of their products inspire TB and global health initiatives?

“V” - a new way to deliver oral PrEP co-created and iterated with young women and health workers in South Africa and Zimbabwe



Starter kit

Original poster, South Africa

Updated posters based on co-creation and iteration with users in Zimbabwe

What does STBP, TB,
and global health
have in common
with Apple?



Stop  Partnership

hosted by
 UNOPS

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

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



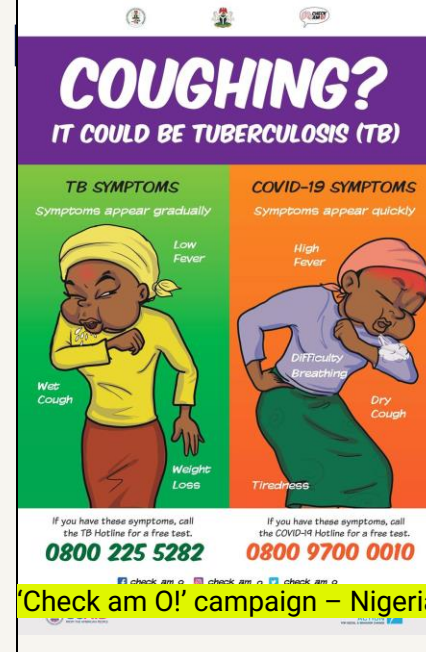
Centered on all people in their context

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



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



'Check am O!' campaign – Nigeria

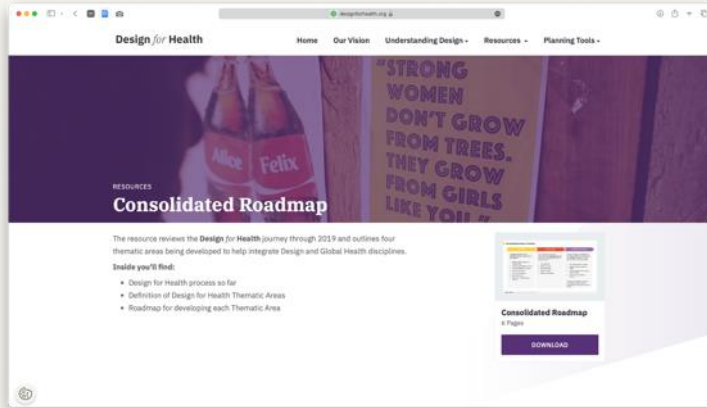


Project Axshya – Bulgam Bhai - India



Workshop in Viet Nam

How can you begin to apply PCD? 3 useful toolkits on how to apply PCD in general



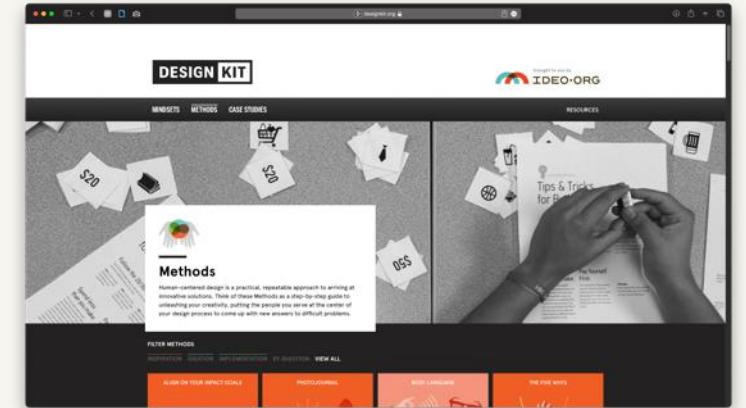
Design for Health

Design for Health Toolkit
<https://www.designforhealth.org>



unicef

Human Centered Design for Health
<https://www.hcd4health.org/resources>



IDEO.ORG

IDEO.org Design Kit
<https://www.designkit.org/>

