

What we know about patient activation, engagement and health outcomes

Judith H. Hibbard, DrPH
Health Policy Research Group
University of Oregon

Adopting and sustaining positive health behaviors is difficult for many

- Some patients will be able to adopt and sustain behaviors without too much trouble
- Others will have more difficulty and will need more support
- It all depends on the patient's level of:
 - **Knowledge**
 - **Skill**
 - **Confidence for self-management**

The key is to start where the patient is –
and to help them to move forward

- But how do we know where the patient ‘is’?
- We can measure a patient’s knowledge, skills, motivation and confidence for managing their health and healthcare
- This assessment is called the **Patient Activation Measure (PAM)**

What is the Patient Activation Measure (PAM)?

- PAM is a patient survey of 10 or 13 items
 - They are general statements people may make about their health
 - Patients respond with degrees of agreement or disagreement
- Following completion of the survey, a score is calculated that indicates the individual's likelihood of effective self-management
 - Both a score (0–100) and a level of activation 1–4 (a higher number indicates higher activation) is provided
 - **The PAM score and/or level can be used to tailor support to the patient**
- The PAM score can also be used to track progress:
 - Are patients gaining in their ability to self-manage?
 - Are they gaining in knowledge, skill, motivation and confidence?
 - A PAM score will tell you

Patient activation

- A PAM score indicates the individual's likelihood of effective self-management
- Knowing a PAM score helps clinicians and clinical teams know where to start with a patient AND what is likely to help him/her move forward

What is Activation?

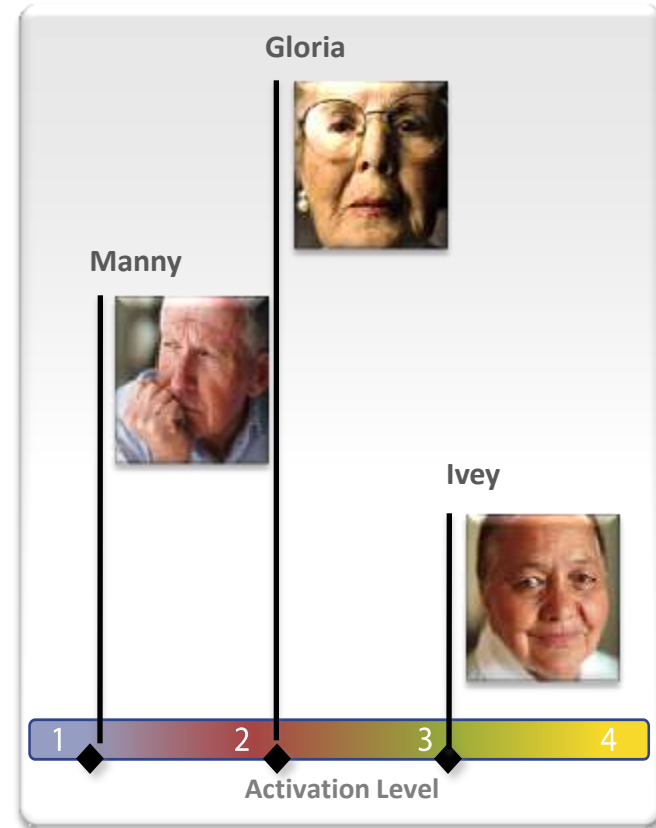
An activated consumer:

- Has the knowledge, skill and confidence to take on the role of managing their health and health care
- Full range of activation in any population group
- Demographics tend to account for 5% to 6% of PAM score variation



Activation Measure Items

1. When all is said and done, I am the person who is responsible for taking care of my health	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
2. Taking an active role in my own health care is the most important thing that affects my health	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
3. I know what each of my prescribed medications do	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
4. I am confident that I can tell whether I need to go to the doctor or whether I can take care of a health problem myself.	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
5. I am confident that I can tell a doctor concerns I have even when he or she does not ask.	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
6. I am confident that I can follow through on medical treatments I may need to do at home	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
7. I have been able to maintain (keep up with) lifestyle changes, like eating right or exercising	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
8. I know how to prevent problems with my health	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
9. I am confident I can figure out solutions when new problems arise with my health.	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
10. I am confident that I can maintain lifestyle changes, like eating right and exercising, even during times of stress.	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A



What does a PAM score tell us?

