

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



	average		
better	average		
better	better	better	b
below	average	av	
average	below		
	average		

Less evaluable

No summary **Numbers** Alpha. order

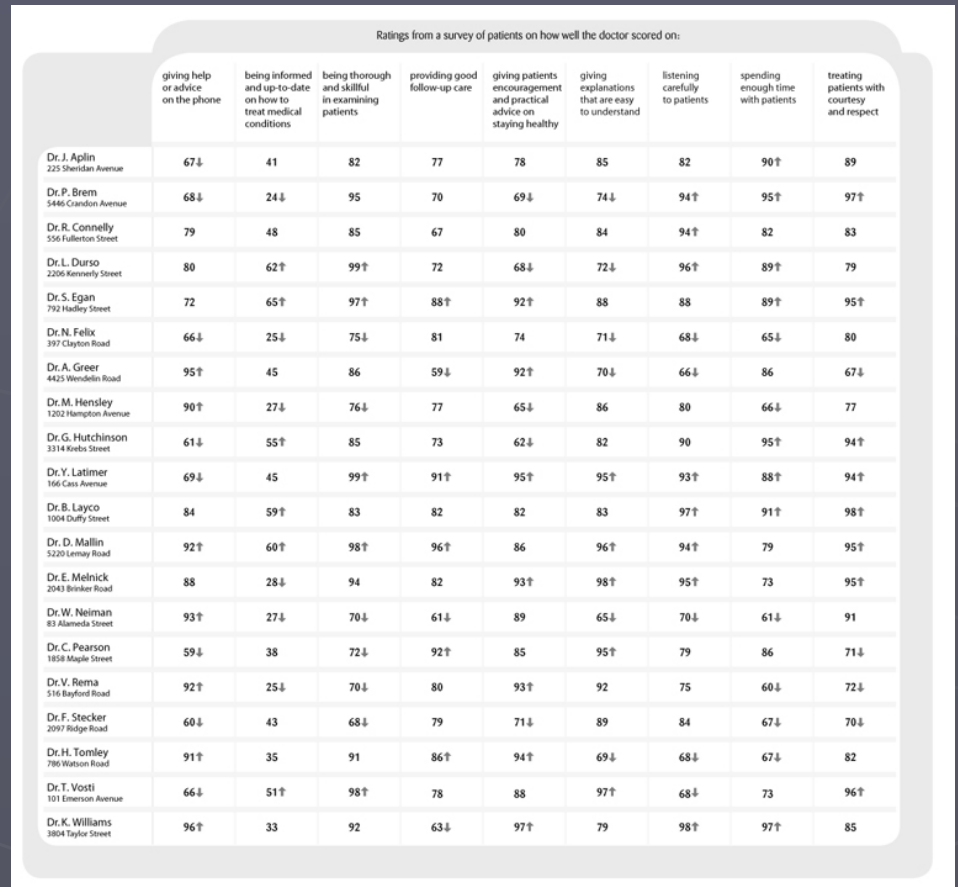


72		68↓	
88↑		92↑	
81		74	
59↓		92↑	

This chart has **all 4** evaluable elements