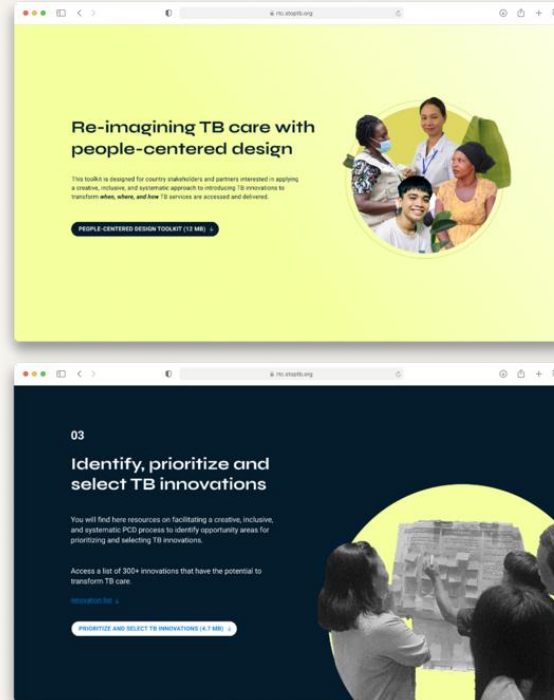
RTC PCD Toolkit: for the optimal, rapid, and sustainable roll-out of TB innovations

DESCRIPTION

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

[Link to toolkit](#)

RTC PCD TOOLKIT WEBSITE



RTC PCD TOOLKIT DOCUMENT



Spotlight: RTC in Uganda and Viet Nam

Reflections and next steps

Andrew Cross

Strategic Initiatives Manager, Stop TB Partnership



Stavia Turyahabwe



Achilles Katamba



Talemwa Nalugwa



Joseph Ggita



Olive Kabajjasi



Racheal Ninsiima



Rogers Ssekyango



Richard Senvewo

PCD process in Uganda

Dr Turyahabwe
Stavia.

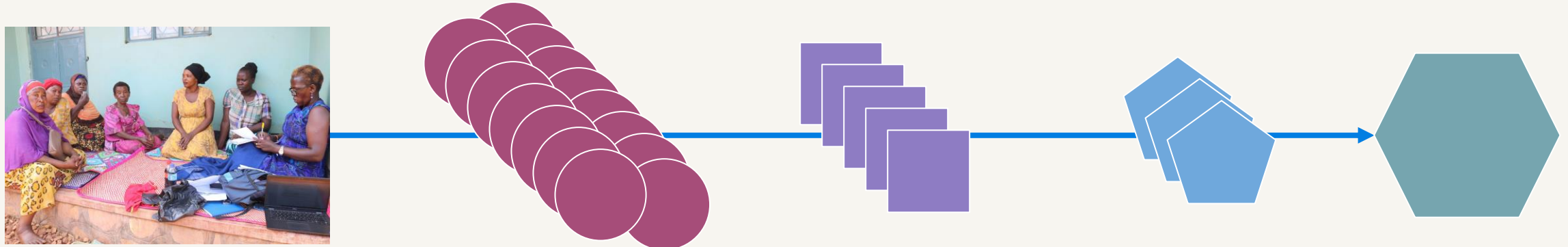
Ministry Of
Health Uganda



<https://youtu.be/3136cIZB6AY>

PCD process: from interviews TO innovation selection

Moving from problem statements to concept notes for the solution



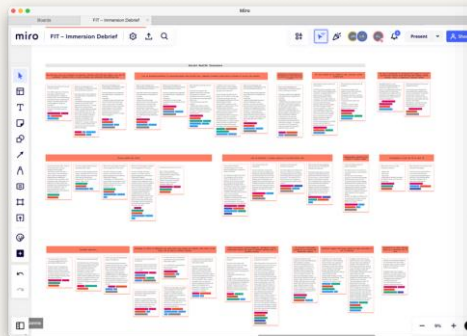
175+ interviews with **4,500** statements captured

Categorized into **15** opportunity areas

Prioritized into **5** focus areas and mapped to innovations

Developed **3** concept notes

Selected **1** innovation



From the interviews, we collected 379 statements, which we categorised into 23 key themes and prioritised x key insights along the TB care cascade.