Multiple studies show that those who measure **low** on this scale:

- Have very little confidence in managing their health
- See their proper role as passive patient
- Have become discouraged and passive
- Have had a lot of experience with failure in managing their health
- Often feel overwhelmed
- Have limited problem solving skills
- Need more active support to manage

0 10 20 30 40 50 60 70 80 90 100

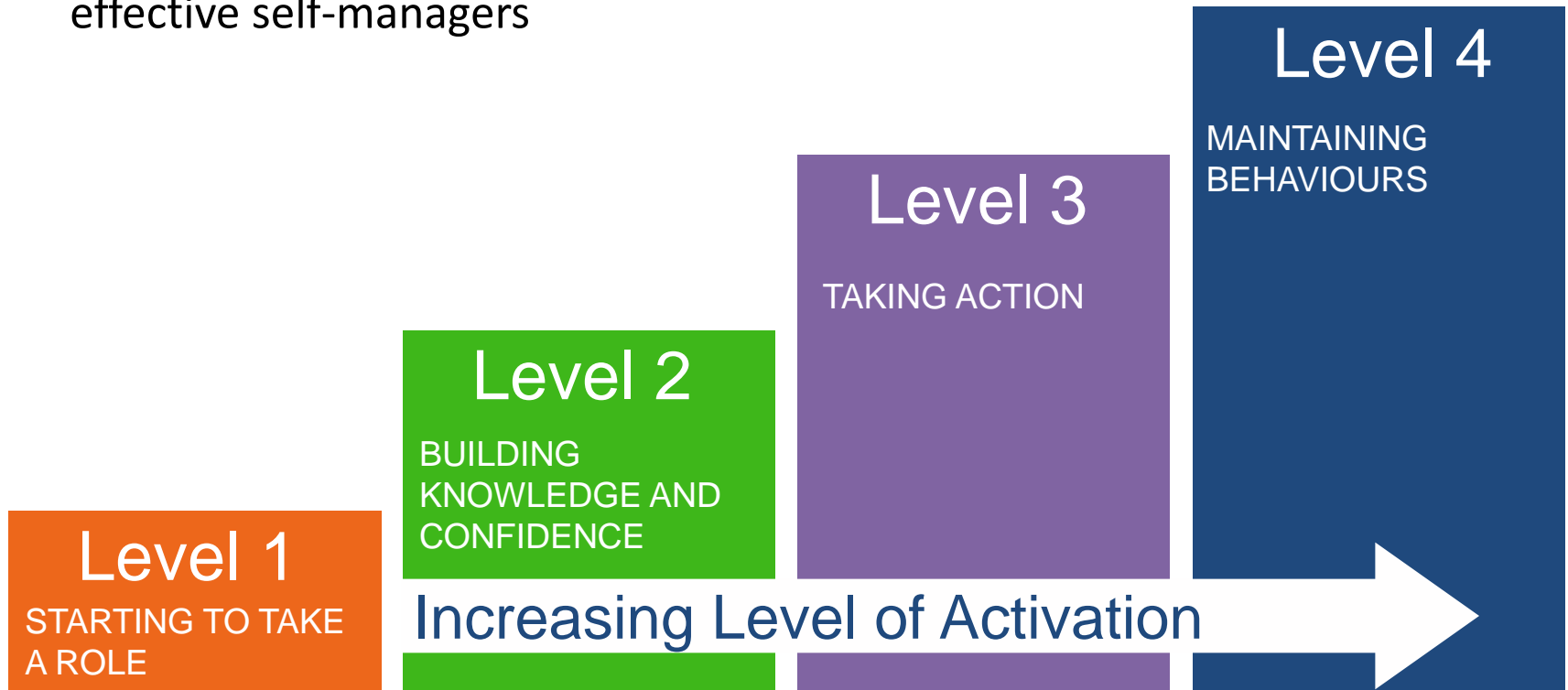


Patients that measure **high** on this scale:

- Are more proactive about their health
- Have more problem solving skills
- Are more focused on their health
- More ready to use information and community resources to manage their health

Patient activation is developmental

- Patient activation is a developmental concept
- Patients go through different levels (1–4) or phases as they become effective self-managers



Less activated patients

- Less activated patients are more likely to say:

“It doesn’t matter what I do, I can’t have a positive impact on my health”

“I’d rather not think about my health”

These patients need to be supported and helped in a different way than patients who feel more confident about managing their health

