

# Activating Consumers to Improve Health and Reduce Costs

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# What does it Mean to Be an Activated Consumer?

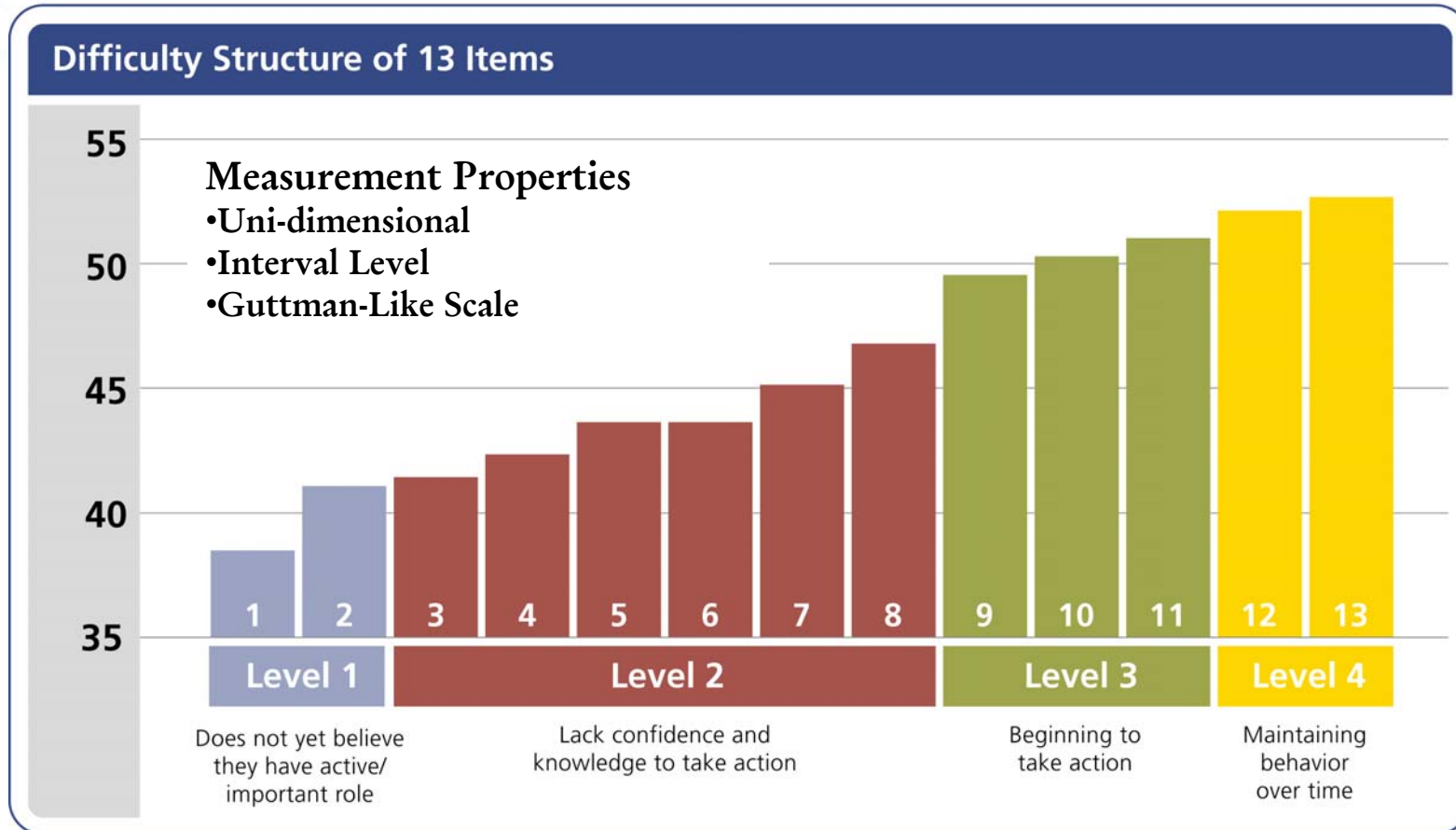
- ▶ Have the knowledge, skill and confidence to take on the role of managing their health and health care
  - Informed choices
  - Partner in care
  - Self management/prevention
- ▶ NOT ALL PATIENTS ARE THE SAME---Diversity in activation within age, income, education groups, even among people with low literacy skill

If we want to involve patients– must know of their ability to function in the role we are asking of them.