[B1] TB testing and treatment is often not prioritised, thus TB affected people remain unaware of the risk.

[B2] Availability of advanced diagnostic technology is limited, but one requires for detecting TB reliably and efficiently.

[B3] There are related professions on whom patients prefer to get TB treatment influenced by low awareness - trust and convenience.

[B4] The commune is neither the preferred location for TB diagnosis, nor the ideal site because it lacks equipment.

[B5] The TB screening transition into DOTS has caused a new set of problems for the TB program. It requires targeted approaches to address specific needs of new populations.

[B6] The TB program transition to DOTS has created barriers for underemployed and unemployed people in accessing TB care.

PRODUCT INNOVATION SCAN

Opportunity Area	Focus Area	Key Insights	Product Innovation
1. Diagnostic Technology	1.1. Availability of advanced diagnostic technology	1.1.1. Limited availability of advanced diagnostic technology in rural areas.	1.1.1.1. Development of portable, low-cost diagnostic devices.
2. Treatment Access	2.1. Availability of TB treatment	2.1.1. Limited awareness of TB treatment options.	2.1.1.1. Development of community-based treatment programs.
3. Patient Support	3.1. Patient adherence and support	3.1.1. Lack of patient support and adherence during treatment.	3.1.1.1. Development of patient support and adherence programs.

PRIORITIZATION FRAMEWORK

RE-IMAGINING TB CARE INITIATIVE

Concept Notes for Service Delivery and Product Innovation Selection for Viet Nam



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

01

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?

