Supporting Consumer Activation

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Roles for Patients and Consumers in Improving Care

► **Informed Choice Role**
  - Using performance and cost information to choose providers
  - Selecting cost-effective evidenced based treatments
  - Making appropriate choices of plans and coverage

► **Co-Producer Role--Activated Patient**
  - Self-management
  - Preventive actions
  - Collaborating with providers
  - Vigilant partner in assuring health care safety

► **Evaluator Role**
Use of Information is key to many of these roles: Three Factors Determine How Well People Understand Information

► The nature of the information and how it is presented
► The skill of the user
► The motivation level of the user
Implications for the Design and Promotion of Health Information

► Changing user skill level is less feasible
► Changing the materials to make them easier to use and understand is feasible
► Changing motivation also feasible
Using comparative quality reports requires consumers to work hard

- Understanding the indicators
- Processing the information
- Determining meaningful differences
- Differential weighting of factors
- Bringing the variables together into a choice
More evaluable

Summary  Symbols  Rank order

Less evaluable

No summary  Numbers  Alpha. order
This chart has **all 4** evaluable elements

This chart has **none of the 4** evaluable elements

### Summary

<table>
<thead>
<tr>
<th>Element</th>
<th>Dr. J. Allen</th>
<th>Dr. P. Davis</th>
<th>Dr. L. Cooper</th>
<th>Dr. E. Davis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Giving help or advice in other office</td>
<td>67</td>
<td>61</td>
<td>82</td>
<td>77</td>
</tr>
<tr>
<td>Being informed and up-to-date about the doctor’s care and treatment</td>
<td>78</td>
<td>76</td>
<td>65</td>
<td>62</td>
</tr>
<tr>
<td>Spending enough time with doctor in follow-up care</td>
<td>90</td>
<td>89</td>
<td>89</td>
<td>89</td>
</tr>
<tr>
<td>Giving patient's encouragement and support in coping with illness</td>
<td>97</td>
<td>97</td>
<td>97</td>
<td>97</td>
</tr>
</tbody>
</table>

### Symbols

1. Dr. L. Cooper
2. Dr. E. Davis
3. Dr. P. Davis
4. Dr. J. Allen

### Rank order

1. Dr. L. Cooper
2. Dr. J. Allen
3. Dr. P. Davis
4. Dr. E. Davis

### Numbers

1. 9 topics
Biggest impact: combining all four evaluable elements

- Correctly identified the 3 top performing doctors and the 3 lowest performing doctors:
  - Using a chart with all 4 evaluable elements: 89%
  - Using a chart with none of the 4 evaluable elements: 16%

- Chose the top performing doctor:
  - Using a chart with all 4 evaluable elements: 76%
  - Using a chart with none of the 4 evaluable elements: 18%
Reports that are designed to reduce the burden on the user are more effective

► Include only indicators that are understood and considered useful
► Use symbols that are inherently meaningful.
► Show all the data on one page.
► Summarize data and use labels that help to interpret it
► Order by performance.
Public reports will be more effective when they are made more evaluable, and when consumers understand the need for them.

- Consumers will be more likely to use them
- Providers will more likely to be motivated to improve by them
Using information and making choices is only part of the picture: consumers also need to be activated and engaged

- Self-management
- Preventive actions
- Collaborating with providers
- Vigilant partner in assuring health care safety
Activated Consumers....

- Have the knowledge, skill and confidence to take on the role of managing their health and health care.
- They accept that this is their job and feel competent to manage their health.
- Is this something that we can measure?
The ability to measure activation is important:

- Like every other area of care--- Measurement is first step to improvement
- For targeting what information/supports patients need
- For evaluating efforts to increase activation
- For evaluating the quality of care
# Defining the Domains of Activation

<table>
<thead>
<tr>
<th>Has the knowledge to:</th>
<th>Has the skills to:</th>
<th>Can access emotional support to:</th>
<th>Believes patient is important in:</th>
</tr>
</thead>
<tbody>
<tr>
<td>...self manage</td>
<td>...collaborate with provider</td>
<td>...maintain function/ prevent declines</td>
<td>...access appropriate and high quality care</td>
</tr>
</tbody>
</table>

- **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

Measurement Properties
- Rasch Analysis
- Unidimensional
- Interval
- Guttman-like

Level 1: Does not yet believe they have active/important role
Level 2: Lack confidence and knowledge to take action
Level 3: Beginning to take action
Level 4: Maintaining behavior over time
Low activation is typically seen with over 40% of the population.

