

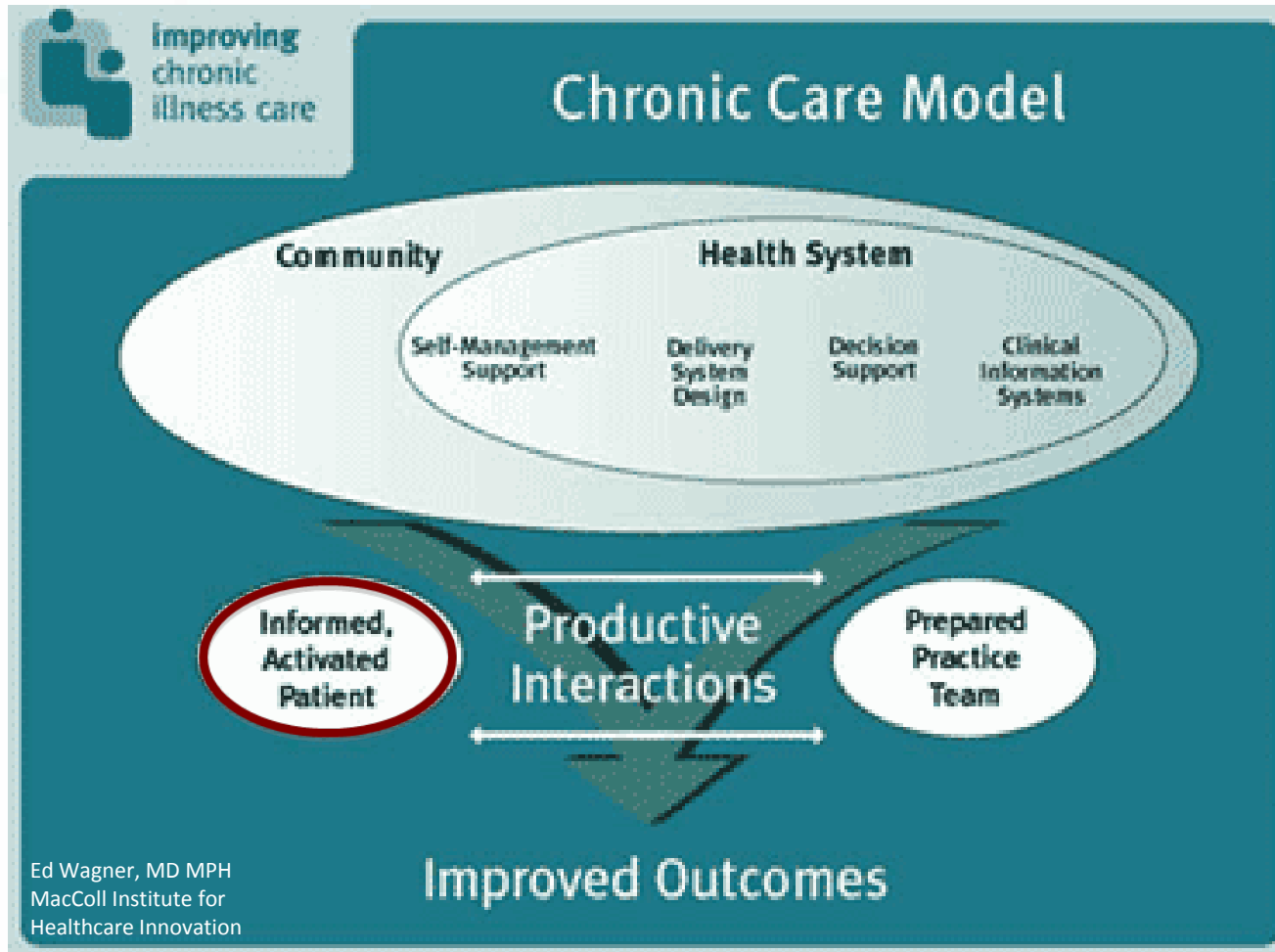
# Tailoring Support to Improve Quality and Outcomes

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# Patient activation is essential to better health and improved outcomes



Because people are so different, the ability to measure activation and tailor support is key

- ▶ To know who needs more support
- ▶ To target the types of support and information patients need
- ▶ To evaluate efforts to increase activation
- ▶ To have a marker for quality care