02

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



03

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



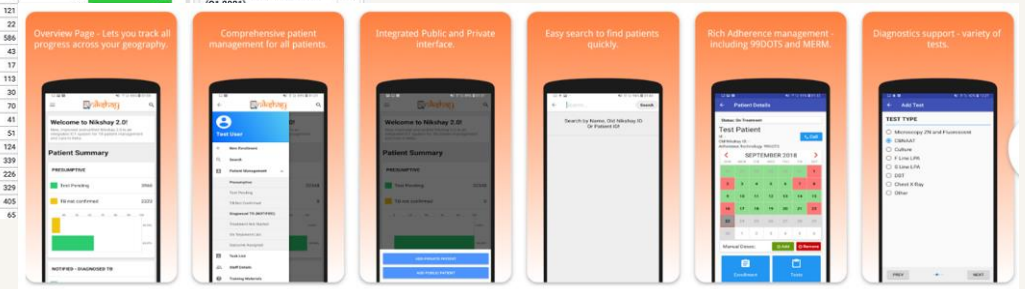
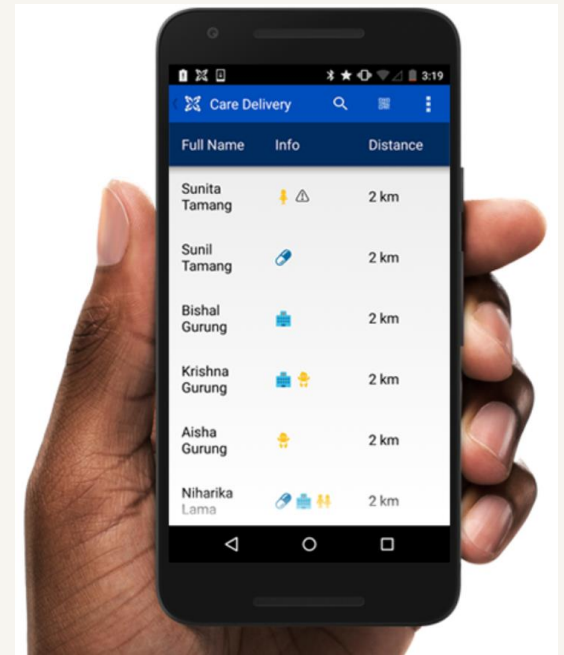
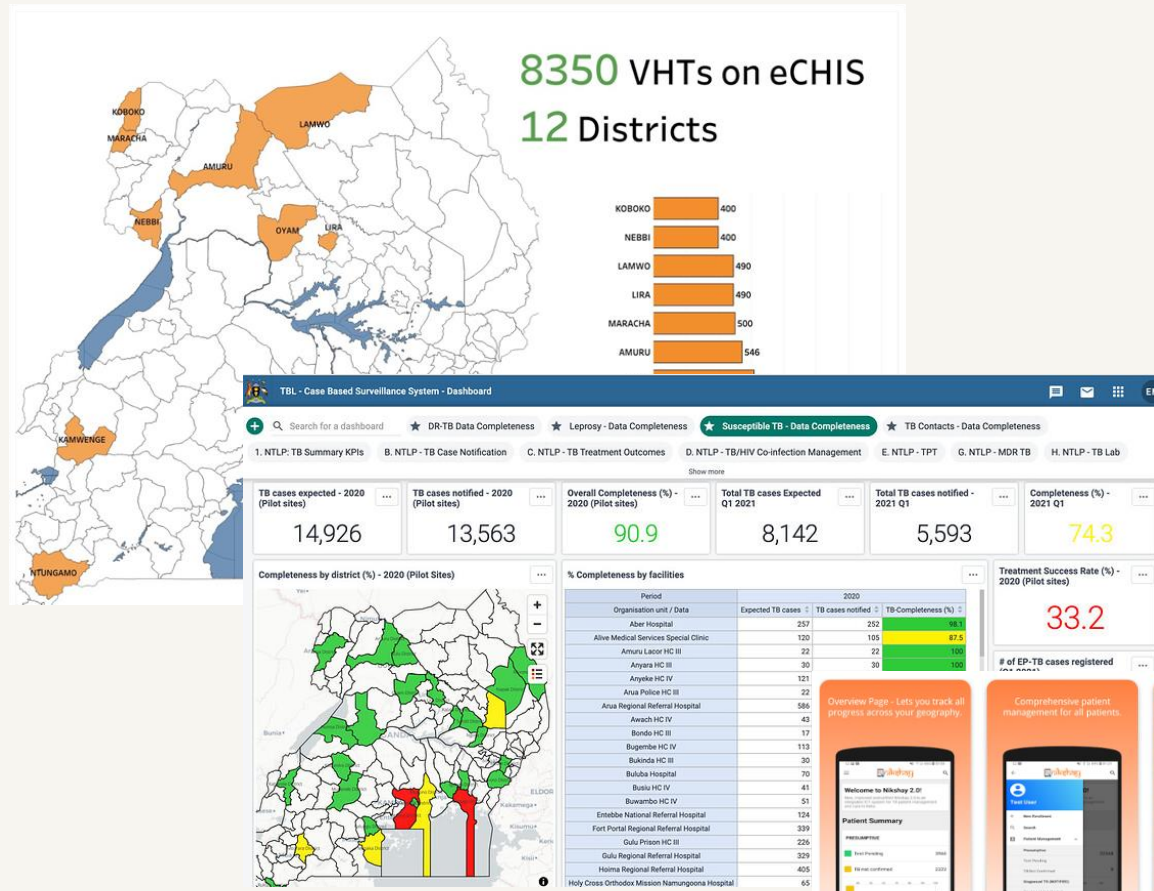
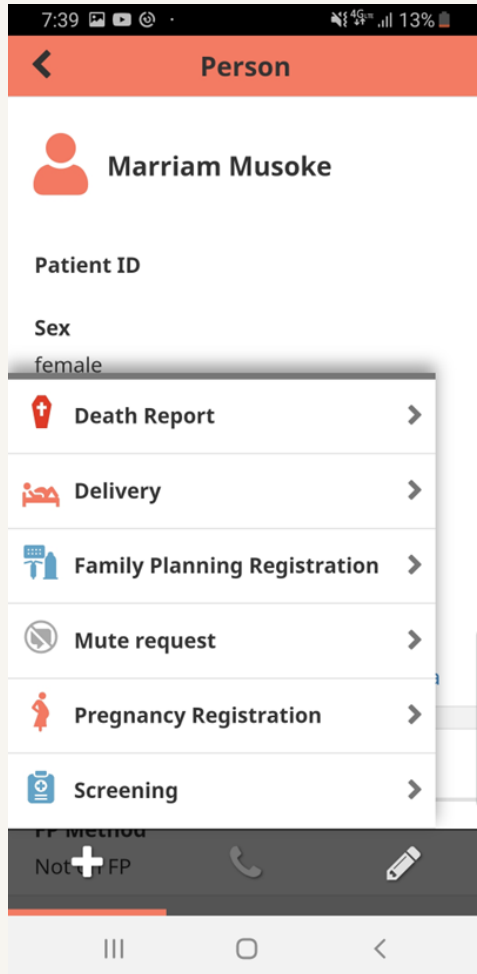
Explore AI-enabled tools across the cascade of care



