

Increasing Patient Activation to Improve Outcomes and Reduce Costs

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Convergence of Two Important Trends:

- The need to do better with less
- The focus on patient centered care
- Patients are an important resource in health care.
 - We won't reach quality goals and improved outcomes without patient engagement

Measurement is Key

- What matters is what gets measured

There is great variation in patient activation in any population group

Measurement would allow us to:

- To know who needs more support
- To target the types of support and information patients and consumers need
- To evaluate efforts to increase activation

Measurement of Patient Activation

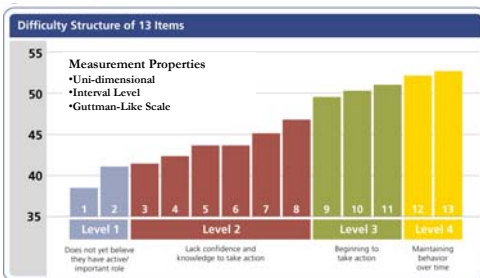
- Share
 - key insights
 - Implications
 - Applications to improve care and outcomes

What Does it Mean to Be Activated ?

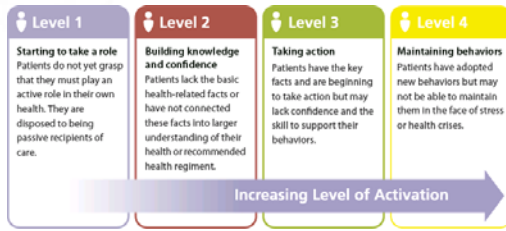
	...self manage	...collaborate with provider	...maintain function/ prevent declines	...access appropriate and high quality care
Has the knowledge to:	■		■	
Has the skills to:	■	■	■	■
Can access emotional support to:	■		■	
Believes patient is important in:	■	■	■	

■ Identified by experts and consumers as a key component
■ Identified only by experts as a key component
■ Identified by experts as a key component and identified by consumers as a secondary component

Patient Activation Measurement (PAM) Difficulty Structure of 13 Items



Activation is developmental



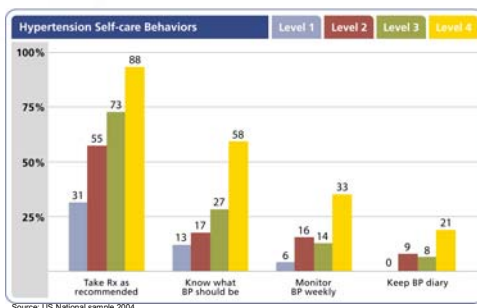
Source: J.Hibbard, University of Oregon

Activation Level is Predictive of Behaviors

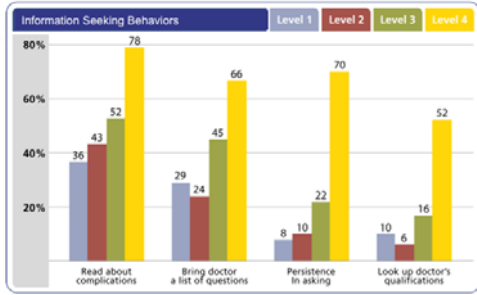
Research consistently finds that those who are more activated are:

- Engaged in more preventive behaviors
- Engaged in more healthy behaviors
- Engaged in more disease specific self-management behaviors
- Engaged in more health information seeking behaviors

Level of activation is linked with behaviors



Behaviors in Medical Encounter by Activation Level



Insights

- Use activation level to determine what are realistic “next steps” for individuals to take
- Many of the behaviors we are asking of people are only done by those in highest level of activation
- When we focus on the more complex and difficult behaviors– we discourage the least activated
- Start with behaviors more feasible for patients to take on, increases individual’s opportunity to experience success

Activation can predict utilization and health outcomes two years into the future for diabetics

	% change for a 1 point change in PAM Score	10 Point Gain in PAM Score 54 (L2) vs. 64(L3)	P
Hospitalization	1.7% decline	17% decreased likelihood of hospitalization	.03
Good A1c control (HbA1c < 8%)	1.8% gain	18% greater likelihood of good glycemic control	.01
A1c testing LDL-c testing	3.4% gain	34% greater likelihood of testing	.01

Carol Remmers. *The Relationship Between the Patient Activation Measure, Future Health Outcomes, and Health Care Utilization Among Patients with Diabetes*. Kaiser Care Management Institute, PhD Dissertation.