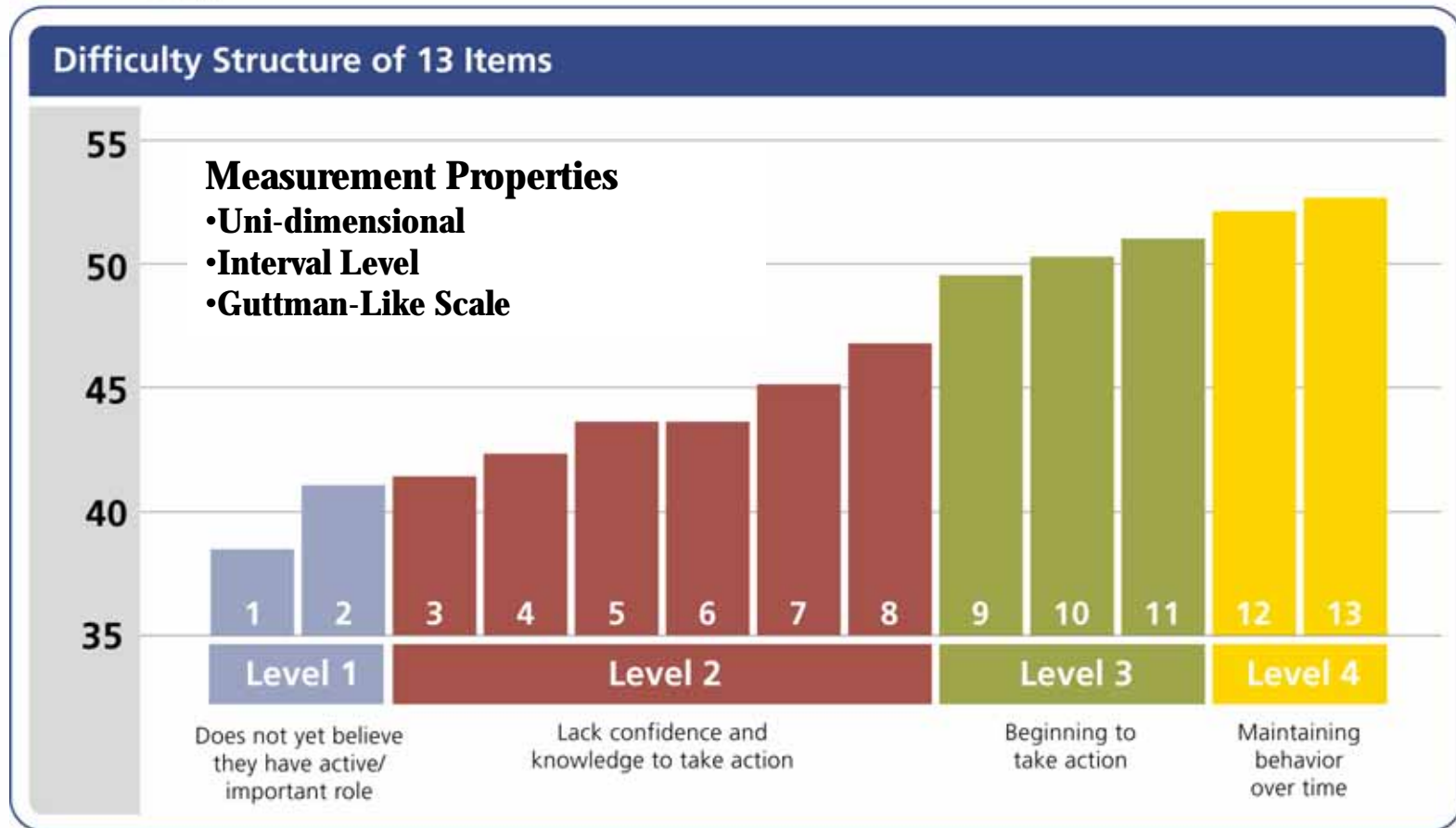
# Defining the Domains of Activation

	...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*

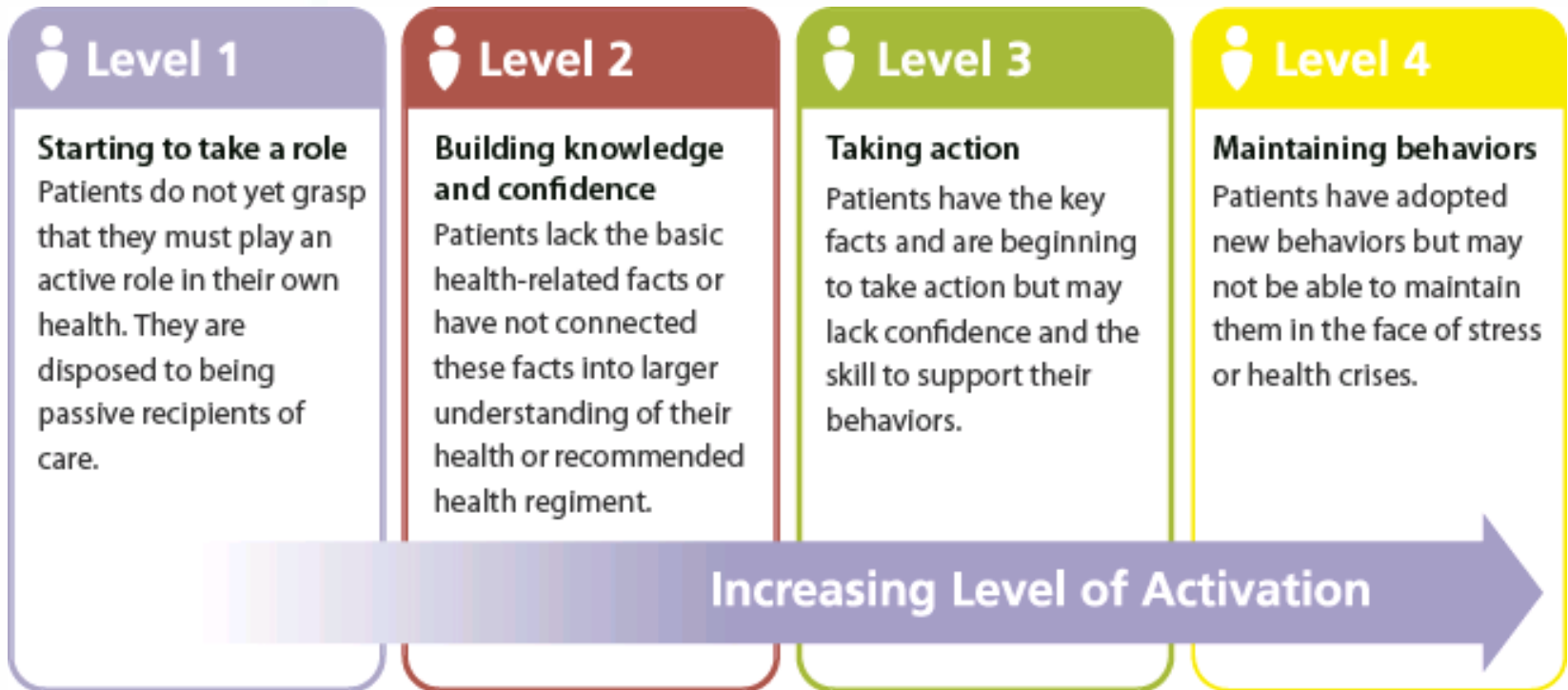


# The 13 Question PAM – recommended in Medicaid

Level 1	When all is said and done, I am the person who is responsible for taking care of my health
	Taking an active role in my own health care is the most important thing that affects my health
Level 2	I am confident I can help prevent or reduce problems associated with my health
	I know what each of my prescribed medications do
	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.
	I am confident that I can tell a doctor concerns I have even when he or she does not ask.
	I am confident that I can follow through on medical treatments I may need to do at home
Level 3	I understand my health problems and what causes them.
	I know what treatments are available for my health problems
	I have been able to maintain (keep up with) lifestyle changes, like eating right or exercising
Level 4	I know how to prevent problems with my health
	I am confident I can figure out solutions when new problems arise with my health.
	I am confident that I can maintain lifestyle changes, like eating right and exercising, even during times of stress.