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



1

5 topics

10

9 topics

Summary
Symbols
Rank order

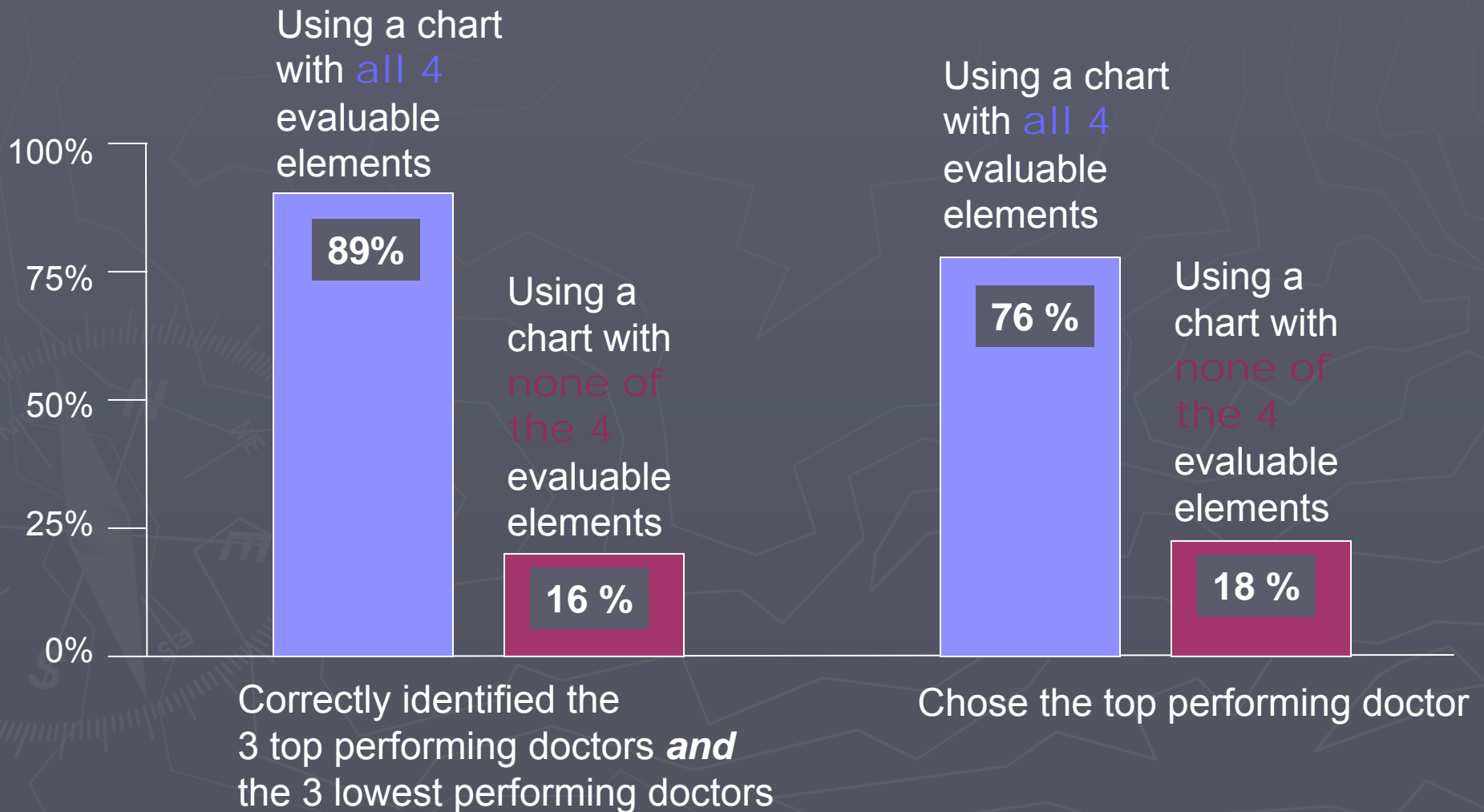
No summary
Numbers
Alphabetical

Summary
Symbols
Rank order

No summary
Numbers
Alphabetical

Biggest impact:

combining all four evaluable elements



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:

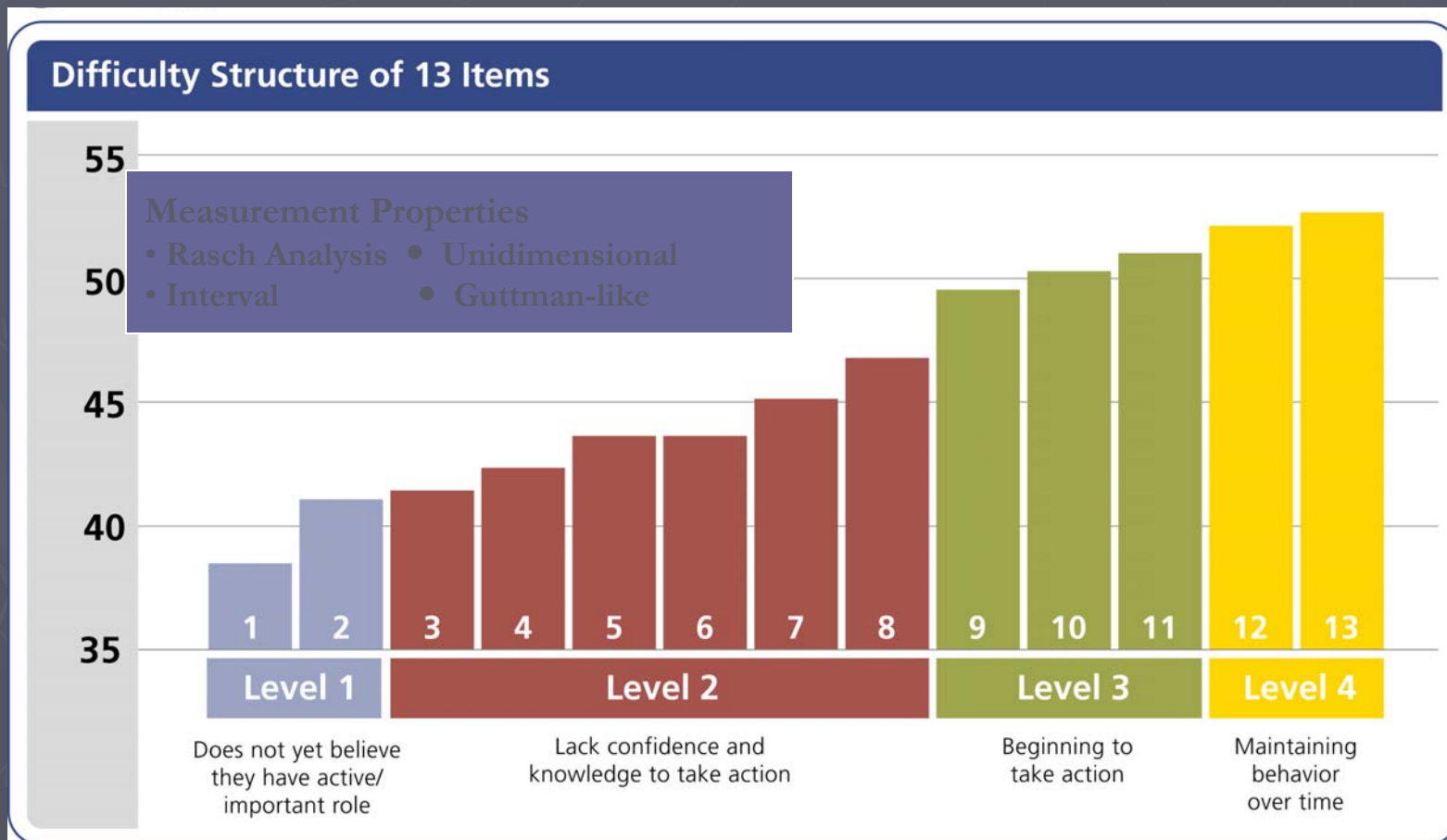
- ▶ Like every other area of care---
Measurement is first step to improvement
- ▶ For targeting what information/supports
patients need
- ▶ For evaluating efforts to increase activation
- ▶ For evaluating the quality of care