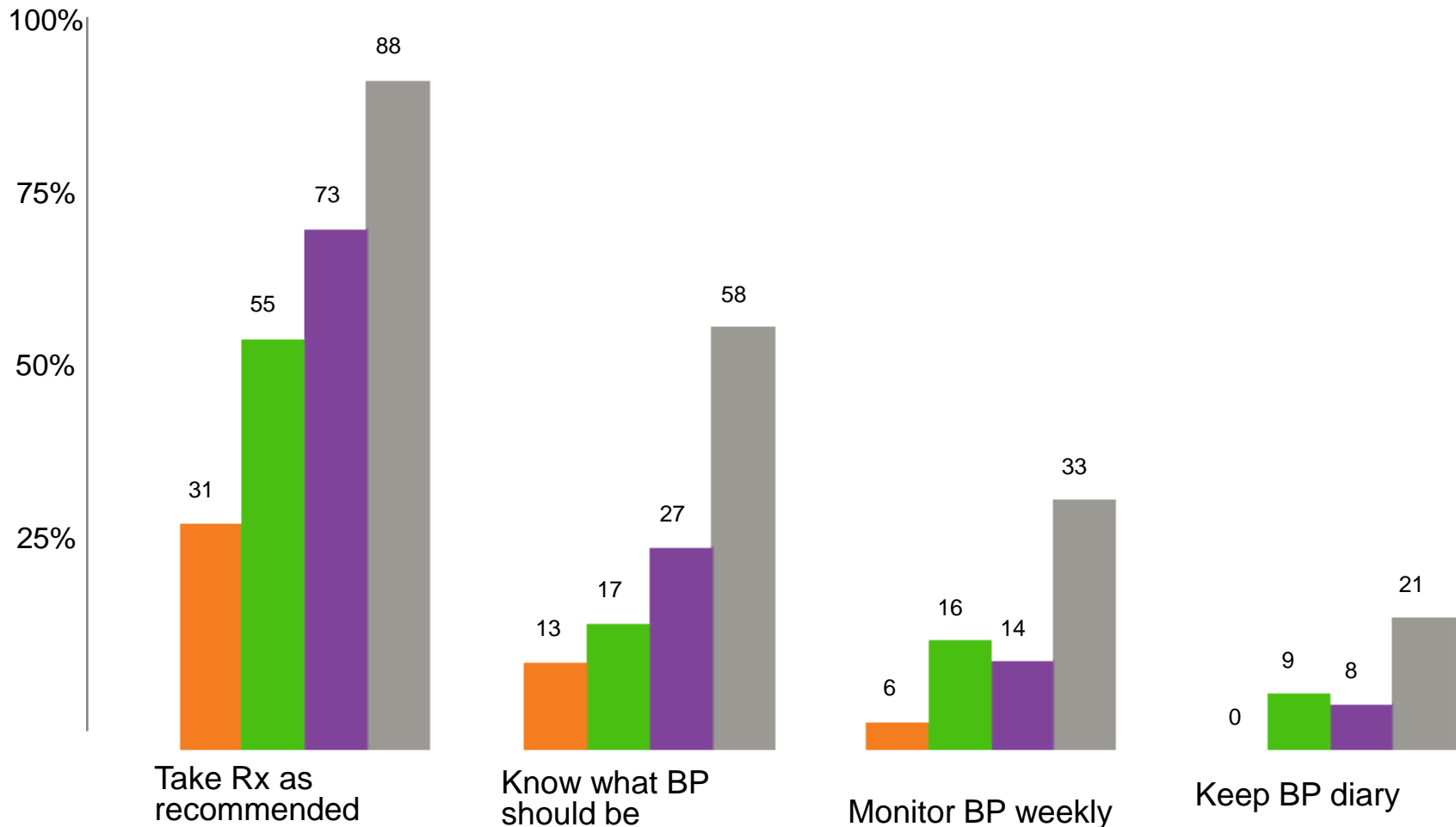
- Less activated patients are much more likely to be passive in the medical encounter – they are less likely to ask questions or to offer information

Why is Patient Activation Important?

- Reviewed findings from over 200 studies that quantified patient activation
- Higher activated individuals are more likely to engage in positive health behaviors and to have better health outcomes

