



## **LifeMasters Introduces Health Activation Tool to Disease Management Participants**

### **DM Innovator Now Using PAM™ Assessment in Chronic Disease Coaching**

In keeping with its commitment to implement the latest advances in nurse coaching, LifeMasters Supported SelfCare, Inc. is the first disease management company in the country to introduce a powerful health activation tool for use with chronically ill participants.

The Patient Activation Measure™ (PAM™) was developed by Judith Hibbard Ph.D. and colleagues at the University of Oregon to assess an individual's knowledge, skills and confidence in playing a role in one's own health and healthcare. By understanding participants' "activation levels," LifeMasters health professionals can better tailor participant coaching to an individual's level of activation, helping him or her identify and overcome barriers to behavior change. The PAM™ helps to remove the barriers to self-efficacy – particularly psychological barriers – by helping participants believe they can positively influence their health and by providing a new way to measure outcomes.

LifeMasters coaches are trained in the use of motivational interviewing techniques – informed by the insight gained from the PAM tool – which allows them to focus on helping participants develop confidence in managing their health (depending on their activation level) rather than on encouraging behaviors they may not be ready to achieve.

The PAM, which is licensed and marketed by Insignia Health, consists of a 10- or 13-question survey that asks people about their beliefs, knowledge and confidence for engaging in a wide range of health behaviors. Based on responses to the survey, each person is assigned an "activation score" and "level." PAM segments participants into one of four progressively higher activation levels. At the low end of the spectrum, individuals tend to be passive with regard to managing their health and may fail to see the connection between their own behaviors and health outcomes. At the high end, individuals understand that relationship and have become good self-managers across a constellation of behaviors.

#### **Revolutionary Health Activation Tool - PAM™**

- Developed by Judith Hibbard Ph.D. and colleagues at the University of Oregon.
- Consists of questions about beliefs, knowledge and confidence for engaging in health behaviors and readiness to change.
- Assigns a score to a participant's level of activation, which allows our health professionals to tailor their intervention.



## Survey Insights

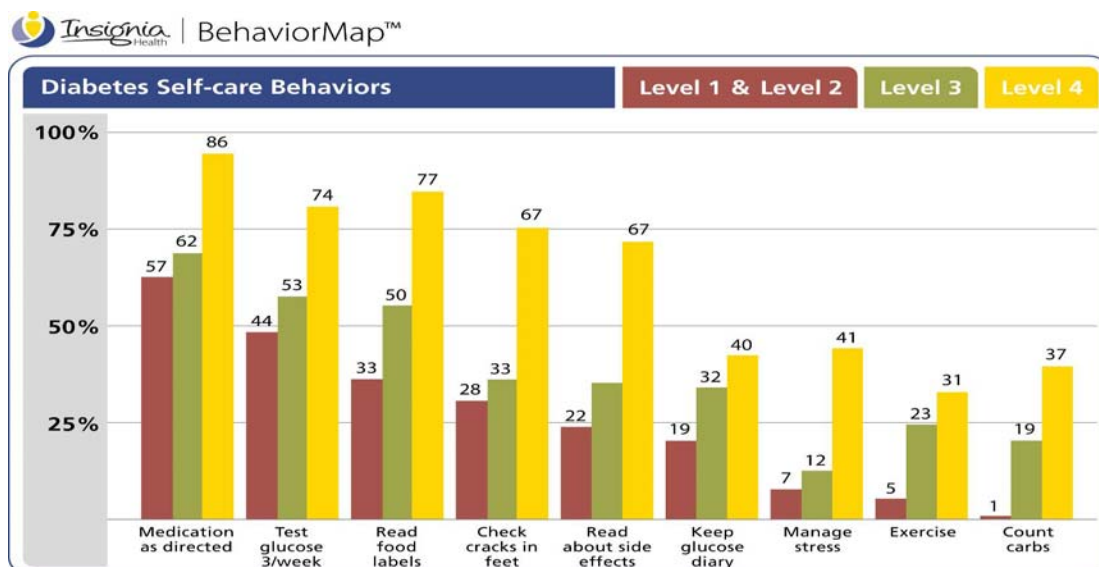
Answers to the PAM give the health professional insight into a participant's frame of reference and helps facilitate tailored discussion about what a participant wants to work on. By periodically re-administering the survey and reviewing responses to individual items over time, changes in a participant's activation level can be reassessed and used as a guide for ongoing coaching.

The level of patient activation varies considerably in the U.S. population, with less than half of the adult population at the highest level of activation, according to a recent study by the Center for Studying Health System Change. More than 85 studies have documented the PAM's ability to effectively measure patient activation and to predict a range of behaviors in wide demographic variability, including preventive behaviors, such as exercise, diet and smoking cessation, disease-specific self-management behaviors, such as medication compliance and health monitoring, and consumer behaviors, such as successful interaction with a healthcare provider.

## Results

LifeMasters began piloting the PAM in 2005. In 2007, it completed a 2-call-center comparison study based on the PAM with Dr. Hibbard and her team in using tailored interventions and is now widely implementing the use of the PAM across all LifeMasters sites. The research project demonstrated that the intervention group, when compared to the control group, had significant declines in costly utilization and improved indicators of outcomes. The full results of this study are expected to be published in June of 09.

The PAM may also change how outcomes are reported within the industry. Purchasers of disease management programs have a powerful outcomes measure in watching their participants move up in levels of activation as demonstrated in this chart of diabetes self-care behaviors.



Source: US National Sample 2004