Defining the Domains of Activation

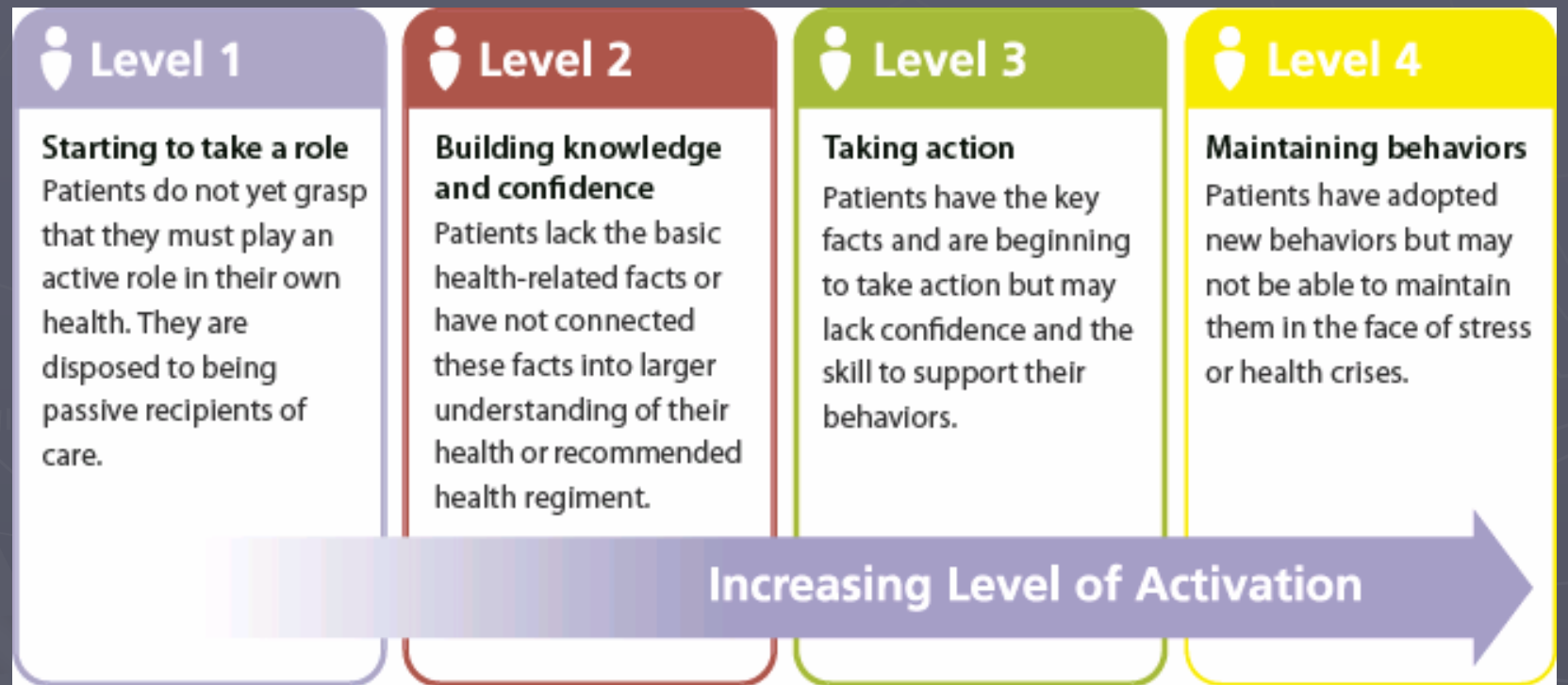
	...self manage	...collaborate with provider	...maintain function/ prevent declines	...access appropriate and high quality care
Has the knowledge to:	■		■	
Has the skills to:	■	■	■	■
Can access emotional support to:	■		■	
Believes patient is important in:	■	■	■	

■ 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
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Patient Activation Measurement (PAM) Difficulty Structure of 13 Items



Low activation is typically seen with over 40% of the population.