Activation and Behavior

Hypertension Self-Care Behavior Level 1 Level 2 Level 3 Level 4



Source: US National sample 2004

Activation and Behavior in Medical Encounter

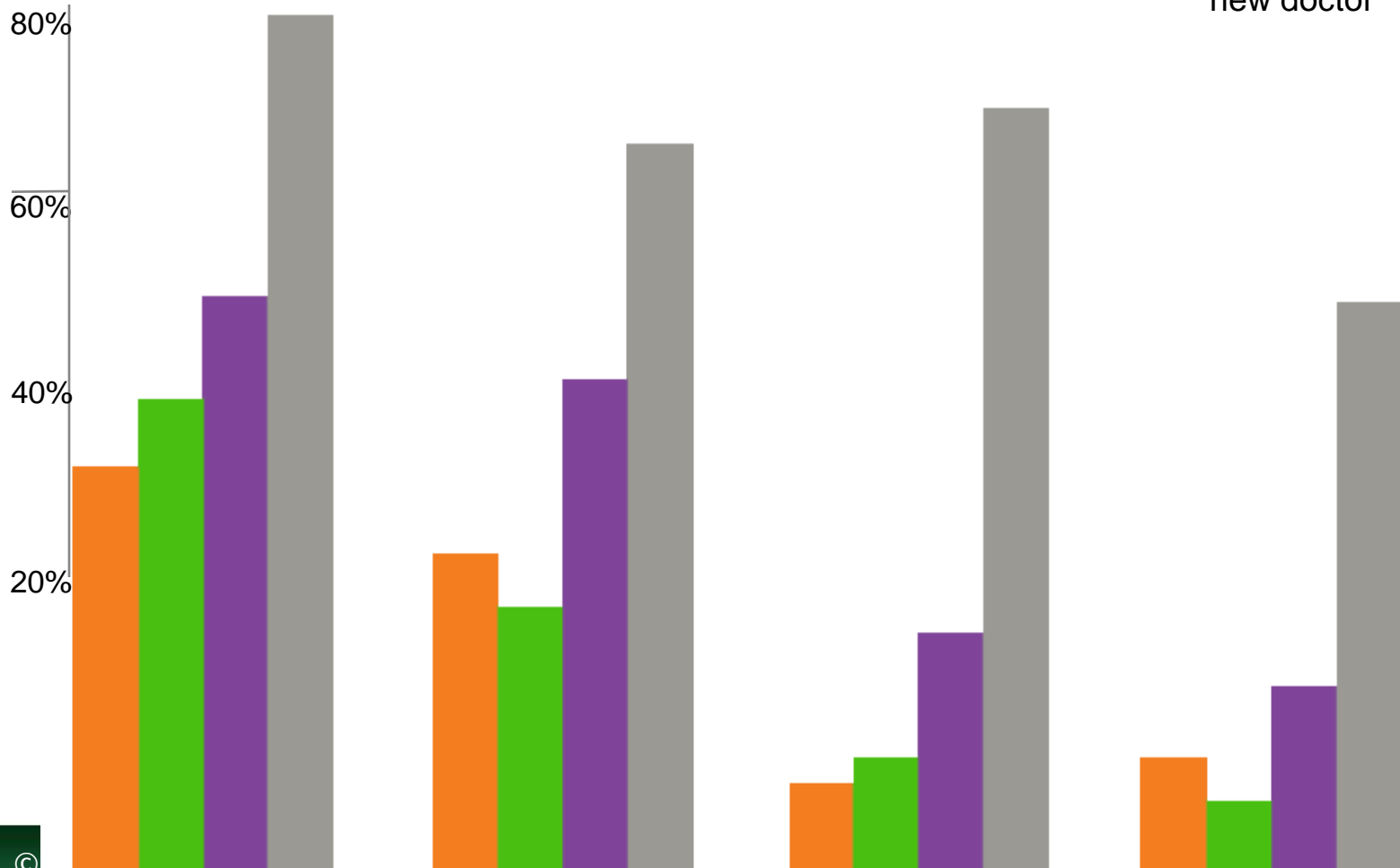


Read about side-effects with New drug

Bring a list of questions to office visit

Persistence in asking when don't understand

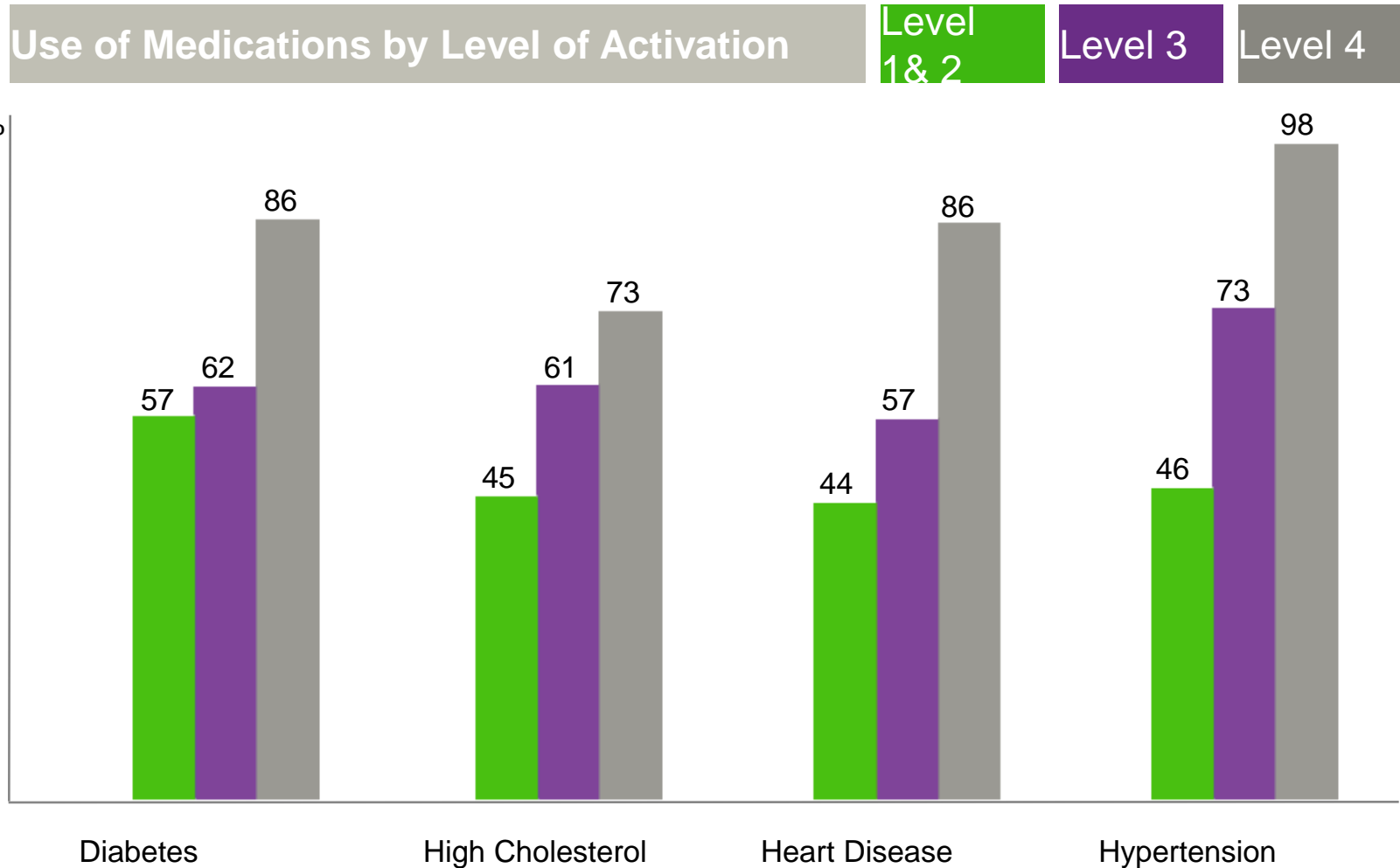
Look up doctor's qualifications when choosing new doctor



