

# Patient Activation: Health Outcomes and Cost

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

# Agenda

- What is Patient Activation? How is it measured?
- What is the Evidence that it is linked with outcomes
- Key insights from research
- How health care delivery systems are using measurement of Patient Activation to achieve better outcomes?

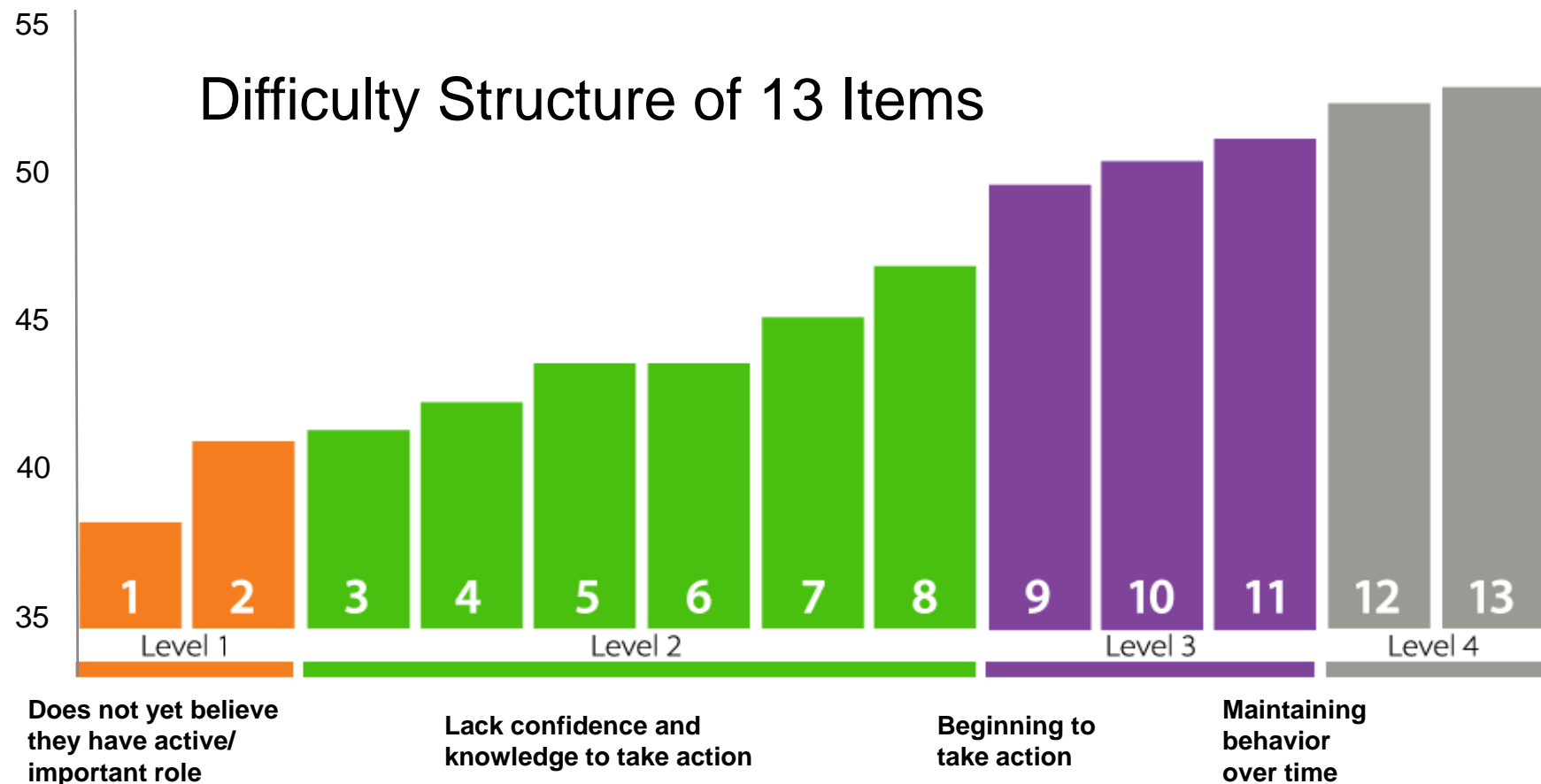
# What is Activation?