\* Related instruments: PAM 10, PAM 2, Clinician Activation Measure

# Activation is developmental



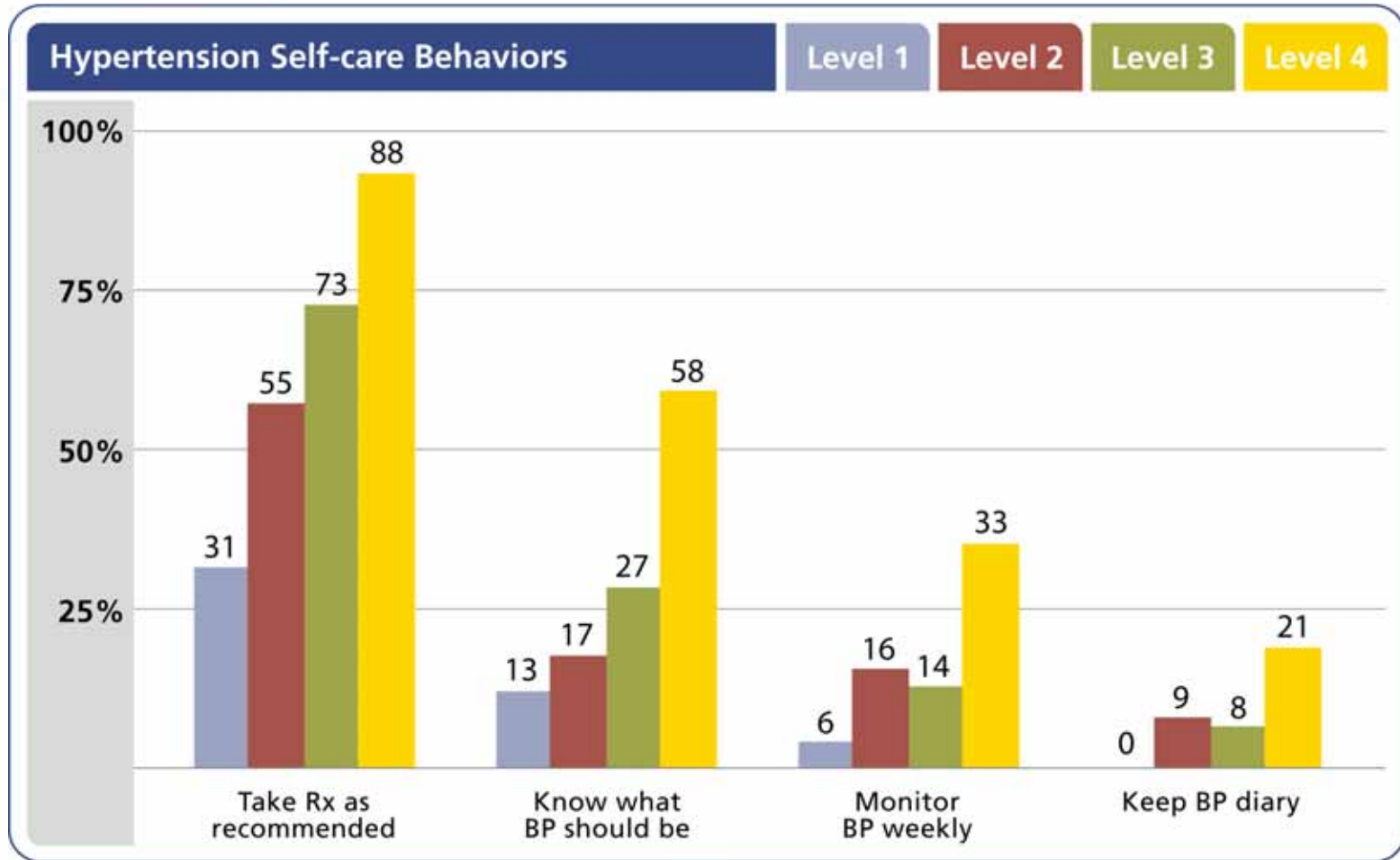
Source: J.Hibbard, University of Oregon

# Activation Level is Predictive of Behaviors

Research consistently finds that those who are more activated are:

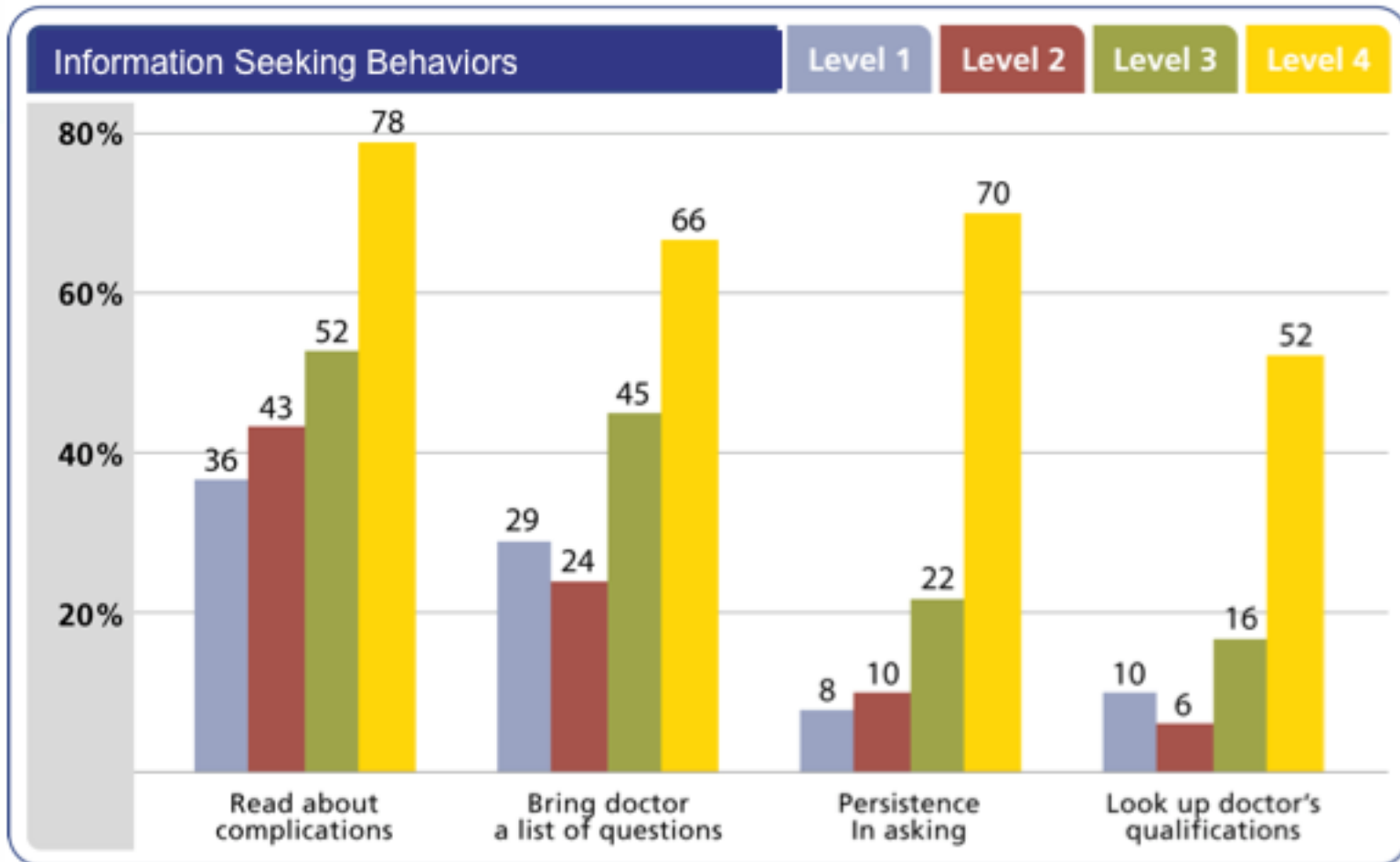
- Engaged in more preventive behaviors
- Engaged in more healthy behaviors
- Engaged in more disease specific self-management behaviors
- Engaged in more health information seeking behaviors

