

Using the Patient Activation Measure to Improve Outcomes and Control Costs

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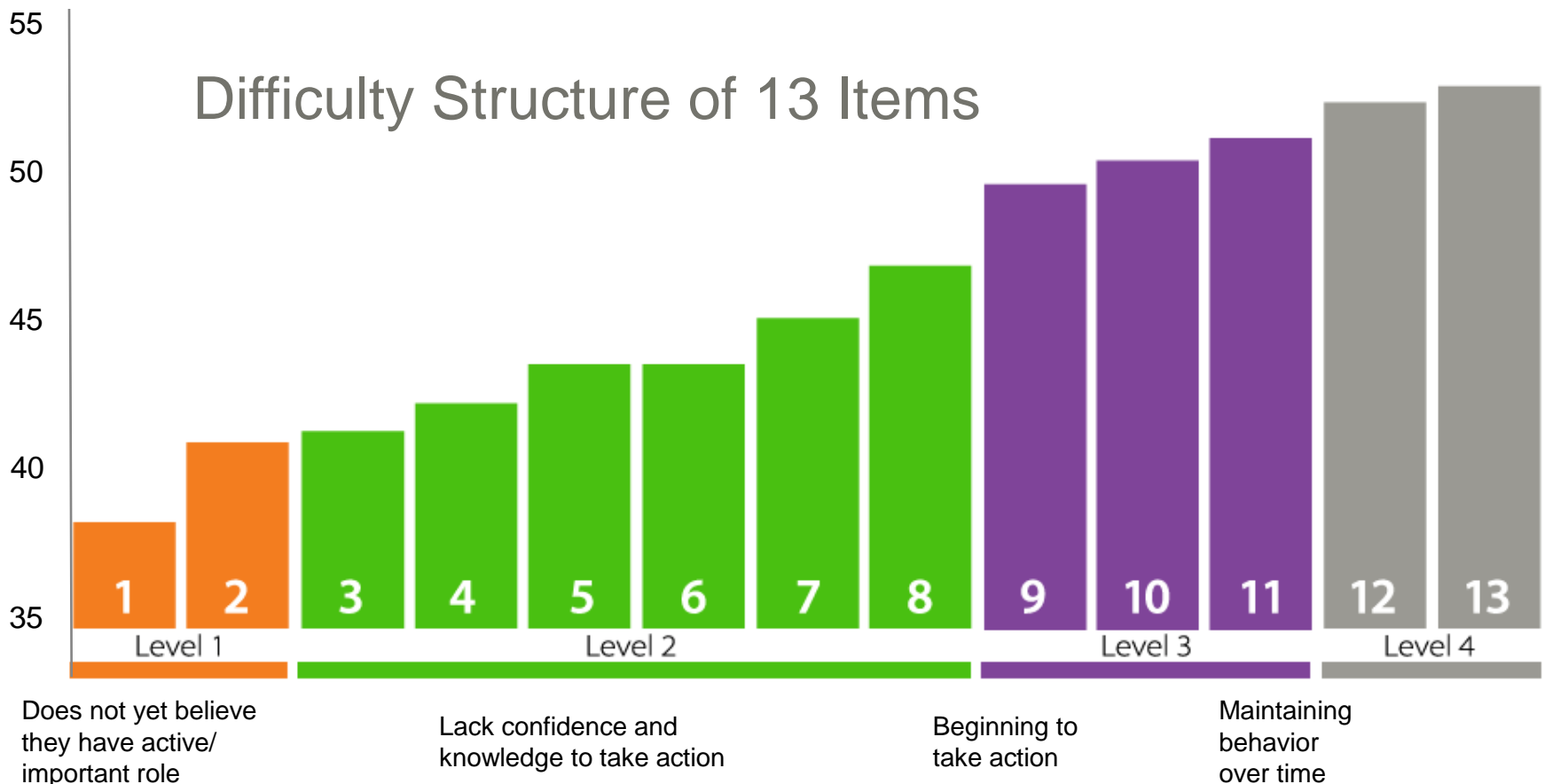
What is Activation?