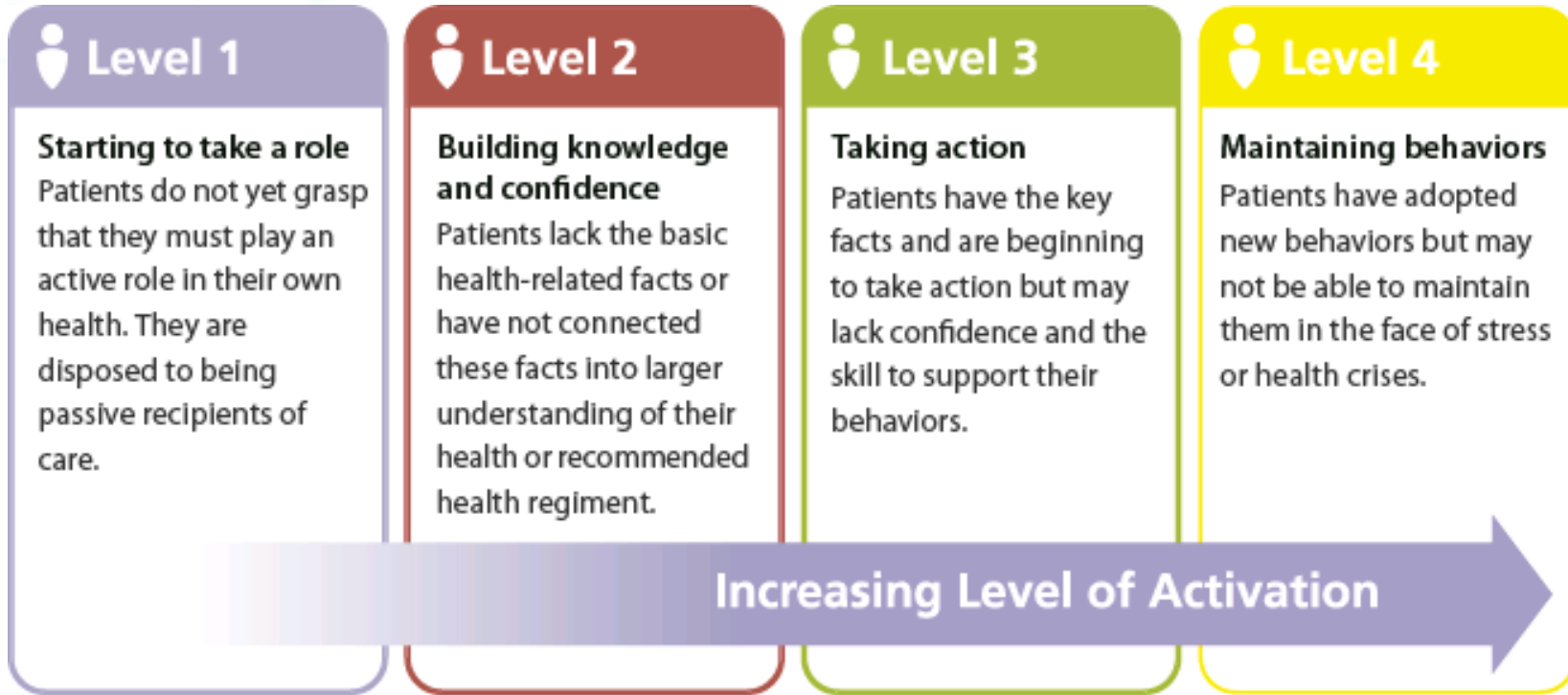
- ▶ To know who needs more support
- ▶ To target the types of support and information patients need
- ▶ To evaluate efforts to increase activation
- ▶ To have a marker for quality care