## 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

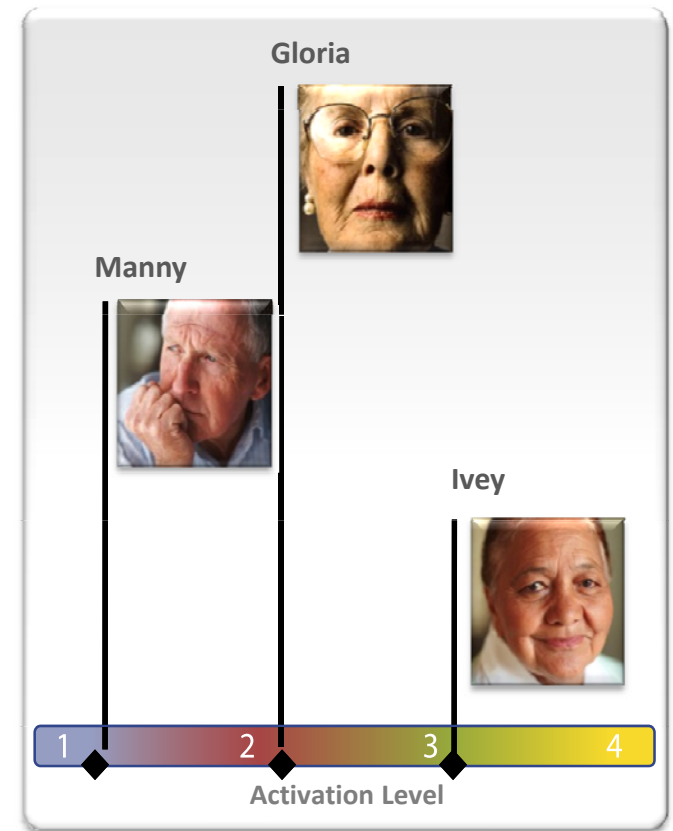


# Patient Activation Measurement (PAM)



# 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

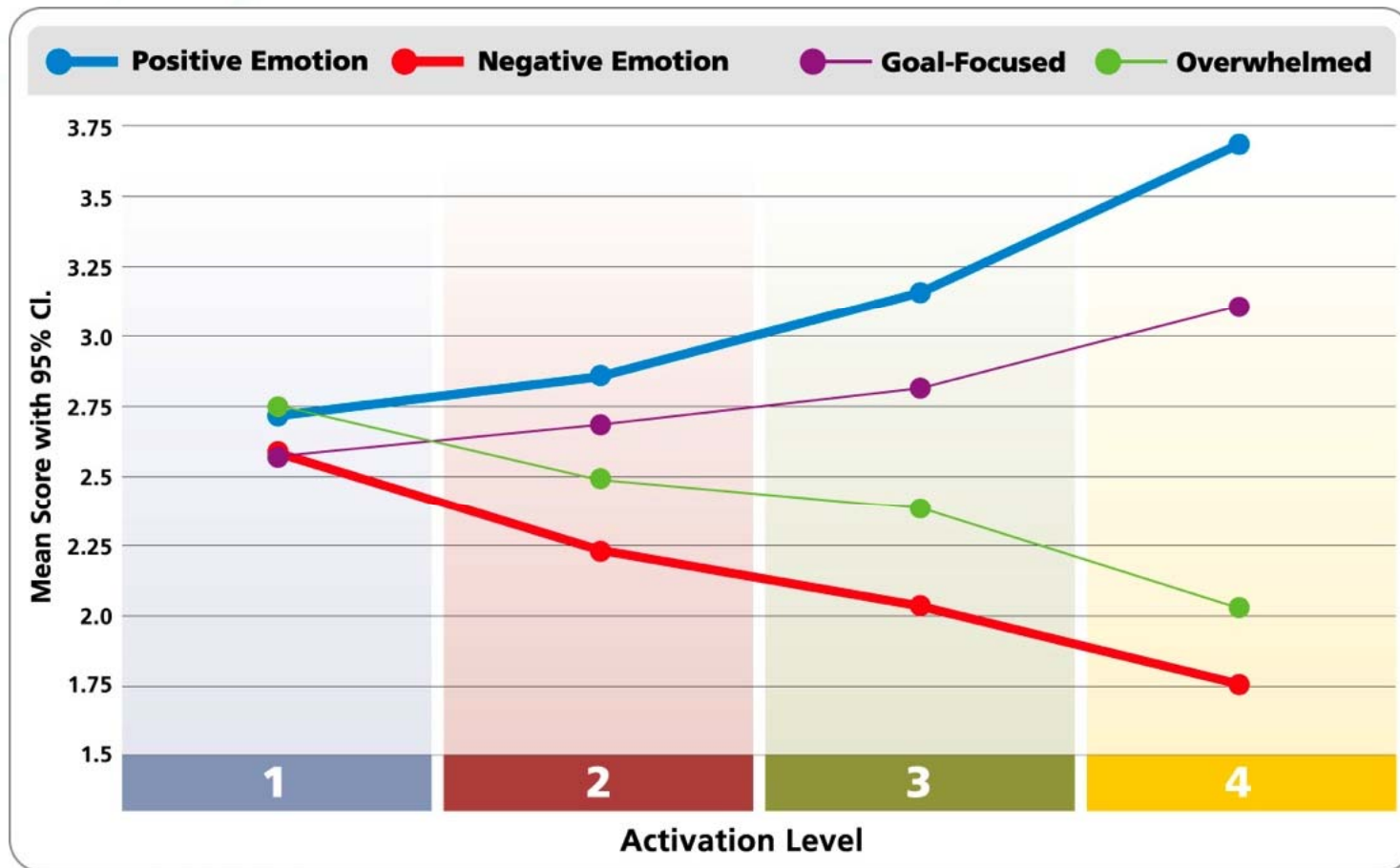


# Activation is Developmental



Source: J.Hibbard, University of Oregon

