

At MSI, putting our clients at the centre of what we do means holding ourselves to account not just for what we deliver, but how we deliver it. Our MSI client-centred care strategy helps our teams deliver on our commitment to provide care that puts the clients' interests first, and ensures we are listening to and are responsive to their needs.



This means respecting our clients as active partners in their own care, caring about who they are, what happens to them, and how they feel before, during, and after they receive a service from us.



Our MSI strategy draws on a framework which recognises the critical influence of **organisational culture and protocols** as well as **staff well-being and competency**, to deliver **positive client experiences**. Sitting alongside this framework are an extensive set of MSI tools and resources to support our teams to deliver on the commitments made in our 2030 strategy to achieve gold standard client-centred care in all of our programmes.

## An organisation that cares

- Values-driven organisational culture
- Leaving no one behind
- Total confidentiality
- Measures and rewards success by the client experience

## Staff who are supported and cared for

- Client centred and clinical competence
- Well-being supported
- Achievements recognised

## Positive and empowering client experiences

- Fully informed of their choices
- Listened to and respected as an active partner
- Able to access appropriate follow-up care and wider SRH services