# Patient Activation Measurement (PAM)

## *Difficulty Structure of 13 Items*



# Activation is developmental



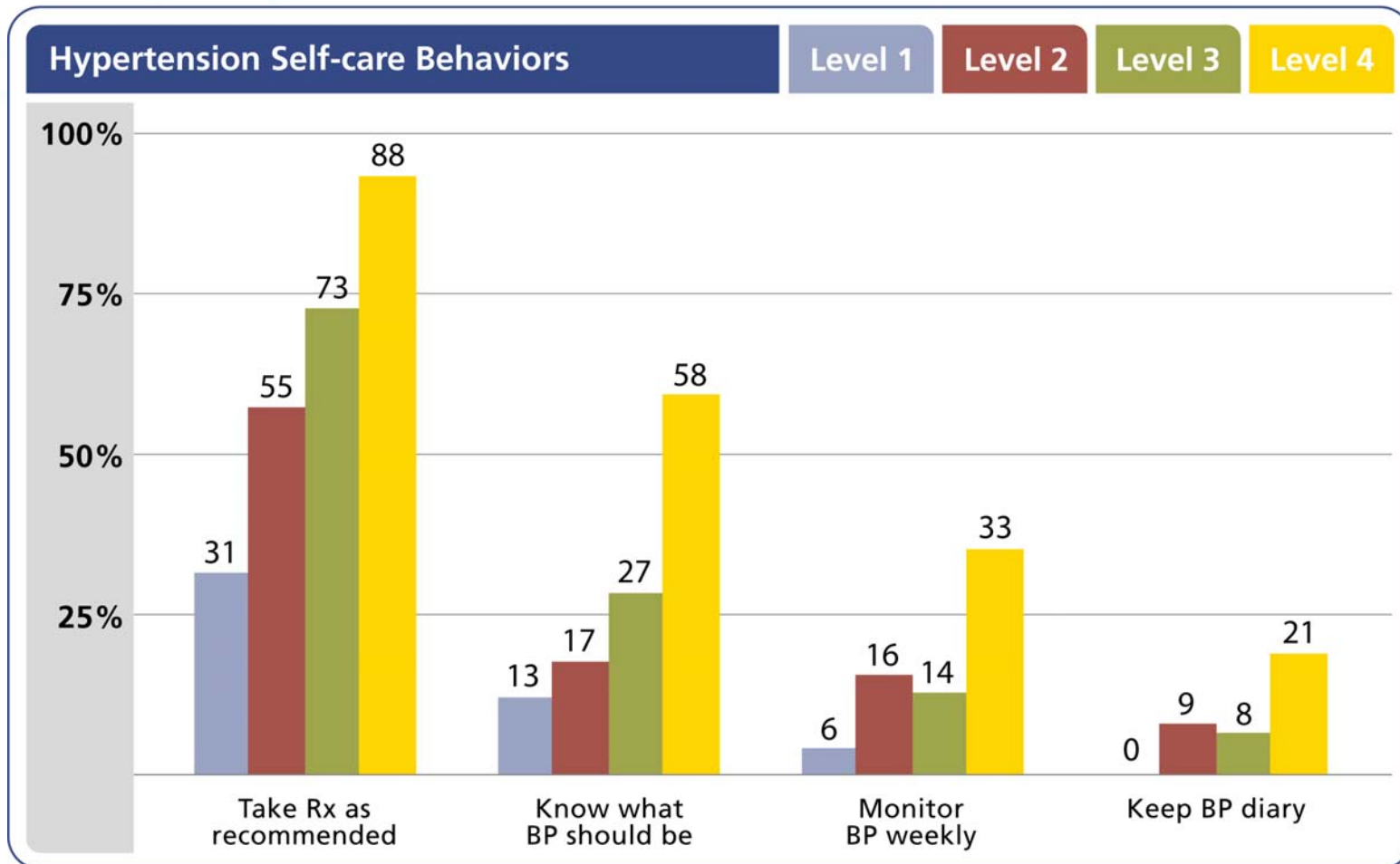
Source: J.Hibbard, University of Oregon

# Activation Level is Predictive of Behaviors

Research consistently finds that those who are more activated are:

- Engaged in more preventive behaviors
- Engaged in more healthy behaviors
- Engaged in more disease specific self-management behaviors
- Engaged in more health information seeking behaviors