# Emotional Disposition Plays an Important Role In Activation



Source: KnowledgeNetworks National Study 2008

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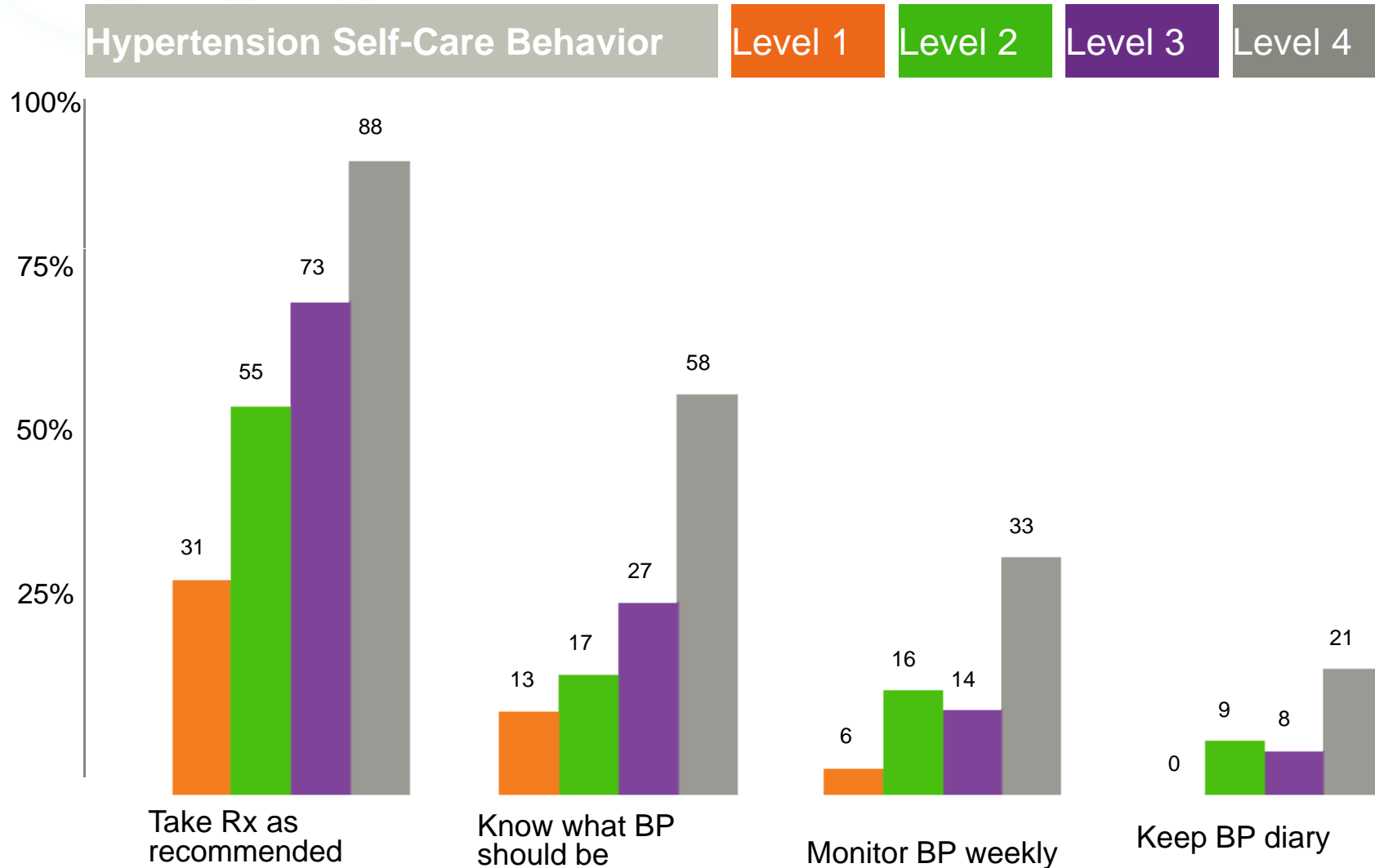
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# Why is Patient Activation Important?

