



### Objectives

1. Facilitate country adoption and uptake of digital adherence technologies
2. Generate crucial evidence for optimal use and scale
3. Address global market access barriers for digital adherence technologies
4. Engagement - sharing knowledge, stakeholder engagement globally and in-country



### Objectives

1. Provide **technical assistance** to NTPs for the introduction and scale up of DATs
2. Facilitate **global collaboration** through the **DAT Task Force** to address aspects related to Implementation, Evidence, Policy & Funding, Market Access, Innovation



## FINANCIAL SECURITY

- Nutrition
- Travel costs to facility
- Job retention
- Out of pocket expenses for treatment

## MEDICAL CONDITION

- Side effects
- Psychological condition (clinical diagnosis)
- Co-morbidities / co-infections
- BMI
- Condition deteriorating?
- Length of treatment

## PRACTICAL CIRCUMSTANCES

- Distance to healthcare facility
- HCF opening hours
- Patient working hours
- Family responsibilities

## HEALTHCARE SYSTEM CAPACITY

- Patient follow-up and adherence support
- Education

# FACTORS INFLUENCING SUCCESSFUL TREATMENT COMPLETION

## STIGMA

- Self-stigma & enacted stigma
- Community and cultural messaging
- Psychological condition (depression; anxiety)
- Cultural norms for health-seeking

## SUPPORT

- Social support
- Healthcare system provided support
- Level of adherence support
- Level of community support/advocacy (normalize treatment; previous TB champions; peer support)
- Psychological condition (depression; anxiety)

## EDUCATION

- Overall level of education
- TB treatment and care related education for care providers
- TB related education for PwTB (side effects; treatment duration; infectiousness; adherence; cause; prognosis)

## PSYCHOSOCIAL / MENTAL STATE

- Pill taking behaviour
- Frame of mind
- Motivation to seek care and complete treatment
- Support (financial and emotional)
- Depression; anxiety; alcoholism; drug addiction; etc



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# PwTB as victims

NTPs | Expert agencies | NGOs / CSOs | Funders

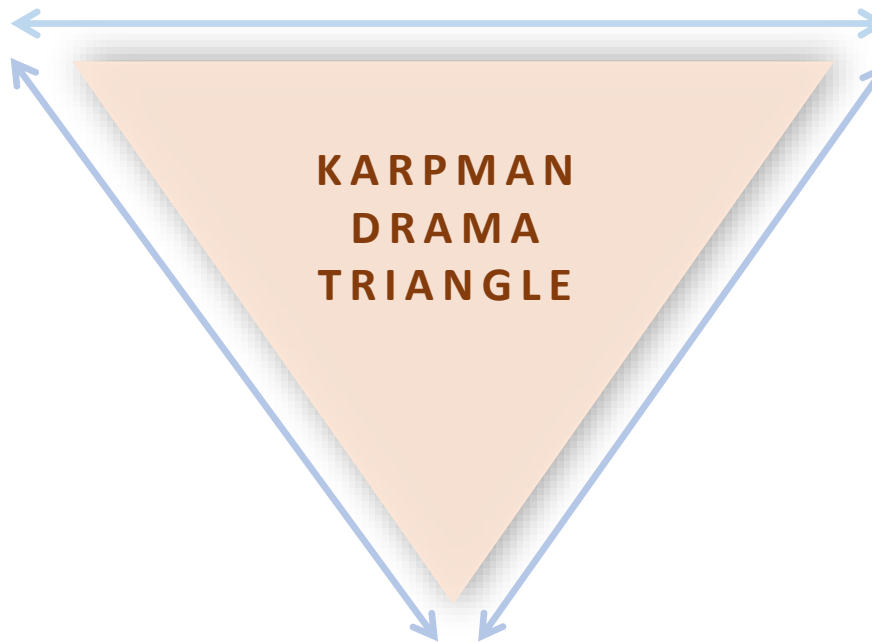
## RESCUER

- ❖ Provides temporary / short term relief or solutions
- ❖ Doesn't fully recognize people's intrinsic capacity to help themselves
- ❖ 'Victim' remains dependant on rescuing

TB disease | Medication and Treatment Duration |  
Socio-economic circumstances | Community

## PERSECUTOR

- ❖ The problem (person or circumstance)
- ❖ Seen as controlling, blaming, critical, oppressive, angry, authoritarian, rigid, and superior



KARPMAN  
DRAMA  
TRIANGLE

PwTB | Persons affected (families; communities) | HCPs & CHWs

## VICTIM

- ❖ Feels persecuted, oppressed, powerless & at the mercy of life's circumstances
- ❖ Problem-oriented
- ❖ Limited capacity or willingness to make decisions, solve problems

## EXAMPLES FROM FORTUNE 500 COMPANIES

Microsoft CEO: Satya Nadella at company all-staff Q&A meeting

Employee: ‘when will Microsoft gain market share and traction in the mobile space?’”

Nadella: ***‘When we build something customers want’***

T-Mobile former CEO John Legere

***‘Listen to your employees, listen to your customer, [be quiet], and do what they tell you’***

The background features several light blue and grey silhouettes of human heads in profile, facing right. Interspersed among these are several question marks of varying sizes and colors (light blue and grey). In the center, a lightbulb icon is visible, with lines radiating from it to suggest it is lit. The overall theme is one of thought, inquiry, and problem-solving.

‘What do you need to complete  
your treatment?’

# PwTB as creators

- ❖ Solutions-oriented
- ❖ Take responsibility for choosing their response
- ❖ Owns power to choose and respond
- ❖ Focus on resolving the difference between current reality and envisioned goal / outcome

## CREATOR

PwTB | Persons affected (families; communities) | HCPs & CHWs

- ❖ 'How will you do it?'
- ❖ Sees the creator as capable of making choices and of solving their own problems
- ❖ Ask questions intended to help individual to make informed choices & see possibilities for positive action

## COACH

NTPs | Expert agencies | NGOs / CSOs | Funders

## THE EMPOWERMENT DYNAMIC

- ❖ A person (or situation) that forces the creator to clarify their needs
- ❖ Evokes / provokes action

## CHALLENGER

TB disease | Medication and Treatment Duration |  
Socio-economic circumstances | Community

# Moving from a patient mindset to a customer mindset

## Hypothesis:

If we change our narrative and approach, to ***innovate for optimal adherence***, away from patient (victim of circumstance) to a ***customer (creator) who knows what they want and need*** to remain adherent and complete treatment, then we would ***collaboratively create interventions*** that ***enable adherence*** in a ***holistic, targeted and relevant way***, with the ultimate impact of ***avoiding resistance to new TB regimens***, and more ***comprehensive guidance from WHO*** on supporting adherence.