# Behavior varies considerably by level of activation

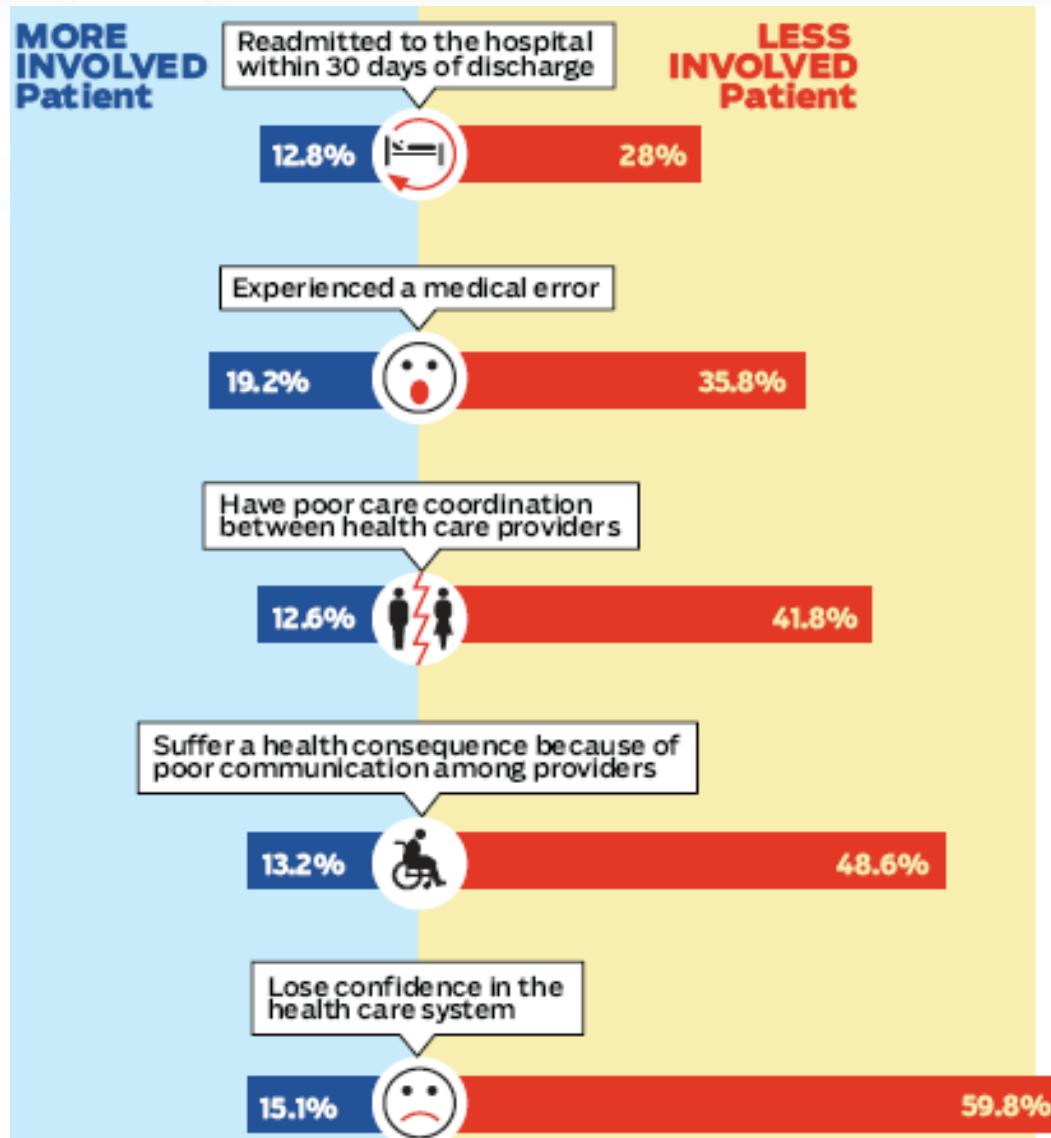


Source: US National sample 2004

# Implications

- ▶ Use activation level to determine what are realistic “next steps” for individuals to take
- ▶ 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

# Low activation signals problems (and opportunity)



Source: AARP Public Policy Institute, *Chronic Care: A Call to Action for Health Reform, Beyond 50.09*. Study population age 50+ with at least one chronic condition. N=2,453

'More Involved'=Levels 3 & 4, Less Involved=Levels 1 & 2

# The PAM can predict utilization and health outcomes two years into the future for diabetics

	% change for a 1 point change in PAM Score	Comparing a PAM Score of 70 (L4) vs. 50 (L2)	<i>P</i>
Hospitalization	1.7% decline	34% decreased likelihood of hospitalization	.03
Good A1c control (HgA1c < 8%)	1.8% gain	40% greater likelihood of good glycemic control	.01
A1c testing	3.4% gain	68% 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.