- Reviewed findings from over 100 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



Source: US National sample 2004

# Activation and Behavior in Medical Encounter

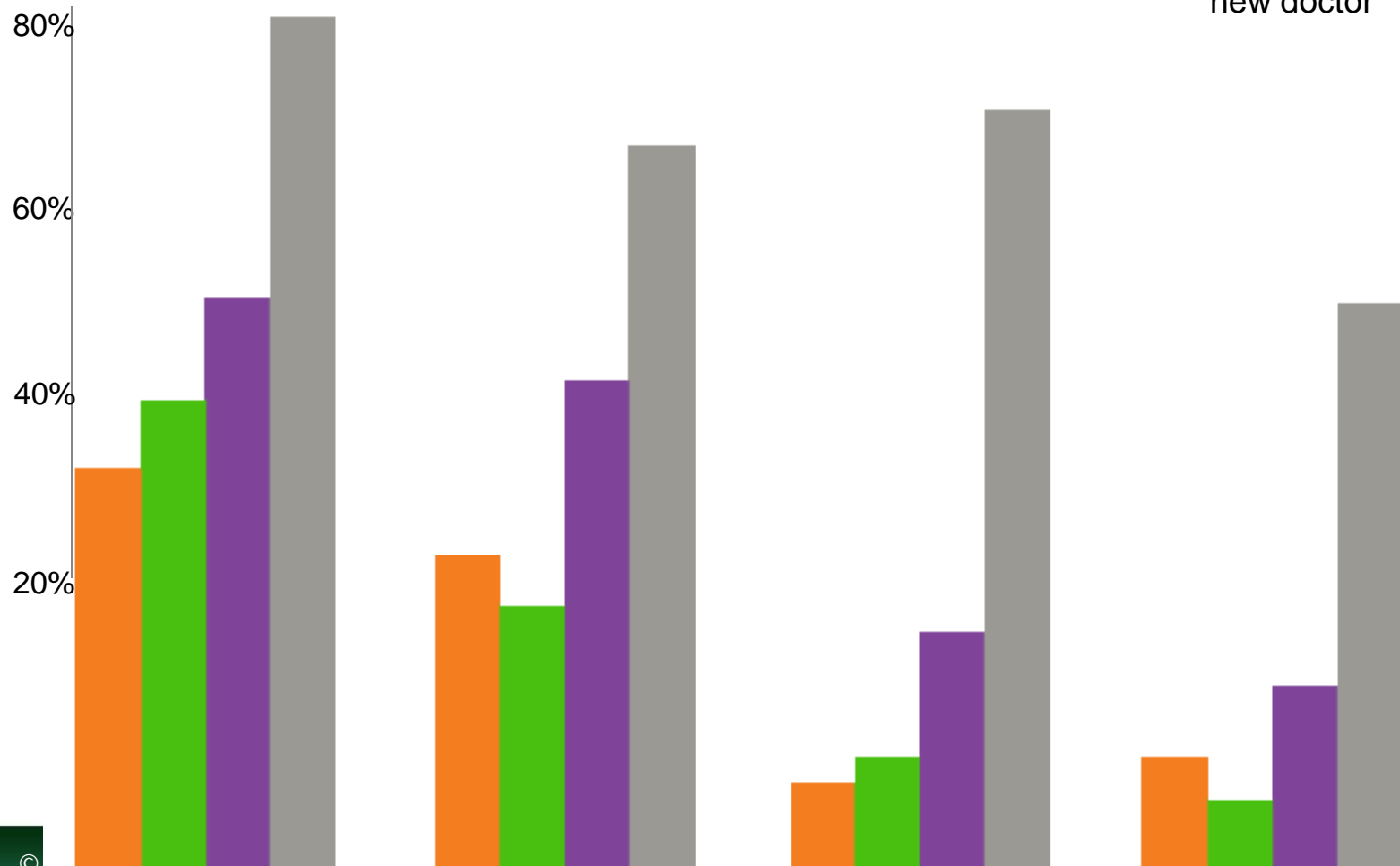
Level 1   Level 2   Level 3   Level 4

Read about side-effects with New drug

Bring a list of questions to office visit

Persistence in asking when don't understand

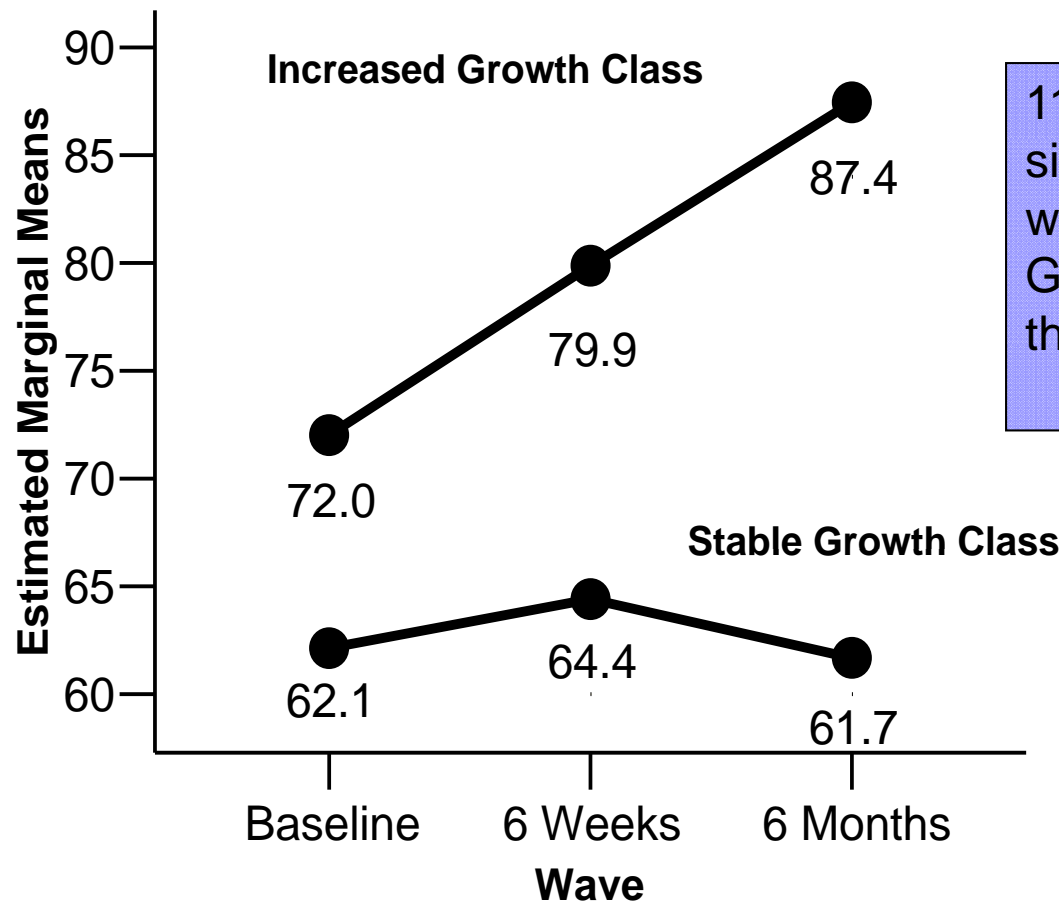
Look up doctor's qualifications when choosing new doctor



# 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

# When Activation Changes Most Behaviors Improve



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

Source: RWJ Peace Health Study 2006

# 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)	<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			

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.

# Higher Activated Patients Have Better Outcomes: Cross-sectional and Longitudinal Results

	Baseline	Two Years Later		Baseline	Two Years Later
<b><u>Prevention</u></b>			<b><u>Clinical Indicators in Normal Range</u></b>		
Colon Mammograms	***	**	Systolic	**	**
Pap Smears	**	***	Diastolic		
<b><u>Healthy Behaviors</u></b>					
Not Obese	***	***	HDL	***	***
Not Smoking	***	***	Triglycerides	***	***
<b><u>Costly Utilization</u></b>			A1C	*	
Lower Hospital	***	Not evaluated			
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 Healthcare Costs

- After controlling for demographics and severity, less activated patients have 8% higher costs in the base year and 21% higher costs in the following year than more activated patients.
- Similar differences when looking within disease categories.