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

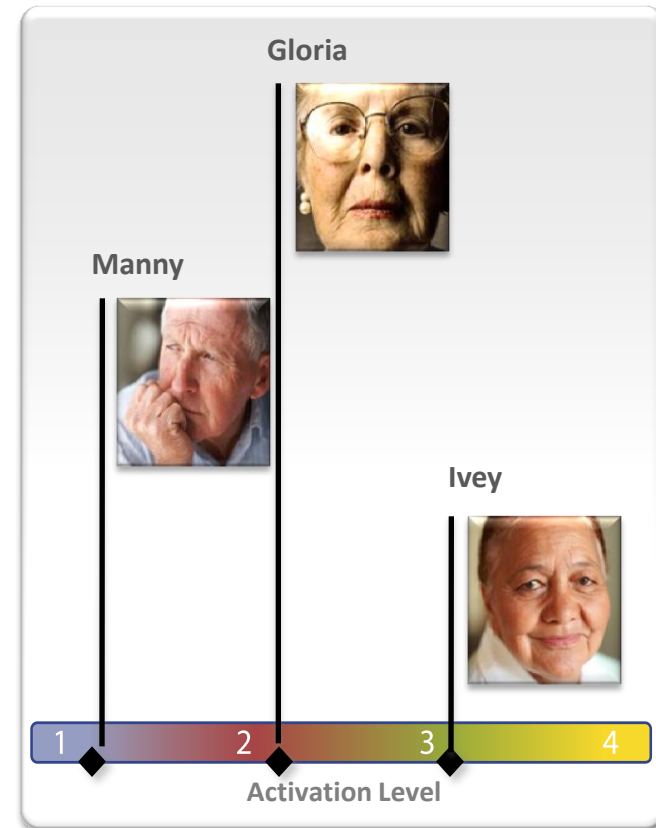


Patient Activation Measurement (PAM)



Activation Measure Items

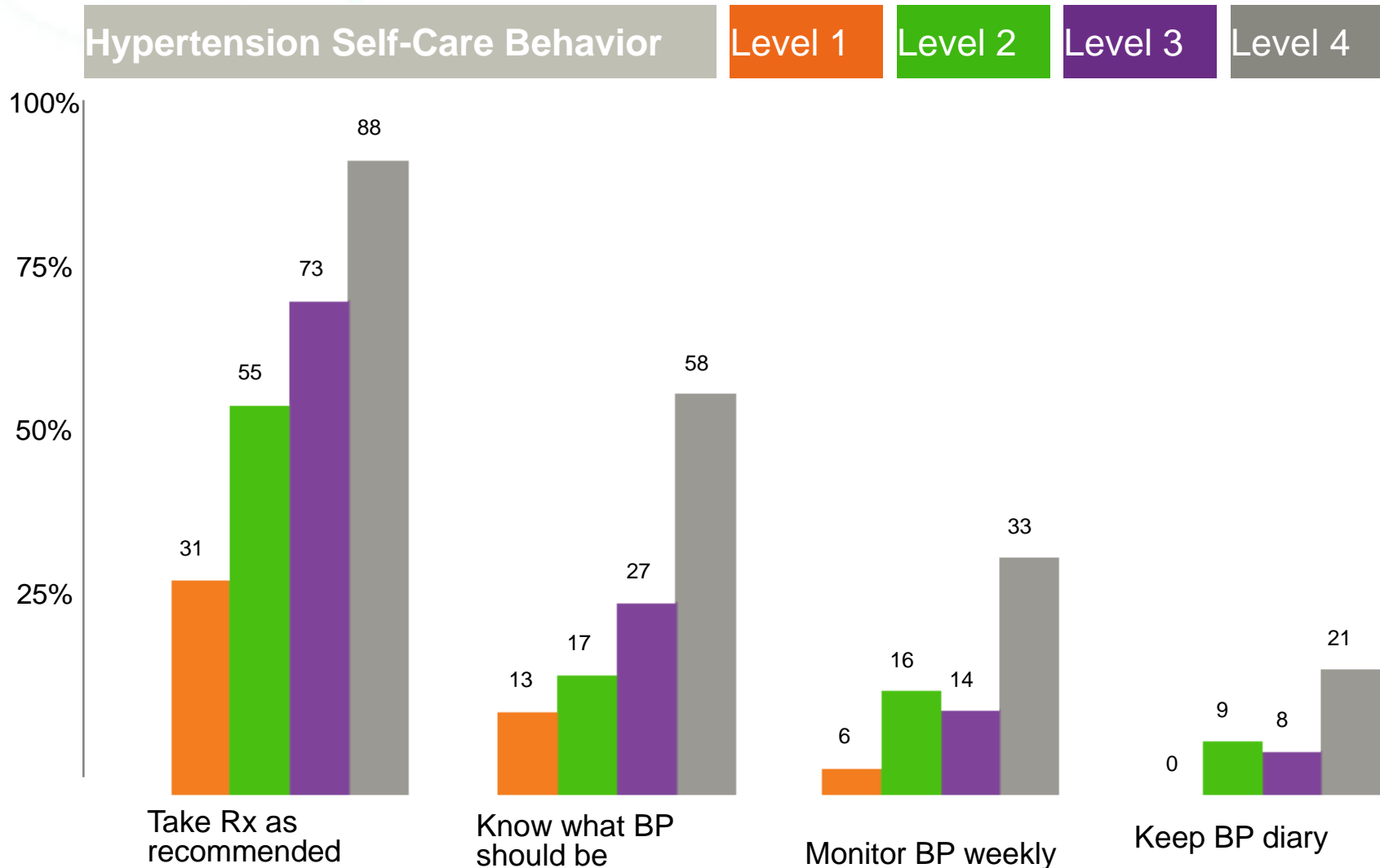
1. When all is said and done, I am the person who is responsible for taking care of my health	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
2. Taking an active role in my own health care is the most important thing that affects my health	Disagree Strongly	Disagree	Agree	Agree Strongly	N/A
3. I 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