12% of the population

29% of the population

37% of the population

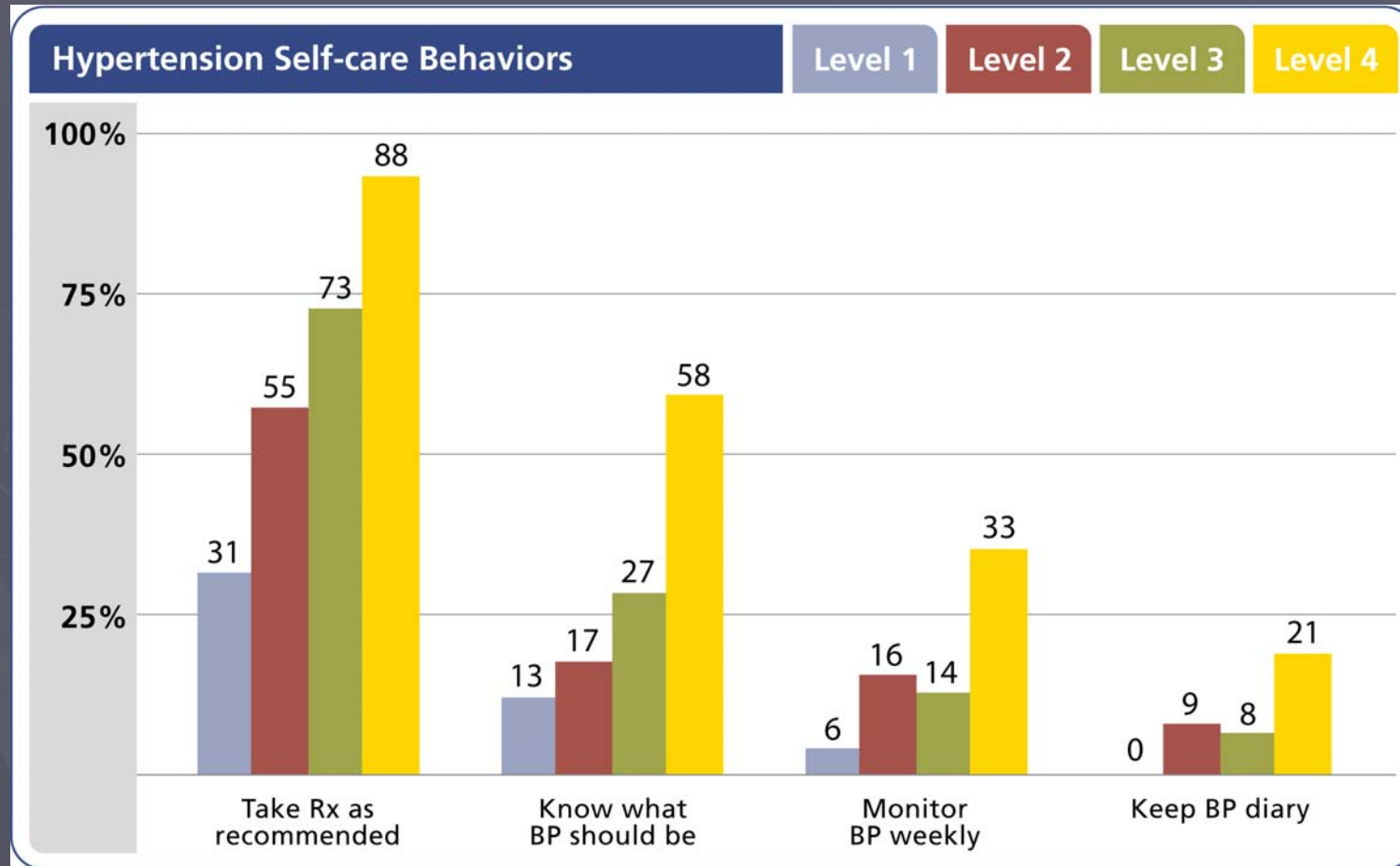
22% of the population

Source: J.Hibbard, University of Oregon

Activation Level is Predictive of Behaviors

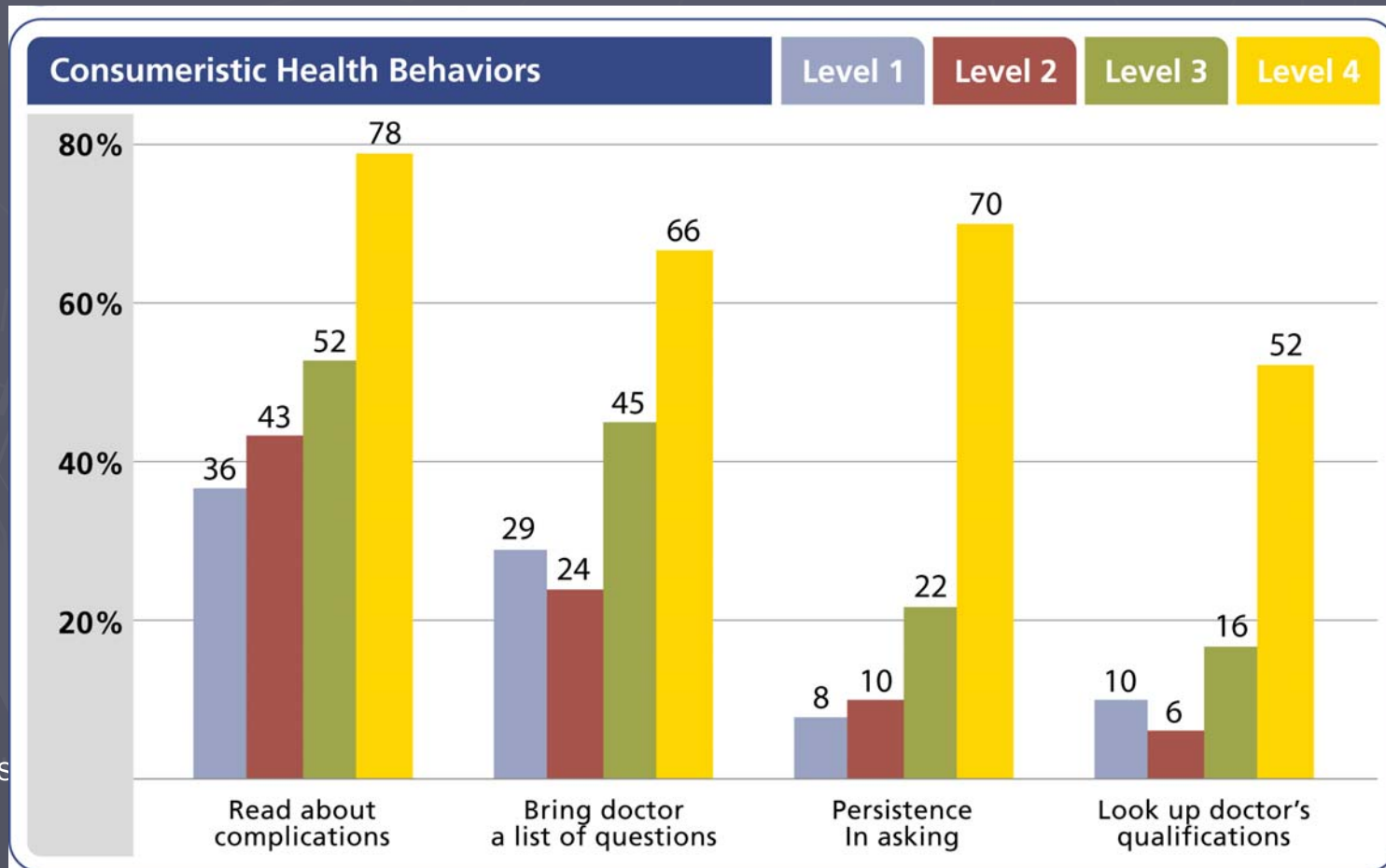
- ▶ In a National Sample and in UK Sample we found that those who are more activated:
 - Engaged in more preventive behaviors
 - Engaged in more disease specific self-management behaviors
 - Engaged in more health consumeristic behaviors

Those with hypertension who engage in self-management behaviors by levels of activation