Key Insights

- Activation underlies most health behaviors
- When behaviors are more difficult, complex, require sustained action or require the patient to be pro-active –
it is only the higher activated patients who do them
- Implication: for less activated patients, break difficult behaviors down into smaller steps:
 - Give less activated patients a chance to experience success with small steps
 - When they do experience success, it leads to greater motivation

Activation and Medication Adherence

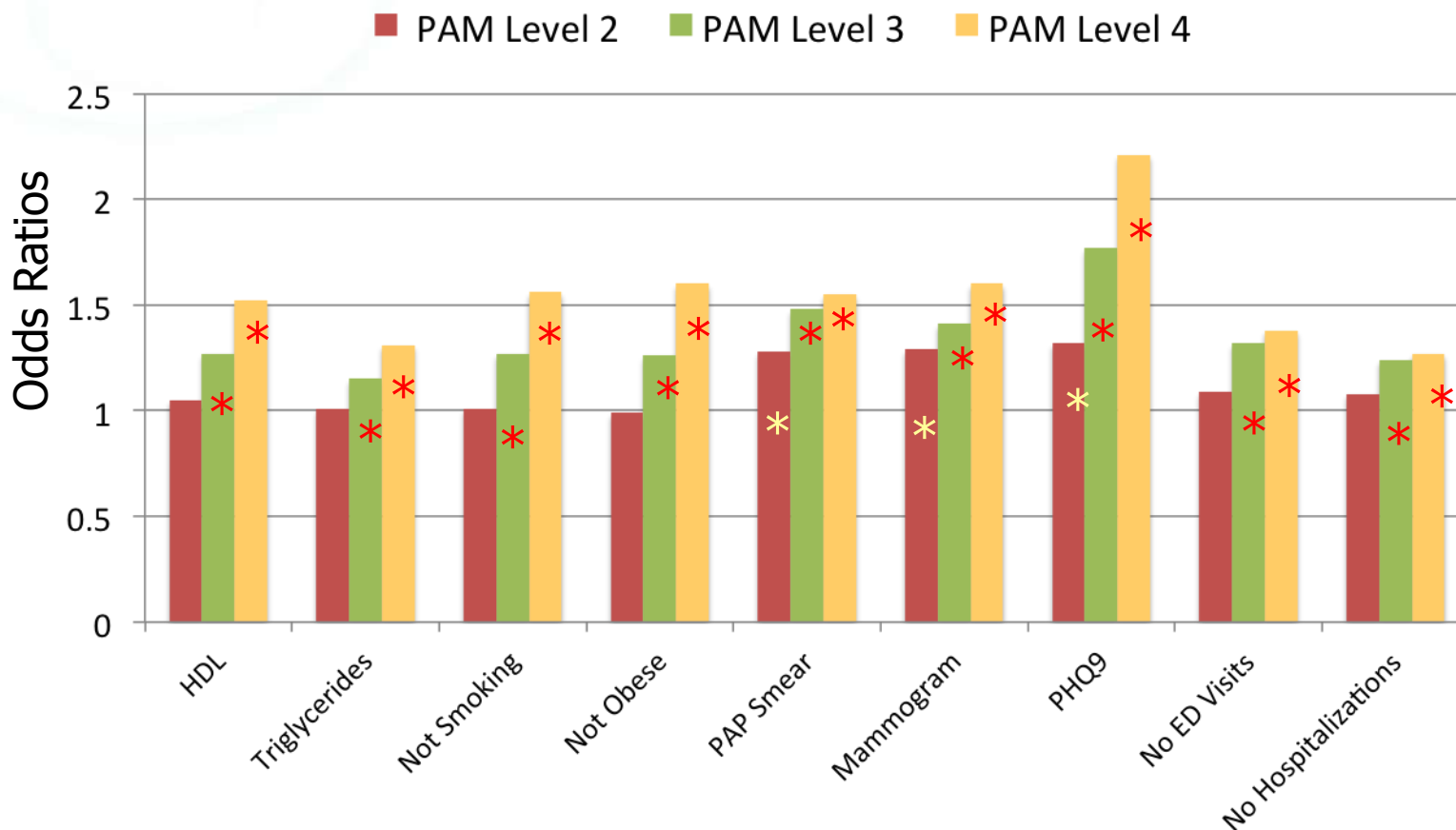


Higher Activated Patients Have Better Outcomes:

