Creating a Scalable Model for Healthcare Delivery and Patient Centered Care in Rural India using Telemedicine:

A Positive Deviance Inquiry and Intervention

Pallavi Jain, Co-Founder & Director, The Change Designers LLP
Anu Sachdev, Co-Founder & Director, The Change Designers LLP
Dr. Arvind Singhal, Marston Endowed Professor, University of Texas, El Paso
Jagdeep Gambhir, CEO, Karma Primary Health Pvt Ltd
Communicating for Outcomes That Matter
A nurse-mediated online consultation with doctors is carried out at the clinics.
Every community has individuals or groups whose uncommon behaviors and strategies enable them to find better solutions to problems than their peers although everyone has access to the same resources and challenges.

(Pascale, Sternin, & Sternin, 2010)
Positive Deviance and Intervention Design

Positive Deviance

Problem and Solution Identification

Design Thinking

Learning by Doing

Staff Trainings

Systems Thinking
“Mai apne patients ke kandhe pe haath rakhta hun aur kehti hun ki tum vishwas rakho, jaldi theek ho jaoge.”
“Aayie, ab main aapko doctor se milvati hun”
“Mai patients ko salah deti hun ki woh follow up ke liye akhri khurak khatam hone se pehle hi aajayein jisse unka treatment na toote.”
Integrated Human Centered Design and SBCC
The service observed a four-fold increase in patients, progressively during the six-month intervention.

Communication dissemination became self-sustainable and communities became a part of the e-doctor community willfully, as the word of the e-doctor spread across.