Digital forum to connect CHWs

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





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

PCD process in Viet Nam



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



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?

01

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

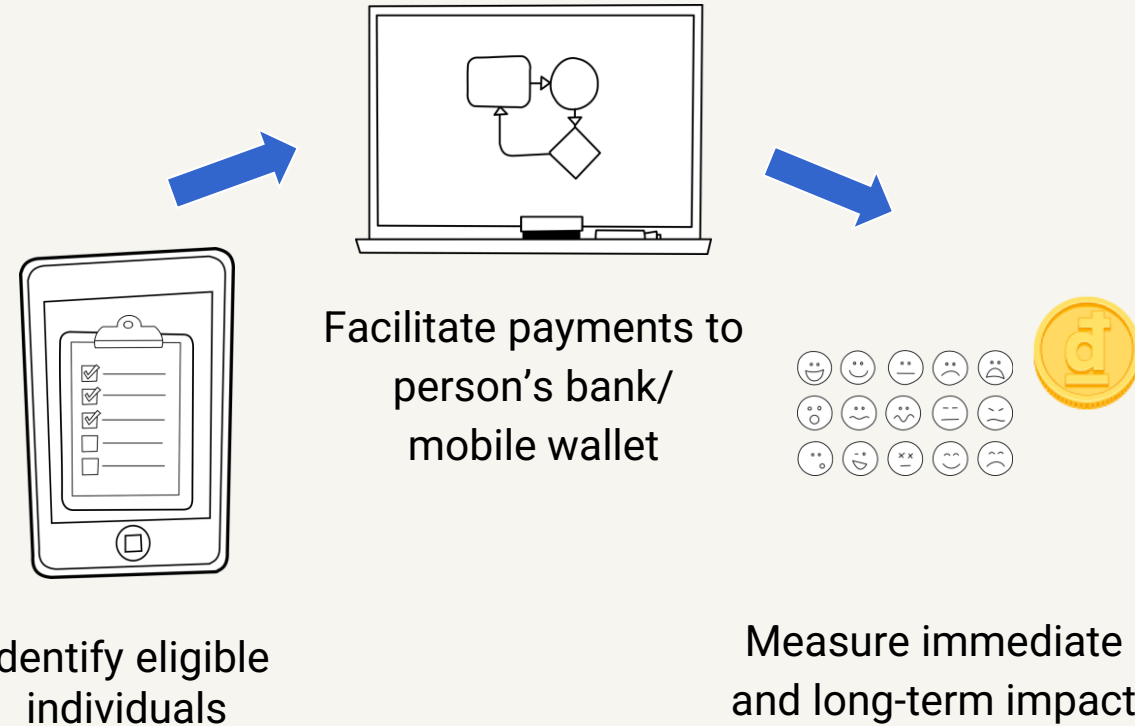
02

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



03

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



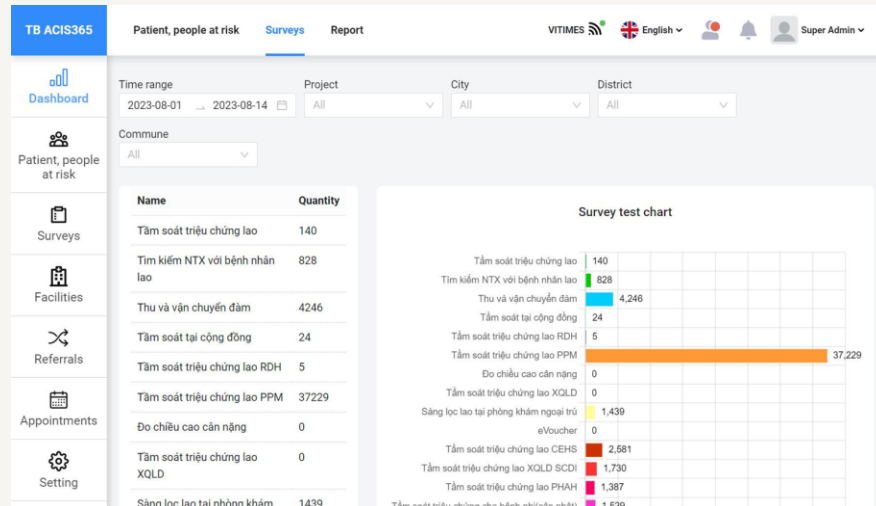
Provide SHI and financial support using digital tools and innovation

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

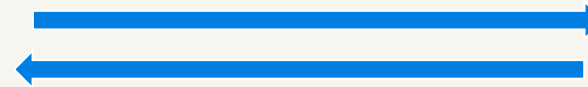


TB survivor, Hai Phong Province:

“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**
1. PCD process can ensure a diverse and inclusive group of country partners are **part of the decision-making process**
1. PCD process ensures selected innovation is **based on people's need and want**
1. Selected innovation based on people's need and want **accelerates scale-up**

Reflections and questions from the audience



THE RTC TOOLKIT

People-centered design for the optimal, rapid, and sustainable roll-out of TB innovations

<https://rtc.stoptb.org/rtc-toolkit/>



THE RTC TOOLKIT

People-centered design for the optimal, rapid, and sustainable roll-out of TB innovations

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WE WOULD LOVE TO HEAR YOUR FEEDBACK

We are eager to continue to build on and improve this toolkit.

Please reach out to EASI@stoptb.org if you'd like to share your feedback or for more information on RTC.






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

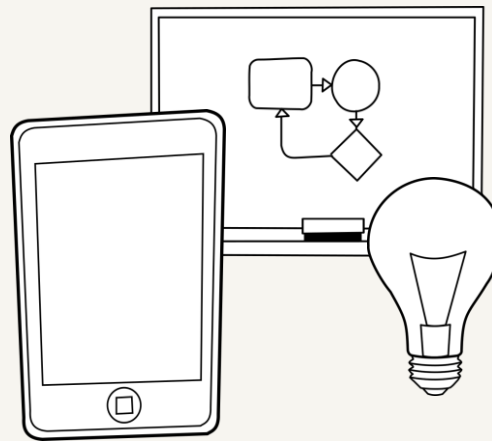
Opportunities to engage with RTC

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

Toolkit and feedback on the approach



Collaborations or expansions on the introduced innovations



Future events to update on progress, and opportunities to work with new partners



Acknowledgements



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Thank you for being part of the RTC journey!