# Activation Level and Self-Management Behaviors



Source: US National sample 2004

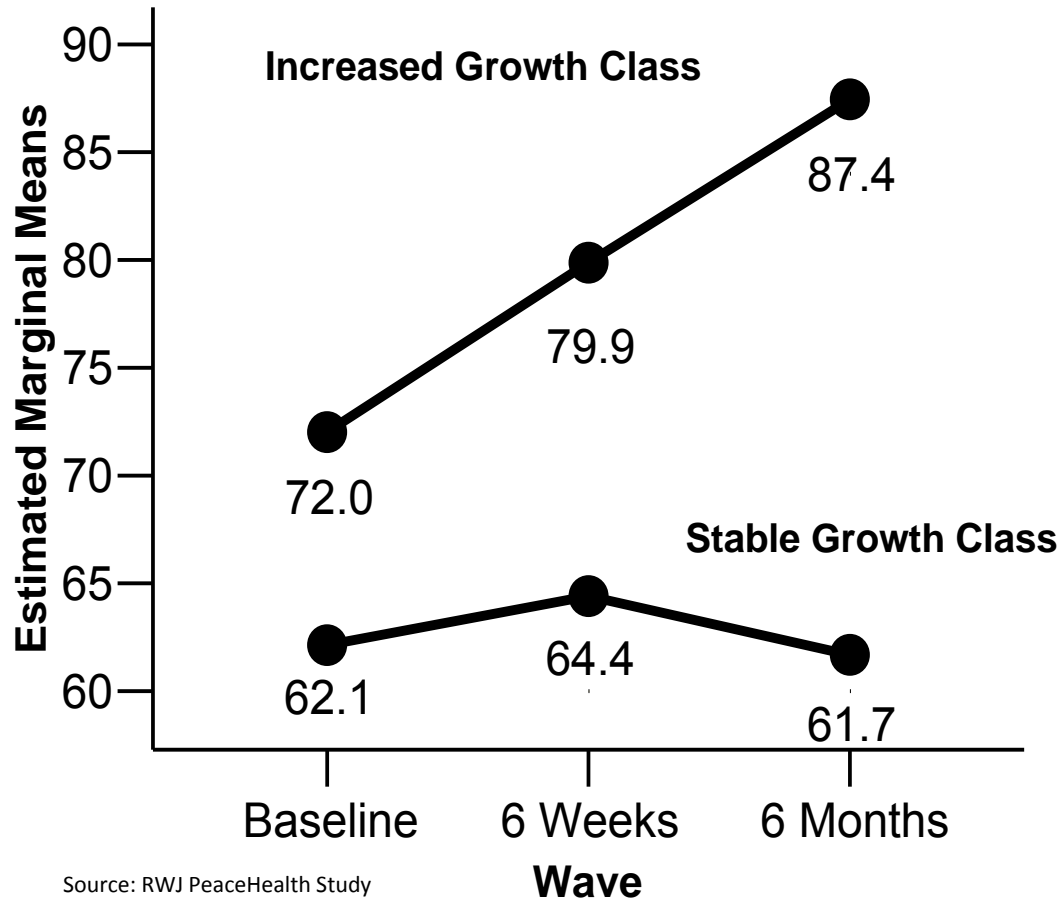
# Behaviors in the Medical Encounter by PAM Level



# Implications

- ▶ 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

# When activation changes most behaviors move together



11 of 18 behaviors show significant improvement within the Increased Growth Class compared to the Stable Growth Class