	Baseline		Baseline
<u>Prevention</u>		<u>Clinical Indicators in Normal Range</u>	
Colon		Systolic	**
Mammograms	***	Diastolic	
Pap Smears	**		
<u>Healthy Behaviors</u>			
Not Obese	***	HDL	***
Not Smoking	***	Triglycerides	***
		A1C	*
<u>Costly Utilization</u>			
Lower Hospital	***		
Lower ER	***		

*p<.05 **p<.01 ***p<.001. Controlling for age, income, gender, and chronic diseases
Greene, Hibbard, Overton, JGIM 2012

PAM in 2010 Predicts Outcomes 2 Years Later



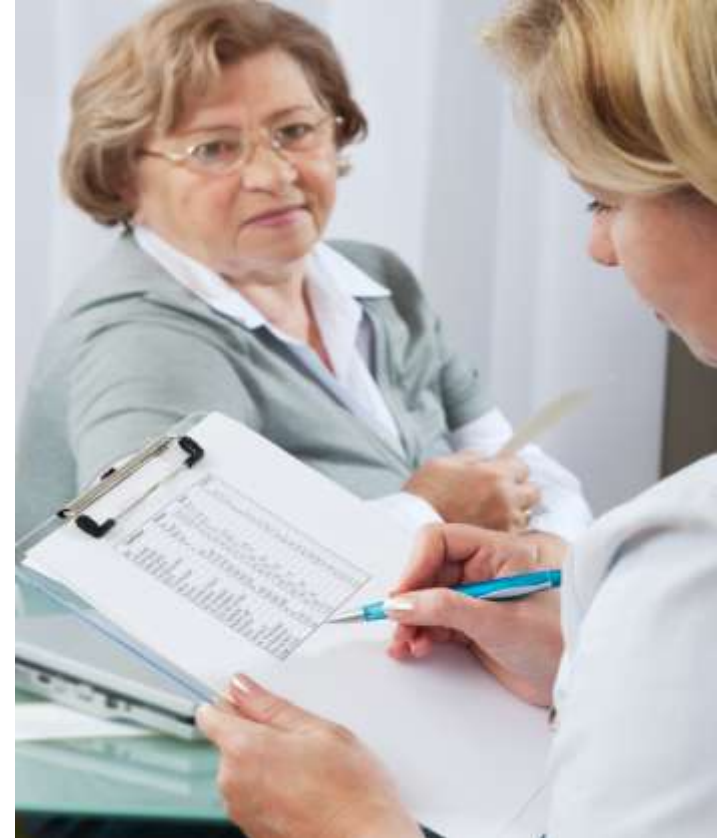
Models included controls for age, sex, number of chronic conditions, income, and percent of care that was received in-network

* Significantly different from PAM Level 1 at $p < 0.05$

When Patient Activation Levels Change, Health Outcomes And Costs Change, Too. *Health Affairs*, 3 (2015); 431-437.