# 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

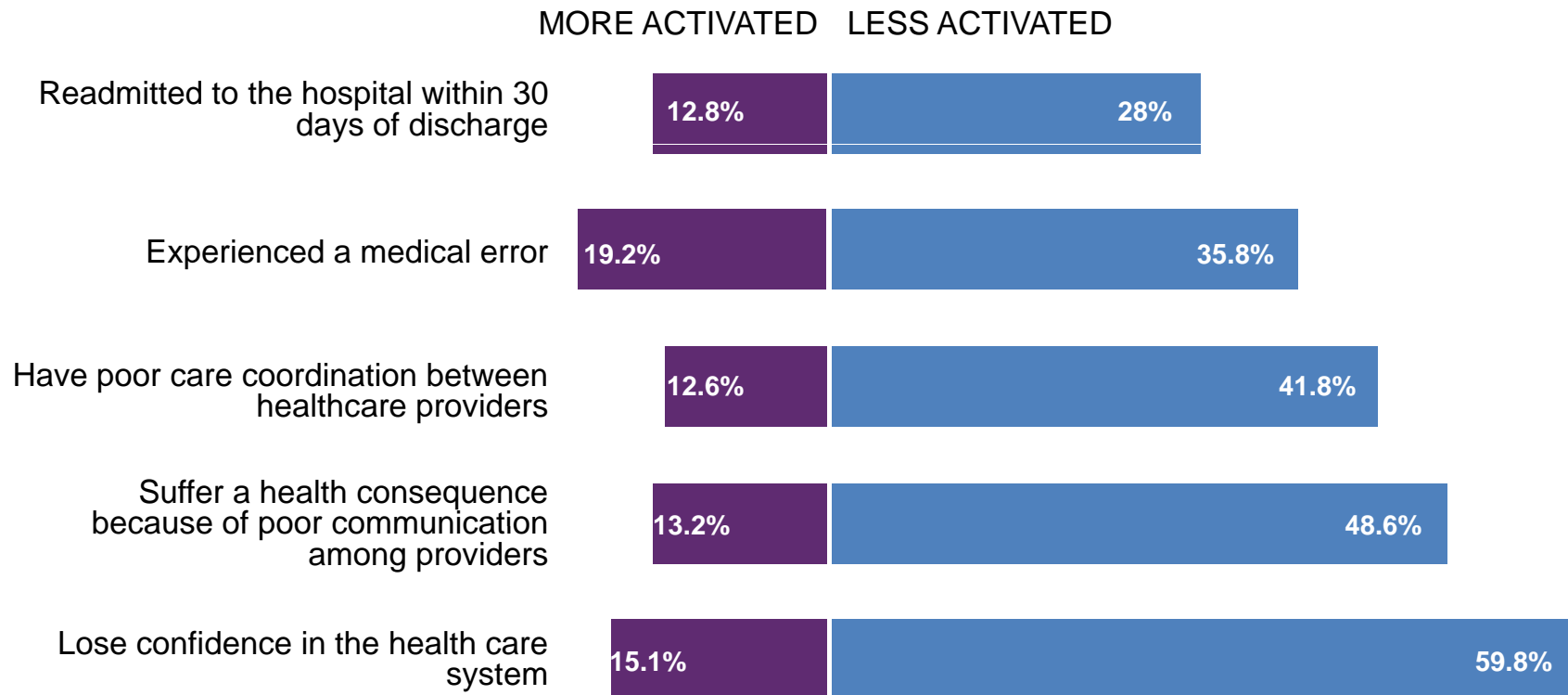




# When We Offer New Patient Programs and Services, Who Shows Up?

- 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

# The More Activated You Are in Your Own Health Care, the Better Care You Get...

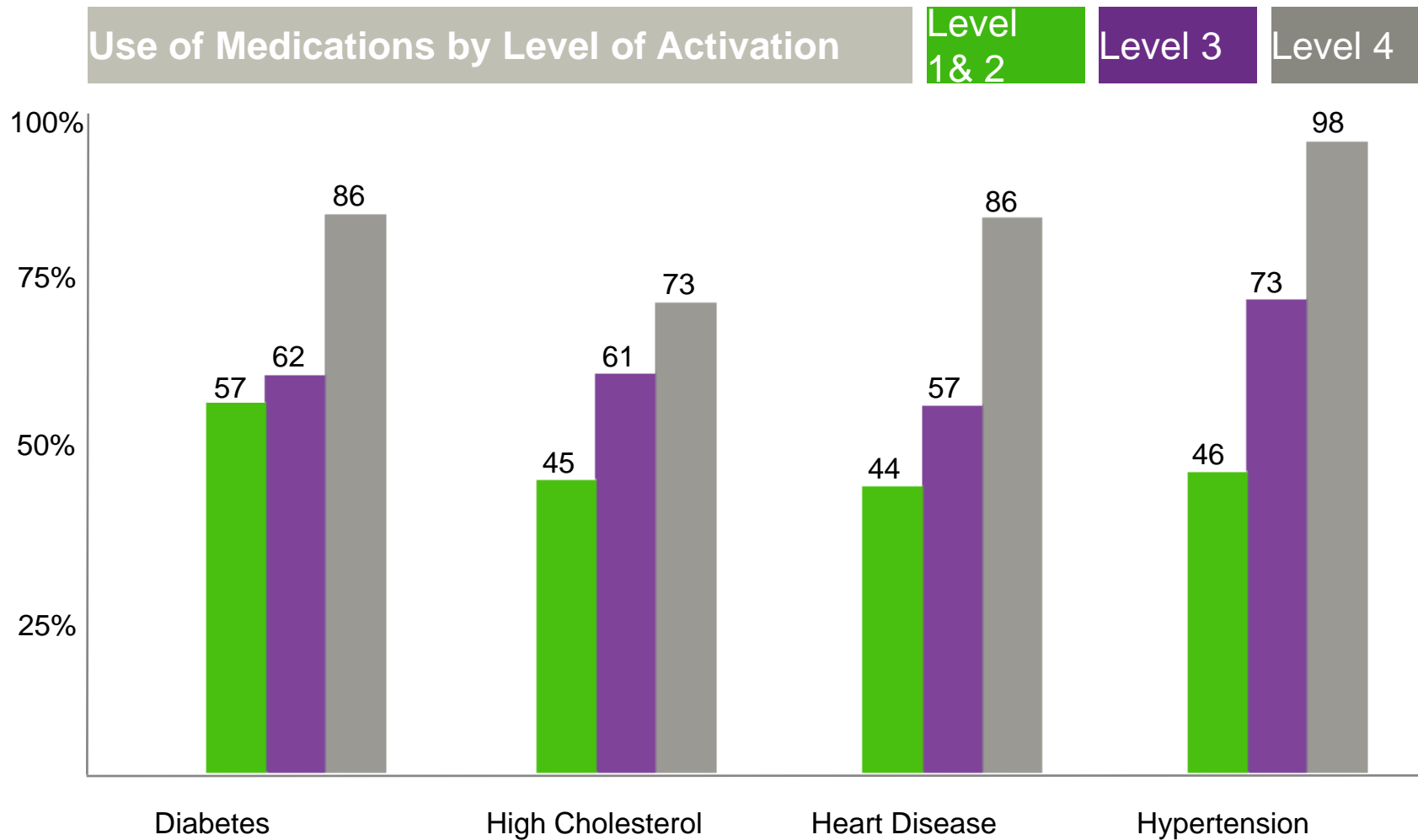


Source: Adapted from AARP & You, "Beyond 50.09" Patient Survey. Published in AARP Magazine.  
Study population age 50+ with at least one chronic condition. More Involved=Levels 3&4, Less Involved=Levels 1&2

# Activation/Engagement Is Important in Any Situation Where the Patient Has a Significant Role to Play

- If people don't understand their role, they aren't going to take action, they aren't going to look for or take in new information
- If people don't feel confident, they are less likely to be pro-active
- This appears to be true regardless of condition

# Activation and Medication Adherence



# Patient Activation and Patient Experience

- More activated patients report better patient experiences— even among patients seeing the same doctor
- Implications: we need to help patients gain the skills to get what they need from their providers