Activation is Developmental



Activation and Behavior



Insights

- ❖ 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

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	***
<u>Costly Utilization</u>		A1C	*
Lower Hospital	***		
Lower ER	***		

*p<.05 **p<.01 ***p<.001. Controlling for age, income, gender, and chronic diseases

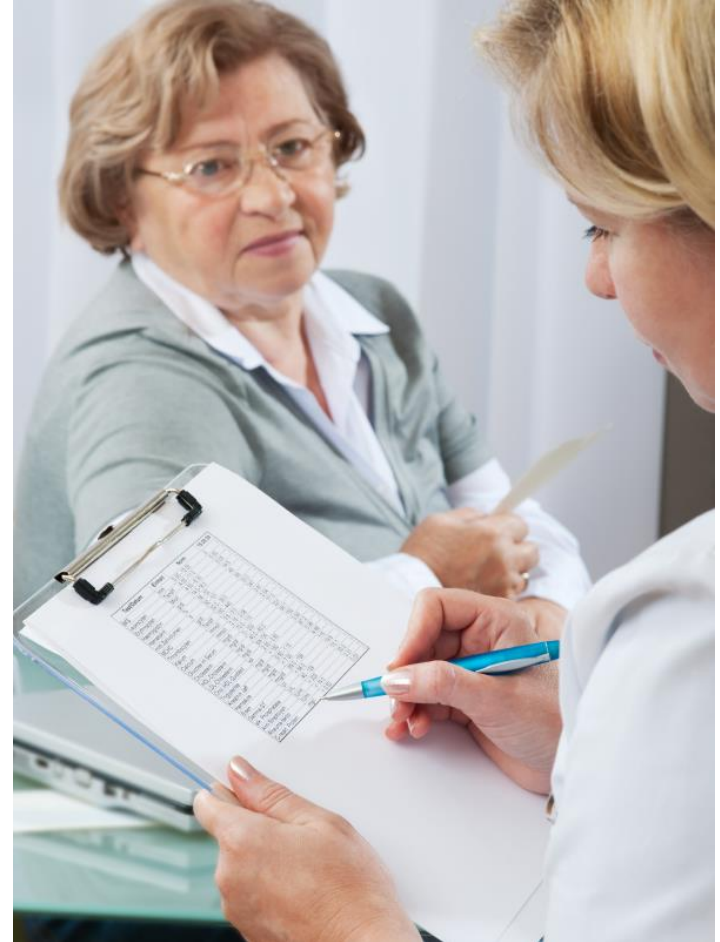
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Less Activated Patients have Higher Total Healthcare Costs

- After controlling for demographics and health status, **\$2000 per patient annual cost differential** between those patients who stay high in activation and those who stay low in activation over a one year period. **That represents a 31% difference.**

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



When we offer new patient programs and services, who shows up?

- Stanford Chronic Disease Self-Management Program— higher activated more likely to enroll
- Patient Portal use (higher activated twice as likely to use portal than lower activated)
 - When we don't measure, we never know who we are reaching

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
- This represents a major paradigm shift
 - Moving away from simply “telling patients what to do.” Different than “compliance” --
 - There is a focus on developing confidence and skills, and not just the transfer of information.

