

Why Person-Centered Care?

Yes. Clinical excellence is essential.

And context helps ensure excellence that works in the real world.

We rely on context in many fields:

Expertise Alone and Why Context Matters

A truck driver using GPS without traffic data

The route may be correct, but it may not reflect changing traffic conditions.

A tailor with no measurements

The best materials and craftsmanship don't matter without a proper fit.

A pilot without weather information

The course may be correct, but conditions determine whether it's practical and safe.

A coach unaware of injured players

The game plan may not fit the available players.

A realtor showing homes without buyer input

The home may not meet the buyer's needs.

A financial advisor with no financial information

The strategy may be sound, but irrelevant with insufficient funds.

A wedding planner who doesn't consult the couple

The event may be well organized, but it may not reflect the couple's vision.

Closing

Healthcare for people who live in the real world, not in a medical chart.

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