Source: J. Hibbard, University of Oregon
Activation Level is Predictive of Behaviors

In a National Sample and in UK Sample we found that those who are more activated:

- Engaged in more preventive behaviors
- Engaged in more disease specific self-management behaviors
- Engaged in more health consumeristic behaviors
Those with hypertension who engage in self-management behaviors by levels of activation

Source: US National sample 2004
Engagement in the medical encounter by level of activation

<table>
<thead>
<tr>
<th>Consumeristic Health Behaviors</th>
<th>Level 1</th>
<th>Level 2</th>
<th>Level 3</th>
<th>Level 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Read about complications</td>
<td>36</td>
<td>43</td>
<td>52</td>
<td>78</td>
</tr>
<tr>
<td>Bring doctor a list of questions</td>
<td>29</td>
<td>24</td>
<td>45</td>
<td>66</td>
</tr>
<tr>
<td>Persistence in asking</td>
<td>8</td>
<td>10</td>
<td>22</td>
<td>70</td>
</tr>
<tr>
<td>Look up doctor's qualifications</td>
<td>10</td>
<td>6</td>
<td>16</td>
<td>52</td>
</tr>
</tbody>
</table>

Source: US National sample 2004
Healthy Behaviors by PAM Level

Source: Peace Health Study N=397
Implications

► Use Activation level to determine what are realistic “next steps” for patients to take

► Many of the behaviors we are asking of patients are only done by those in level 4 of activation

► Start with behaviors more feasible for patients to take on, increases individual’s opportunity to experience success.
Longitudinal Study Findings

- Over time, increases in Activation were followed by improvements in health behaviors.
- Decreases in Activation were followed by declines in health behaviors.
  - Diet
  - Exercise
  - Disease specific self-management
  - Consumeristic behaviors
Change in Activation by Growth Class

11 of 18 behaviors show significant improvement within the Increased Growth Class compared to the Stable Growth Class.
Implications of Longitudinal Study

► Activation is changeable
► When activation changes a whole range of behaviors change
► Increased activation is an intermediate outcome to aim for
Applications of the PAM

- Managing whole patient populations
  - Triaging: Use resources more effectively by increasing contact with those who most need it
  - Use to segment population and intervene accordingly
  - Use to identify those who are ready to enter or leave disease management

- Quality improvement tool

- Evaluation

- Managing individual patients: Tailoring Care
Patient Population Segmentation

CLINICAL RISK FACTORS

HIGH

LOW

PAM SCORES

HIGH

LOW

Highest risk

Medium risk

Lowest Risk

Medium risk
Managing Individual Patients

- Tailoring care plans to patient’s capabilities would allow providers to be more targeted in their education and support for patients.

- When patients are told to take actions they are not capable of, they are more likely to do nothing than if they are given a goal that they can reasonably meet.

- Many patients have lots of experience with failure, having successes builds confidence for future challenges.
Tailoring at the individual or group level

- Addressing the specific challenges associated with the individual’s level of activation
- Developing skills and knowledge that lay a foundation for the next higher level
- Building confidence by a series of small successes
Coaching Model being tested

4 key principles

- **Kick starting behaviors**, motivation will follow (behavioral activation approach).
- **Don’t jump the gun**, use PAM score to help select appropriate action step.
- **Patient takes ownership**, start with what the patient wants to work on
- **Feedback on progress**, with repeated measures of PAM, able see if progress is being made
Summary

► Improving access to and the presentation of information is only the first step.
► Information does not equal Knowledge and knowledge does not equal action.
► Those who are more activated are more likely to be informed choosers and co-producers of care.
► Supporting consumer behaviors will require that we go beyond the provision of information to supporting a sense of competency.
► Supporting activation may mean taking a more tailored approach and to meet the individual where they are.