Studies show that targeted interventions can increase patient activation

Effective interventions use:

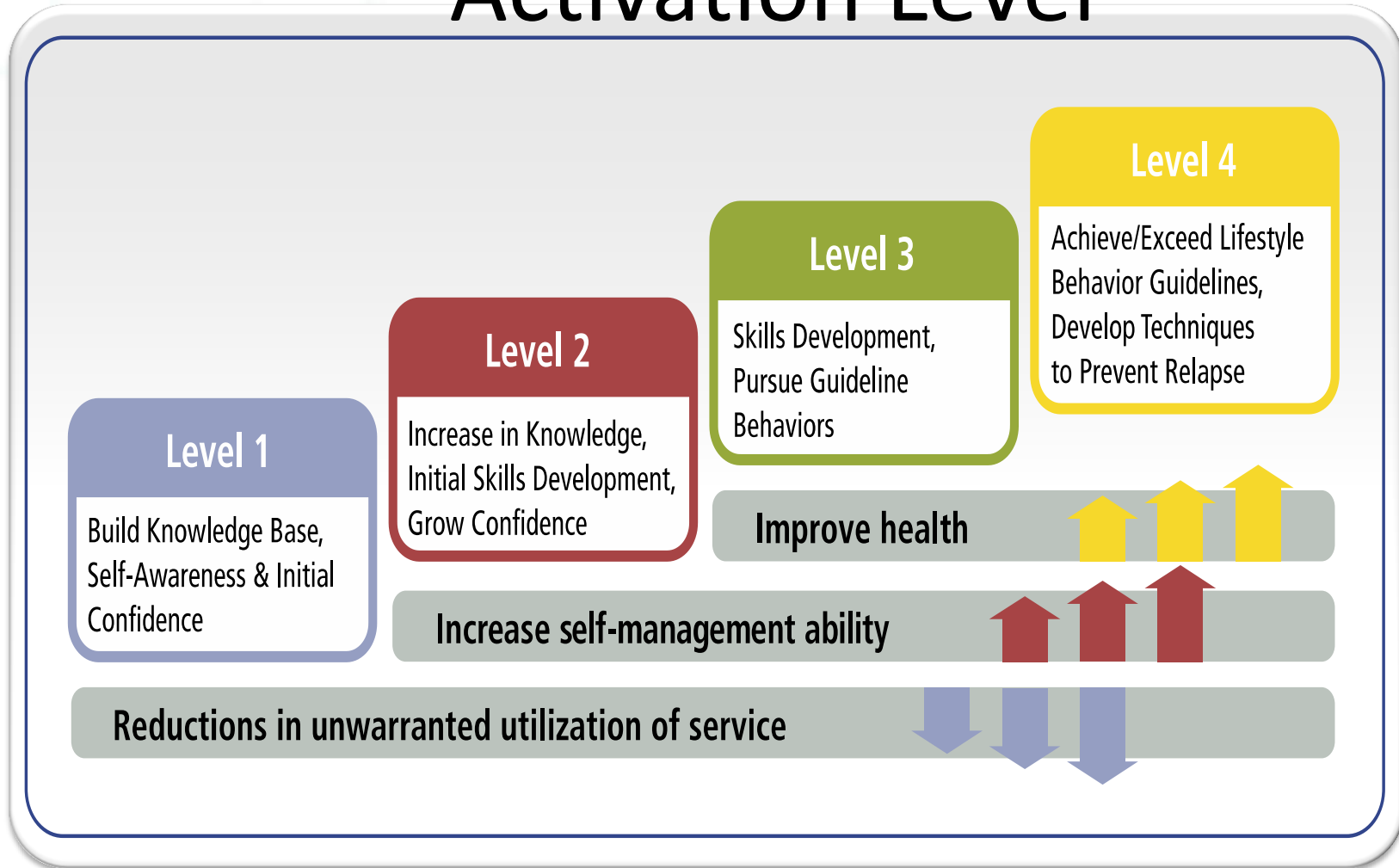
- Tailored support to the individual's level of activation

Least activated patients make the most gains—
when appropriately supported.

Clinicians Can Use PAM in 3 ways

1. To assess where a patient is
2. To tailor care plans and support
3. To track progress over time

Tailoring Support to the Patient's Activation Level



Innovative Delivery Systems

- PAM score is a Vital Sign
- 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
- To assess the performance of providers

Segmenting the Population

PAM Level	Disease Burden	
	Low	High
High	ELECTRONIC RESOURCES Usual team members Focus on prevention	PEER SUPPORT ELECTRONIC RESOURCES Usual care team Focus on managing illness
Low	HIGH SKILLED TEAM MEMBERS Focus on prevention	HIGH SKILLED TEAM MEMBERS More outreach Focus on developing skills to manage illness

Using Activation Measure to Inform Care Protocols

- Rooming process
- Back pain
- Mammograms
- Patient Portal

Measuring Activation Can:

- Improve efficiencies— more targeted use of resources through segmentation
- Improve outcomes and reduce costs
 - Reduce re-admissions
 - Improve patient experience
 - Improve outcomes and lower costs