Multivariate analysis which controlled for age group, gender, race, comorbidities and number of diabetes-related prescriptions.

Using the PAM to Improve Care

- ▶ Evaluations
- ▶ Improve efficiencies
- ▶ Improve efficacy
- ▶ Population based approaches
- ▶ Individual tailored approaches

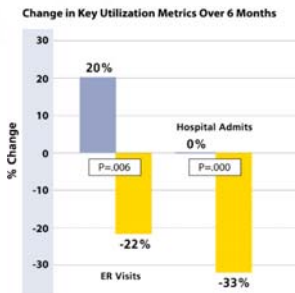
Tailoring Support to Activation Levels

Level 1	Develop Basic Knowledge, Self-Awareness, & Confidence Individual becomes self-aware of own behaviors and symptoms. Focus coaching on the relationship between symptoms and behaviors, building self-confidence and awareness. The individual should choose the area(s) they want to work on.
Level 2	Increase in Knowledge, Initial Skills Development Individual develops the knowledge, skills and confidence needed to master new self-management competencies. Coaching should focus on helping the individual learn to monitor symptoms, behaviors and adverse triggers - and adjust accordingly. Focus on taking small steps.
Level 3	Initiate New Behaviors Individuals initiate new health promoting behavior(s) and work to further refine techniques to monitor and adjust. Coaching should focus on providing encouragement, noticing successes, and problem solving.
Level 4	Maintaining Behaviors & Techniques to Prevent Relapse Individual strives to maintain desired health-related behaviors over time and learn to anticipate difficult situations that will arise. Coaching should focus on the issues that make it hard to stick to correct behaviors and to help the individual trouble-shoot.

Tailored Coaching Study

- Intervention group coached based on level of activation. Control group was "usual care" coaching (DM company)
- Examined changes in claims data, clinical indicators, and activation levels
- 6 month Intervention period.

Tailored coaching can improve adherence and reduce unwarranted utilization



Clinical Indicators*

Medications: intervention group increased adherence to recommended immunizations and drug regimens to a greater degree than the control group. This included getting influenza vaccine.

Blood Pressure: Intervention group had a significantly greater drop in diastolic as compared to control group.

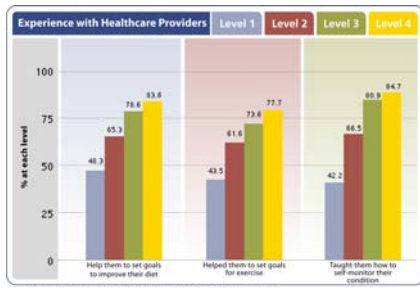
LDL: Intervention group had a significantly greater reduction in LDL, as compared to the control group.

A1c: Both intervention and control showed improvements in A1c.

Hibbard, J. Green, J. Tusler, M. Improving the Outcomes of Disease Management by Talking Care to the Patient's Level of Activation. The American Journal of Managed Care, V.15, 6, June 2009

*Using repeated measures, and controlling for baseline measures

Patients who get more support from their Doctors are more activated.



Source: Center for Studying Health System Change 2007 Household Tracking Study. Differences between level 4 and other levels significant at p<.05

Still a lot to learn

- ▶ Development and use of related PAM measures: including the clinician support for patient activation (CS-PAM)
- ▶ Researchers all over the world are using the PAM, so new insights and findings are being generated
- ▶ Testing interventions that increase activation—integrating brief interventions into care process
- ▶ Care transitions and reducing hospital re-admissions
- ▶ Community based approaches to increasing activation