Patient Role & Outcomes

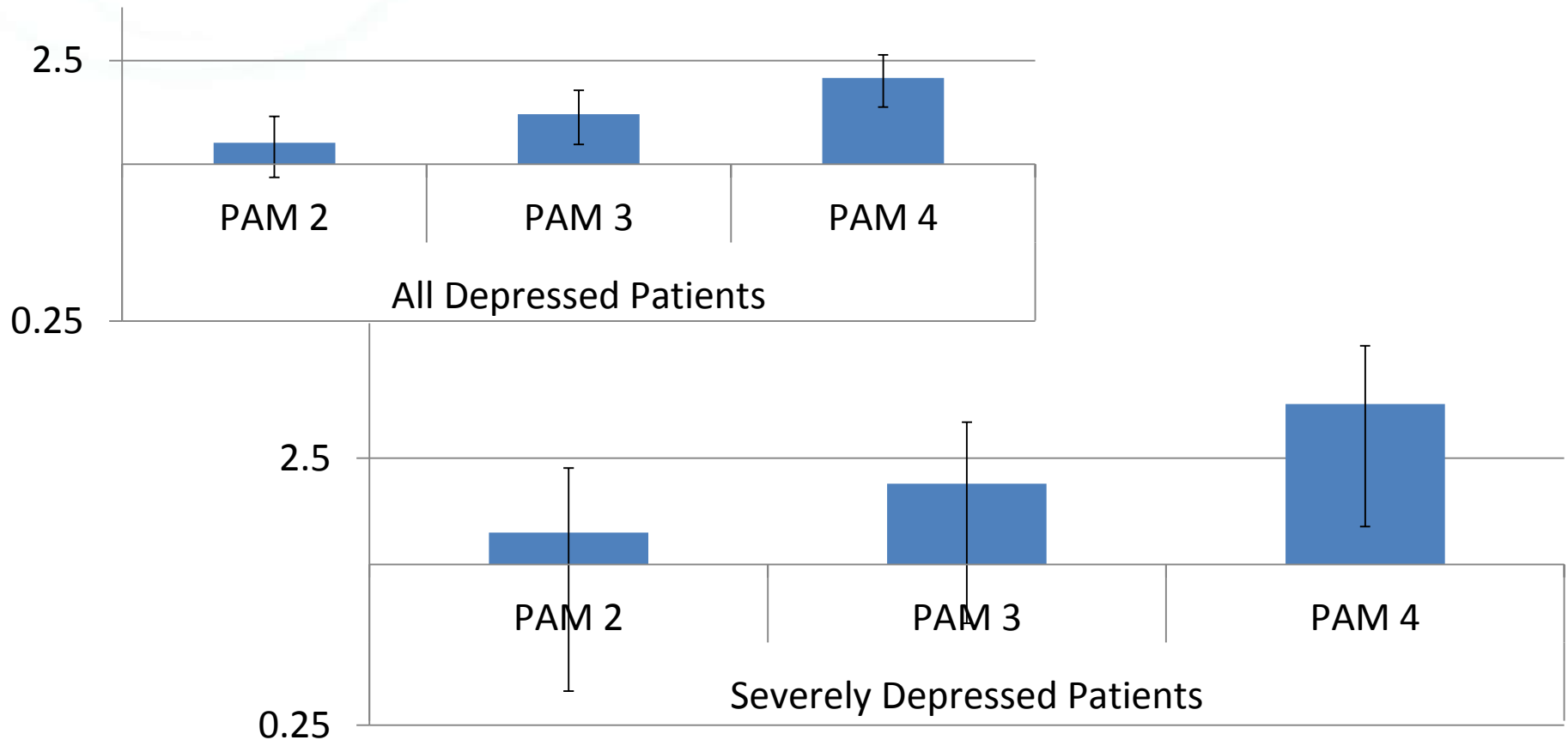
- Study Findings indicate the importance of the patient role in outcomes and cost
- As payments become more closely linked with patient outcomes, understanding how to increase patient activation will become a priority



Depression

- Widespread problem and is associated with higher costs and poorer outcomes

Odds of Depression Remission in 2012 by PAM Level in 2011



Models adjusted for 2011 PHQ-9, sex, age, natural logarithm of income, Ingenix retrospective risk score, and clustering by provider

Supporting greater activation in patients is a long-term investment

- Recent research also shows that PAM scores predict outcomes 4 years later
- This suggests that once people learn to take control of their health, it is a skill and an orientation that they retain, and that pays dividends in improved health over several years

Summary of Key Insights from Research

- When activation changes multiple behaviors change in the same direction
- Least activated gain the most when appropriately supported
- It is the higher activated that show up when self-management resources are offered
- Paying clinicians for outcomes does not increase their support for patient activation
- Some clinicians are better at supporting self-management than others.