## What Affects Activation?

- ▶ Environments that are supportive of self-management and healthy behaviors are correlated with higher levels of activation:
  - Physician support for self management
  - Employers that support healthy behaviors (both providing opportunities and setting norms)
  - Families and neighborhoods that enable and encourage healthy behaviors
- ▶ Depression and stress are barriers to activation

# Applications

- ▶ Evaluations
- ▶ Improve efficiencies
- ▶ Improve efficacy
- ▶ Population based approaches
- ▶ Individual tailored approaches

# Segmentation to Make More Efficient Use of Resources

## ▶ Pull people in

- Reach out with one-on-one help to the least activated. More high touch.

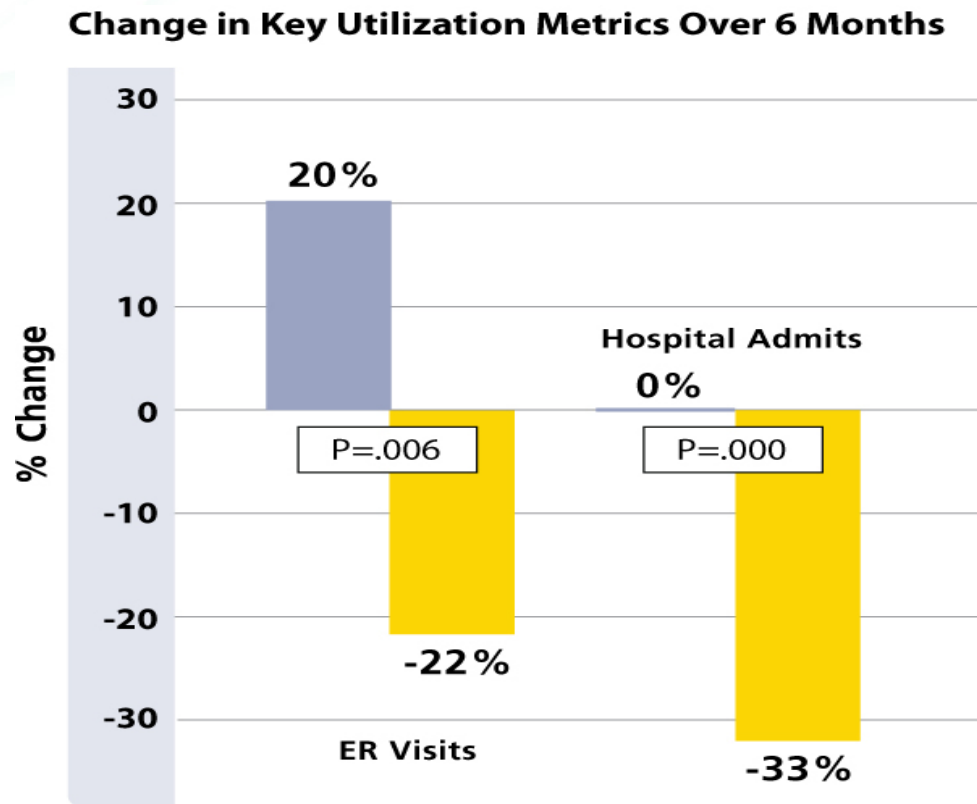
## ▶ Push information out

- Push information out to the more activated, make referrals to community resources, classes, etc.

# Tailored Coaching Study

- ▶ Intervention group coached based on level of activation. Control group was “usual care” coaching (DM company)
- ▶ Examined changes in claims data, clinical indicators, and activation levels
- ▶ 6 month Intervention period.

# The intervention group demonstrated significant reductions in utilization



N.=245 in intervention group; N=112 in control group. Only those with 3 PAM scores are included. Repeated measures shows that the gains in activation are significant in the intervention group and not significant for the control group (P<.001)

# Supporting Activation

- ▶ Means supporting people where they are
- ▶ Moving away from a generalized approach to a tailored or segmented approach.
- ▶ Doing so will likely increase the efficiency and efficacy of efforts.
- ▶ Activation is an important outcome of care.  
Providers can make a difference
- ▶ Measurement key.