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)

Difficulty Structure of 13 Items

1. Does not yet believe they have active/important role
2. Level 1
3. Level 2
4. Level 3
5. Level 4

35 40 45 50 55

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2. Level 1
3. Level 2
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5. Level 4

1. Difficulty Structure of 13 Items
2. Patient Activation Measurement (PAM)
3. Does not yet believe they have active/important role
4. Lack confidence and knowledge to take action
5. Beginning to take action
6. Maintaining behavior over time

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2. Patient Activation Measurement (PAM)
3. Does not yet believe they have active/important role
4. Lack confidence and knowledge to take action
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## Activation Measure Items

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

Level 1
STARTING TO TAKE A ROLE

Level 2
BUILDING KNOWLEDGE AND CONFIDENCE

Level 3
TAKING ACTION

Level 4
MAINTAINING BEHAVIORS

Increasing Level of Activation

Source: J. Hibbard, University of Oregon
Activation and Behavior

Hypertension Self-Care Behavior

- Take Rx as recommended: 88%
- Know what BP should be: 58%
- Monitor BP weekly: 33%
- Keep BP diary: 21%

Source: US National sample 2004
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:

<table>
<thead>
<tr>
<th></th>
<th>Baseline</th>
<th>Clinical Indicators in Normal Range</th>
<th>Baseline</th>
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</thead>
<tbody>
<tr>
<td><strong>Prevention</strong></td>
<td></td>
<td></td>
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<tr>
<td>Colon</td>
<td>***</td>
<td></td>
<td>**</td>
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<tr>
<td>Mammograms</td>
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<td></td>
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<tr>
<td>Pap Smears</td>
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<td></td>
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<tr>
<td><strong>Healthy Behaviors</strong></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Not Obese</td>
<td>***</td>
<td></td>
<td>***</td>
</tr>
<tr>
<td>Not Smoking</td>
<td>***</td>
<td></td>
<td>***</td>
</tr>
<tr>
<td><strong>Costly Utilization</strong></td>
<td></td>
<td></td>
<td>***</td>
</tr>
<tr>
<td>Lower Hospital</td>
<td>***</td>
<td>HDL</td>
<td>***</td>
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<tr>
<td>Lower ER</td>
<td>***</td>
<td>Triglycerides</td>
<td>***</td>
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<tr>
<td></td>
<td></td>
<td>A1C</td>
<td>*</td>
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*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
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

<table>
<thead>
<tr>
<th>PAM Level</th>
<th>Disease Burden</th>
<th>Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>Low</td>
<td>ELECTRONIC RESOURCES&lt;br&gt;Usual team members&lt;br&gt;Focus on prevention</td>
</tr>
<tr>
<td></td>
<td>High</td>
<td>PEER SUPPORT&lt;br&gt;ELECTRONIC RESOURCES&lt;br&gt;Usual care team&lt;br&gt;Focus on managing illness</td>
</tr>
<tr>
<td>Low</td>
<td>Low</td>
<td>HIGH SKILLED TEAM MEMBERS&lt;br&gt;Focus on prevention</td>
</tr>
<tr>
<td></td>
<td>High</td>
<td>HIGH SKILLED TEAM MEMBERS&lt;br&gt;More outreach&lt;br&gt;Focus on developing skills to manage illness</td>
</tr>
</tbody>
</table>
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