

Circle of Care Model

Overview



BEFORE

Services:

SBC motivates clients to access services



Purpose

Show how SBC can be applied across the service continuum – before, during, and after services – to improve health outcomes

Underlying Principles

1. Promote effective coordination
2. Understand and segment audiences
3. Address providers as an audience

BEFORE

Services:

SBC motivates clients to access services





DURING
Services:
SBC improves the
client-provider interaction



AFTER

Services:
SBC boosts adherence
and maintenance



Thank You

For more information, please contact:

Heather Hancock
Senior Program Officer
Heather.hancock@jhu.edu

www.breakthroughactionandresearch.org



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