Increases in activation are possible

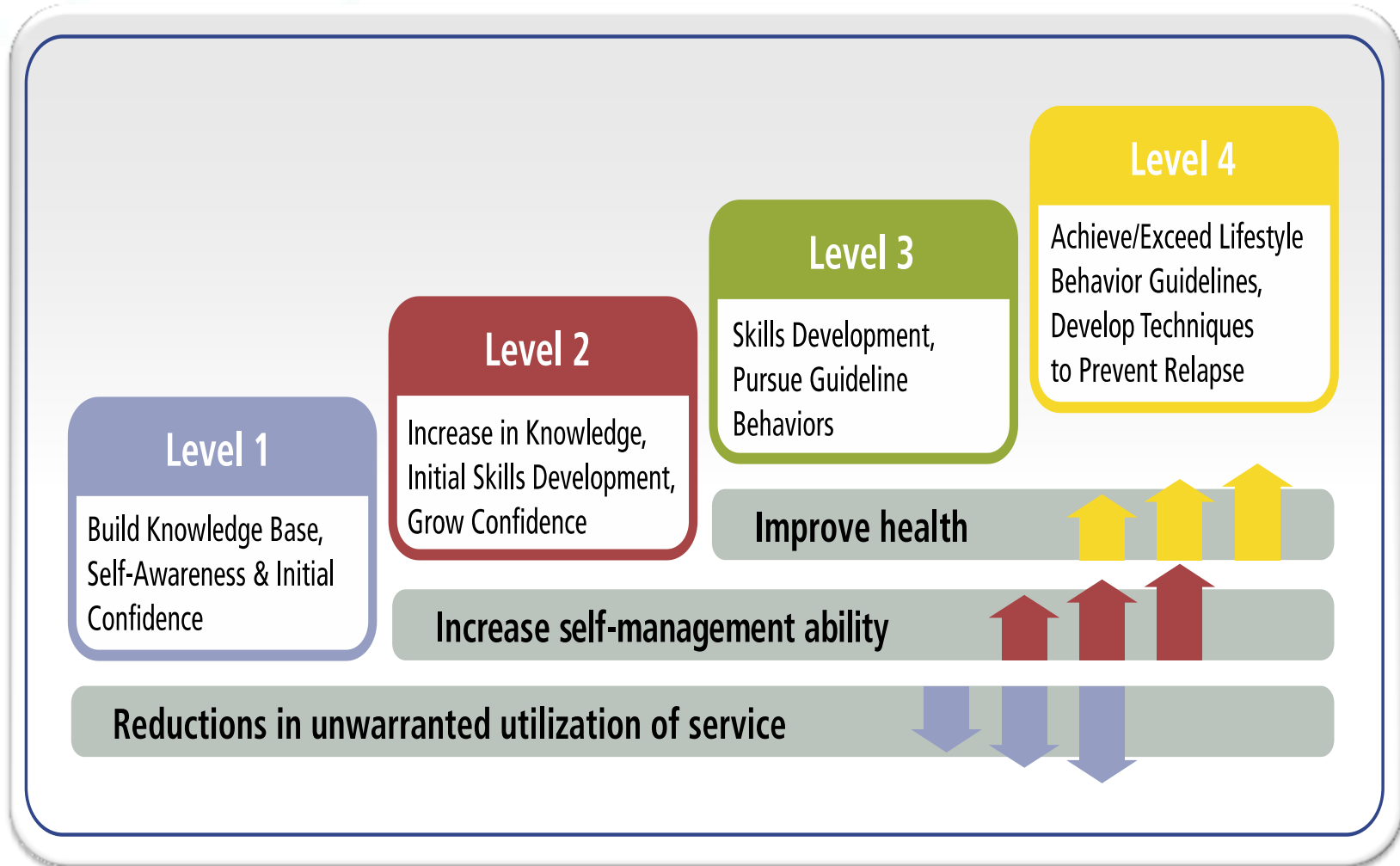
- If we want patients to take ownership we have to **make them part of the process**
 - Listen, problem-solve and collaborate
 - Help them gain the skills and confidence they need
 - Focus on what is important to them
- This represents a major paradigm shift
 - Moving away from simply ‘telling patients what to do’
 - Working in partnership with patients
 - There is a **focus on developing confidence and skills**, and not just the transfer of information

Supporting Patient Self-Management

Current vs New Model

- Current model: Fill the pail
 - Fill people up with all the info they need
- New Model: light the fire
 - Meet individual where they are
 - Build skills and confidence
 - Support Individual's to take ownership of health

Tailoring Support to the Patient's Activation Level



Helping the Less Activated Patient (Level 1 and 2)

- Just cover basics– don't overwhelm patient with too much information or changes
- Build confidence through small step successes
- Provide more support and more frequent contact than patients are higher levels of activation
- Be empathetic and provide emotional support– celebrate small successes
- Problem solve with the patient to overcome barriers
- Discuss the patient's role in the care process and that of the health care team (make role expectations explicit)
- Focus on what is important to the patient, jointly set realistic behavioral goals

Helping Patients who are Moderately Activated (Level 3)

- Assume the patients at this level are ready to use more information than patients at the lowest level
- Reach out for regular contact, but with less frequency and for shorter calls
- Emotional support and problem solving still important
- Build confidence for taking on “full behaviors”
- Jointly set realistic goals
- Celebrate successes

Helping the Higher Activated Patient (level 4)

- Go beyond the basics, provide more in-depth information
- Provide less support and less frequent contact than for patients who are at lower levels of activation
- Plan for challenging situations
- Plan ahead to anticipate barriers and how to overcome them
- Discuss strategies for working effectively with care team

Less Activated Patients Move up the Most

- Don't give up on patients who are struggling
- Greatest opportunity to make a difference with these patients

Innovative Delivery Systems

- PAM score is a Vital Sign
- Tailored coaching/ support
- Using both a behavioral lens and a clinical lens to manage patient populations
- More efficient use of resources: target those who need more help
- Used as an intermediate outcome of care measure
- Used as a way to assess provider performance

Segmenting the Population

PAM Level	Disease Burden	
	Low	High
High	ELECTRONIC RESOURCES	PEER SUPPORT ELECTRONIC RESOURCES
Low	ACTIVE OUTREACH	FREQUENT CONTACT ACTIVE OUTREACH

What does this mean for working with disadvantaged populations

- Work on what the patient say is important to them– this may not be the highest clinical priority– it may not even be health related
- Be positive and supportive
- Focus on problem solving
- Capacity building

Meeting Patients Where they are:

- Improve patient experience
- Increase the likelihood the patient will do their part in the care process
- Improve efficiencies— more targeted use of resources
- Improve outcomes and reduce costs