

# The highest quality person centred care for all, always



## An introduction to Picker and the Picker Principles of Person Centred Care

### The foundation of person centred care – our “why”

Picker is an international charity dedicated to the highest quality person centred care for all, always. We promote person centred care as the foundation of high quality health and care. We work across sectors to understand what matters most to people and use that insight to drive meaningful change.

We support organisations to embed person centred approaches through measurement, benchmarking, professional development and collaborative learning. Our portfolio builds the capability and confidence of health and care systems to improve experiences and outcomes for individuals, families and professionals.

Everything we do is guided by the Picker Principles of Person Centred Care and grounded in evidence. We are trusted by governments, regulatory bodies, international partners, private providers and charities to shape experience-led improvement with credibility, compassion and measurable impact.

## The Picker Principles of Person Centred Care

The Picker Principles address every aspect of care across patients' and users' pathways. They are more than a framework – they are the foundation for how we understand, measure and improve care. Each principle reflects what truly matters to people in a care environment. They demonstrate that great care is not simply clinically safe and effective – it is personal, human and built around individual needs and preferences.

### The eight principles that describe what truly matters to people in a care environment:



#### Fast access to reliable healthcare advice

When people need health advice or treatment, delays cause anxiety and can harm outcomes. Accessible, responsive services are a cornerstone of person centred care.



#### Effective treatment by trusted professionals

Care is only person centred when it is also safe and clinically effective. Trust between patient and professional is fundamental to every interaction.



#### Continuity of care and smooth transitions

Fragmented care causes harm and distress. Coordinated handovers, shared information and clear communication between services protect people at every stage of their journey.



#### Involvement and support for family and carers

Families and carers are partners in care, not visitors. Their involvement improves outcomes and supports both patients and the professionals caring for them.



#### Clear information and support for self-care

People cannot participate in their own care without clear, honest, timely information. Good communication is not a nicety – it is a clinical tool that improves outcomes and reduces harm.



#### Involvement in decisions and respect for preferences

Shared decision-making is central to person centred care. Every individual has the right to understand their options and to have their values, preferences and goals respected.



#### Attention to physical & environmental needs

The environment in which care is delivered shapes the experience of care. Comfort, cleanliness, privacy and safety affect clinical outcomes as well as experience.



#### Emotional support, empathy and respect

Illness and care are emotionally demanding. Compassion, dignity and genuine human connection are as important as clinical competence. Experience data consistently shows they are what patients remember most.

### The five digital principles that describe what matters in digital care:

As digital technologies become embedded across health and care systems, Picker has developed five additional principles that describe what person centred care should look like in a digital context. The principles help ensure that trust, equity, transparency and person centred values remain at the heart of digital transformation in health and care.

Together, they create a shared framework for organisations seeking to build digital services that work for everyone.



#### Secure

Digital care services protect personal data, ensuring information is secure and only accessible to authorised users.



#### Inclusive

Digital care services are designed to meet diverse needs, reducing barriers and improving access for everyone.



#### Empowering

People can use digital tools and services tailored to their needs, helping them access the right support and make informed decisions about their care.



#### Trusted and ethical

Digital care services act in the best interests of service users, with clear and transparent communication about their purpose, how they work and how data is used.



#### Convenient and flexible

Patients can access digital care when it suits them, reducing the need to take time off work and making healthcare easier to access and use.

**“Picker benchmarking demonstrates that care providers who use our domain-level insight see a 19% improvement in communication scores over 18 months, compared to those using satisfaction measures alone.”**

## **Our four pillars of person centred care**

### **Experience of care standards**

The Picker Experience Standards are more than an accreditation, they provide a validated assessment of quality, an independent certification of performance and a structured pathway to excellence in experience of care.

**Enabling transformation of health and care quality through person centred standards.**

### **Experience of care measurement & insight**

Picker's experience measurement tools, research programmes, benchmarks, and experience insight services turn patient and staff feedback into trusted evidence.

**Driving improvement in experience of care by understanding and measuring what matters most.**

### **Learning & development**

We provide evidence-based, certified training/development pathways, and practical tools to embed person centred practice.

**Building capability and skill to consistently deliver excellence in experience of care.**

### **Communities, networks & awards**

Picker convenes trusted international forums, awards, and peer networks to recognise achievements and spread best practice.

**Connecting trusted communities to celebrate success, share learning, and accelerate improvement.**

## Picker – a trusted global partner

Picker is trusted by governments, regulatory bodies, international partners, private providers and charities to shape experience-led improvement with credibility, compassion and measurable impact.

More than **200 organisations** using Picker experience measurement tools internationally.

**10 countries** in our international experience benchmarking group.

Over **2 million** experiences of care captured in the last 12 months providing global insights into care quality across more than 20 countries.

More than **580** health and care professionals supported through national insight and improvement workshops in the last 12 months.

## Ready to find out more about how Picker can support your organisation?

Whether you are looking to measure and benchmark patient and staff experience, transform service delivery through person centred approaches, develop workforce capability through certified learning, or connect with a global community of health and care leaders, Picker has a programme that is right for your organisation.

Talk to us today – scan the QR code or [click here](#)



 **Picker**