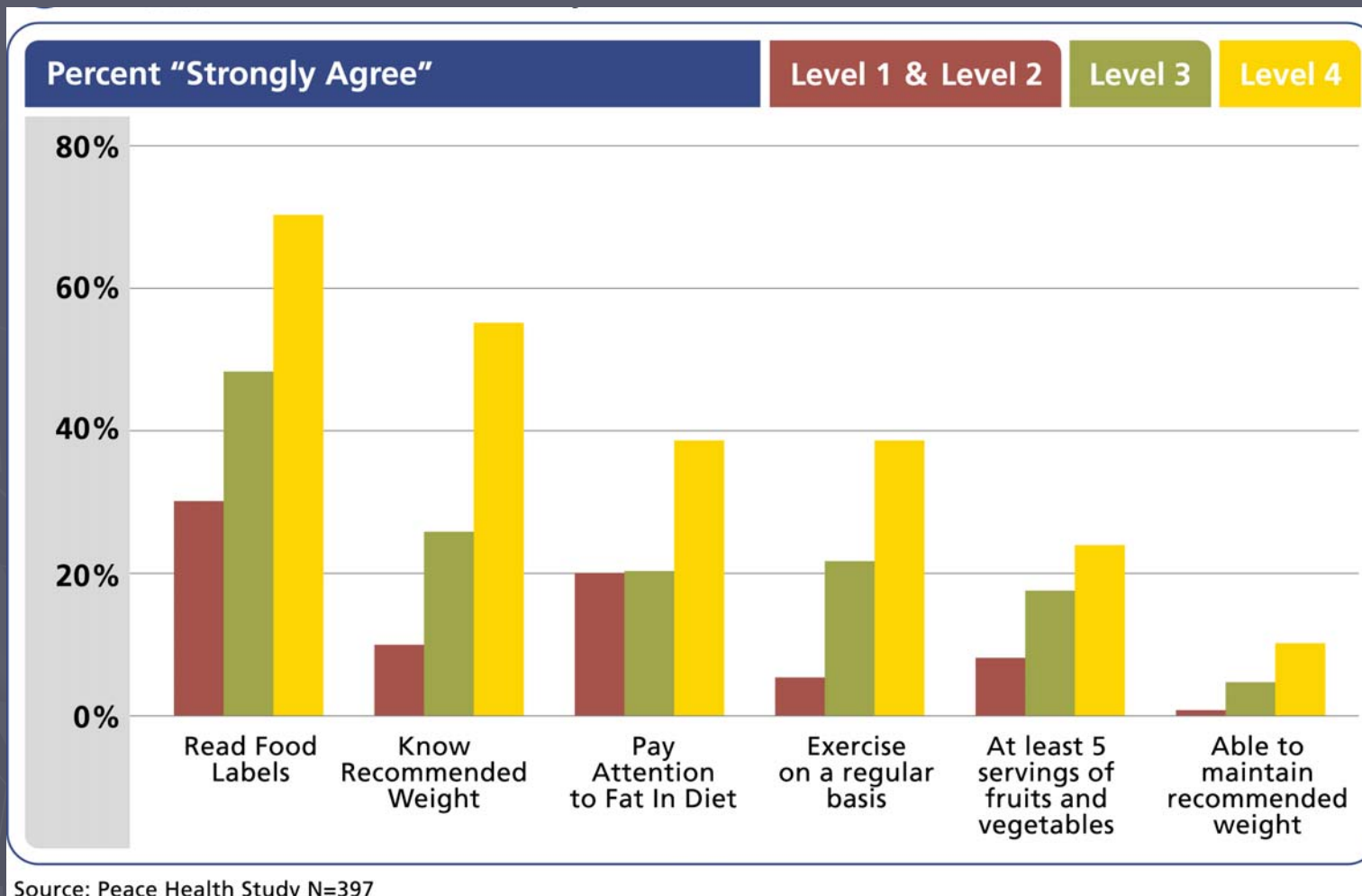


Source: US National sample 2004

Engagement in the medical encounter by level of activation



Healthy Behaviors by PAM Level