Source: RWJ PeaceHealth Study

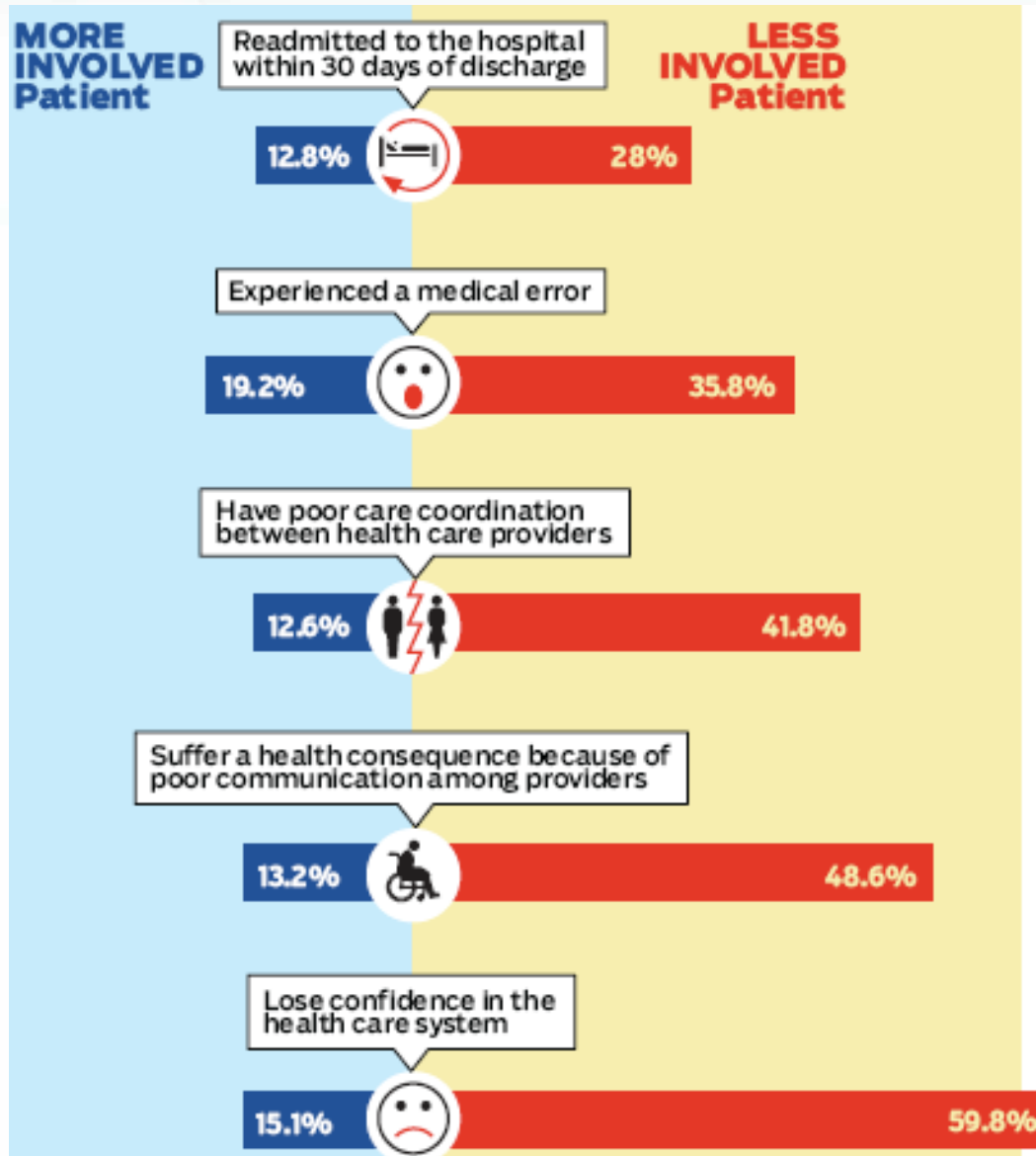
# The PAM can predict utilization and health outcomes two years into the future for diabetics

	% change for a 1 point change in PAM Score	Comparing a PAM Score of 60 (L3) vs. 50 (L2)	<i>P</i>
Hospitalization	1.7% decline	17% decreased likelihood of hospitalization	.03
Good A1c control (HgA1c < 8%)	1.8% gain	18% greater likelihood of good glycemic control	.01
A1c testing	3.4% gain	34% greater likelihood of testing	.01
LDL-c testing			

Remmers CL, Hibbard JH, Mosen D, Wagenfeld M, Hoyer RE, Jones C. Is Patient Activation Associated with Future Health Outcomes and Health Care Utilization Among Patients with Diabetes? *Journal of Ambulatory Care Management*. Vol. 32 No 2. 2009.

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

# Low activation signals problems (and opportunity)



Source: AARP Public Policy Institute, *Chronic Care: A Call to Action for Health Reform, Beyond 50.09*. Study population age 50+ with at least one chronic condition. N=2,453

'More Involved'=Levels 3 & 4, Less Involved=Levels 1 & 2

# Applications

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

# What Affects Activation?

- ▶ Environments that are supportive of self-management and healthy behaviors are correlated with higher levels of activation:
  - Physician support for self management
  - Employers that support healthy behaviors (both providing opportunities and setting norms)
  - Families and neighborhoods that enable and encourage healthy behaviors
- ▶ Depression and stress are barriers to activation

# Supporting Activation

- ▶ Means supporting patients where they are
- ▶ Moving away from a generalized approach to a tailored or segmented approach
- ▶ Doing so will likely increase the efficiency and efficacy of efforts