# 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.

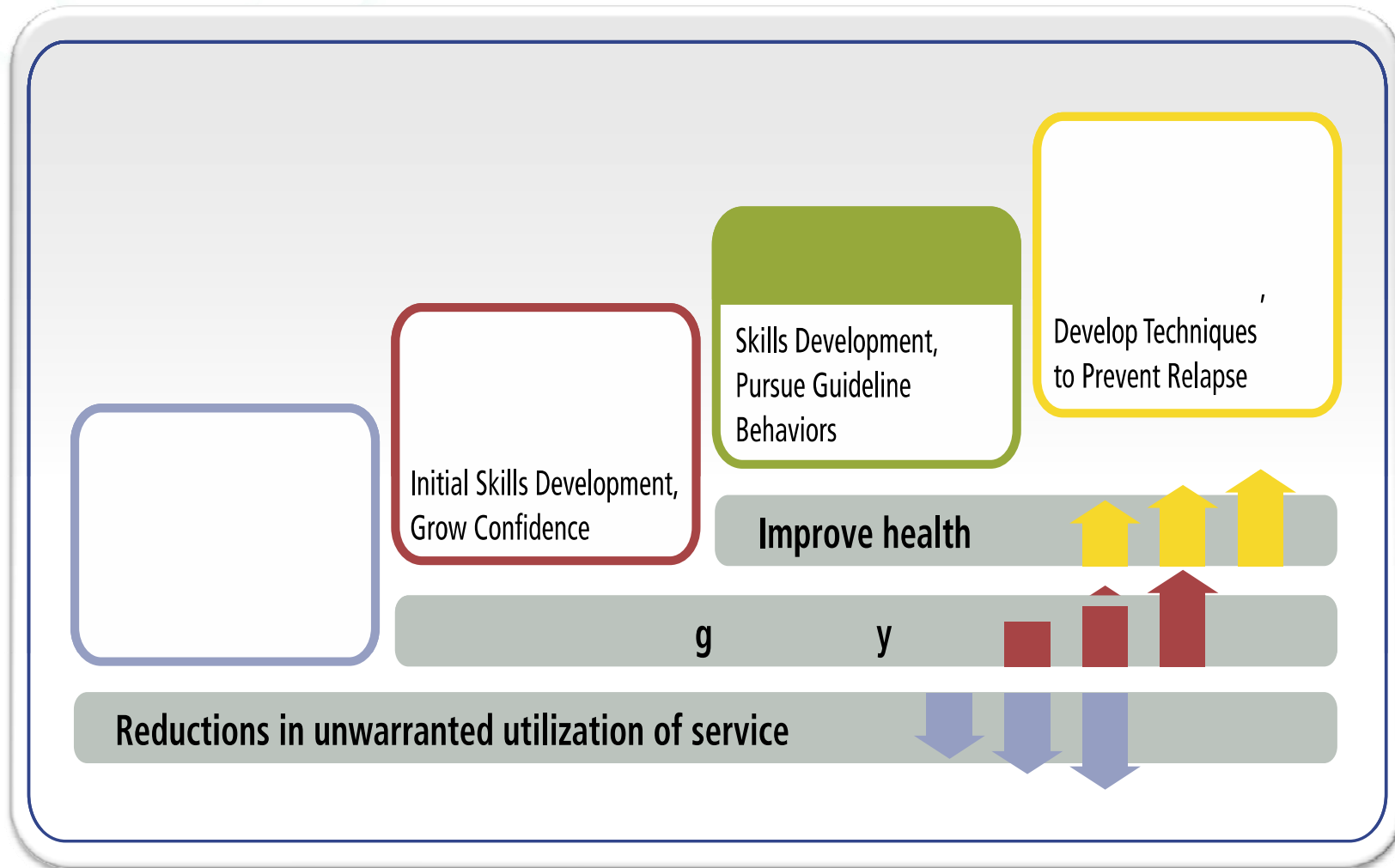
# Studies Show That Targeted Interventions Can Increase Patient Activation

Effective interventions use:

- Tailored support to the individual's level of activation

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

# Tailoring Support to the Patient's Activation Level





# Preventing Hospital Re-admissions

**Less Activated Patients nearly twice as likely to be re-admitted within 30 days**

# Hospitals Using the Measurement of Patient Activation to Reduce Re-admissions

- Tailoring amount and type of support to patient's level of activation
  - Helping lower activated patients prioritize
  - Breaking down task into smaller steps
- Using different team members with different skill sets
  - Not “doing for them” but helping them gain the skills

# 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

# Segmenting the Population

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

# Using Activation Measure to Inform Care Protocols

- Rooming process
- Low back pain
- Mammograms
- Patient Portal

# Challenges for Delivery Systems

- Getting the measurement done and integrated into EHR
- Cultural shift. A different role for the provider, a different role for the patient.
- A different skill set--- understanding and supporting the patient journey
- Whose job is this anyway?

# Meeting Patients Where They Are Can:

- Improve efficiencies— more targeted use of resources through segmentation
- Meet the needs of patients, Tailored: coaching, communications
  - Reduce re-admissions
  - Improve patient experience
  - Improve outcomes and lower costs