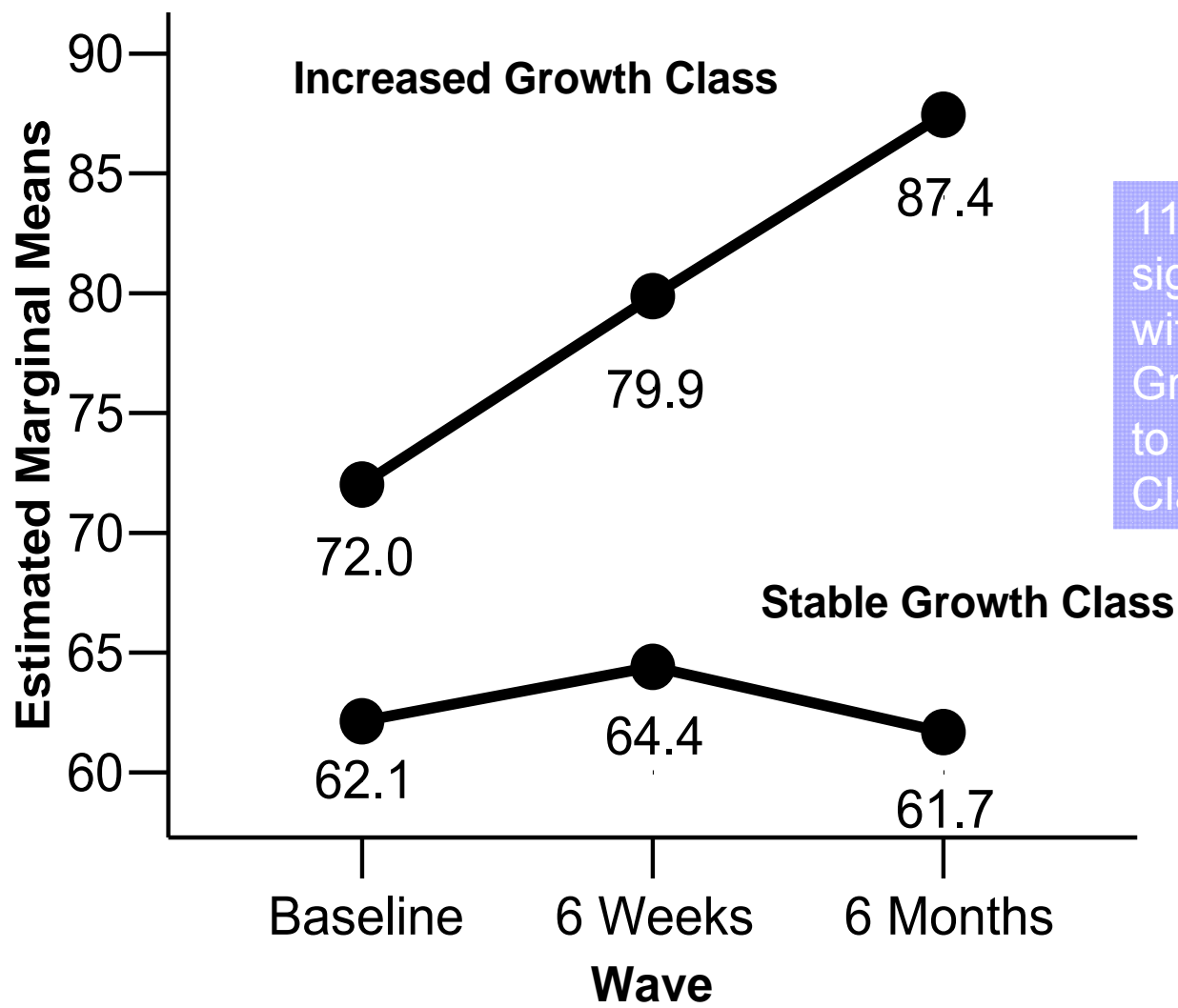
Implications

- ▶ 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

Medium risk	Lowest Risk
Highest 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