

Physicians' Role in Patient Engagement and Patient Activation

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Why Focus On Engagement and Patient Activation?

- Why is Patient Engagement Key to ACO success?
 - What is the Evidence that it is linked with outcomes
 - Key insights from research
- What can Physicians do to promote patient engagement and activation?

Patient Role is Central to ACO Challenges

- Retain members
- Improve patient outcomes
- Restrain costs

Growing evidence that it is patient choices and behaviors which significantly determine these outcomes

Patient Engagement and Activation

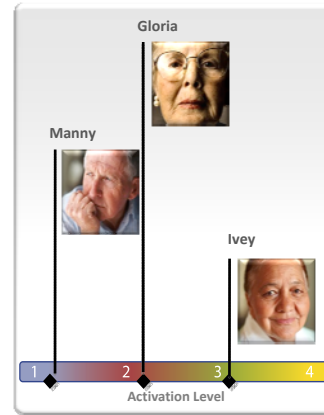
An activated consumer:

- Has the motivation, 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 t account for 5% to 6% of PAM score variation

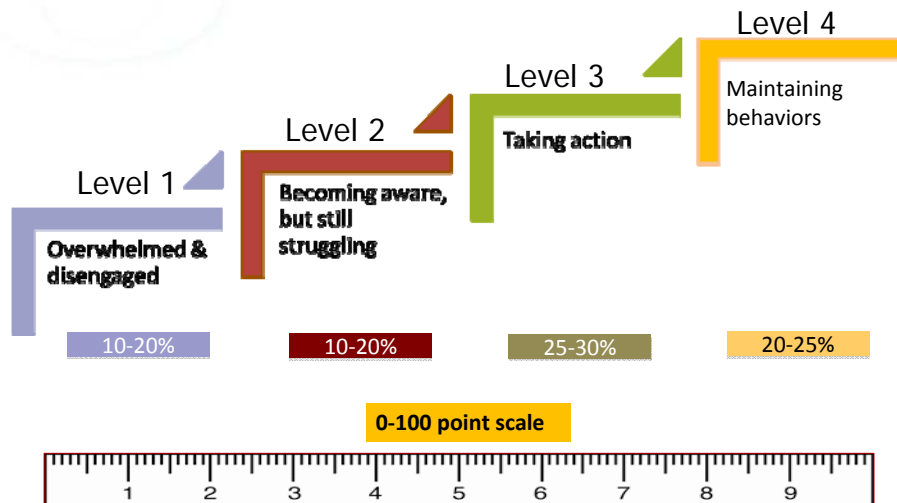


Activation Measure Items

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



Why is Patient Activation Important?

- Findings from over 220 peer-reviewed studies, indicate that:
 - Higher activated individuals are more likely to engage in positive health behaviors and to have better health outcomes
 - Activation also linked with better care experiences

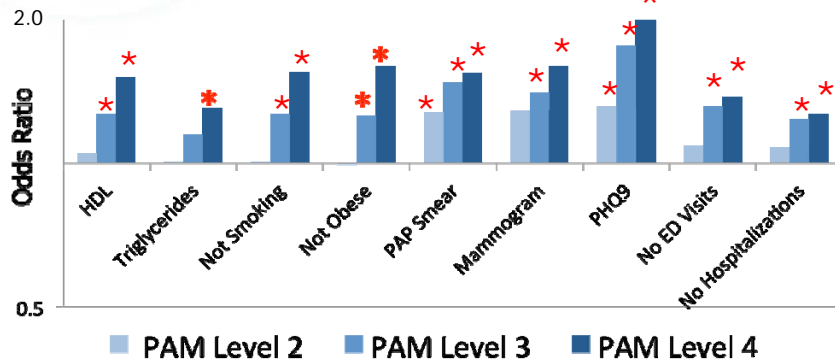


By Measuring Patient Activation...

- We can quantify how much patient engagement contributes to outcomes and cost
- Findings from a Pioneer ACO where they measured PAM-- shows that activation is predictive of clinical outcomes over time
- And when activation changes, costs also change in the expected direction

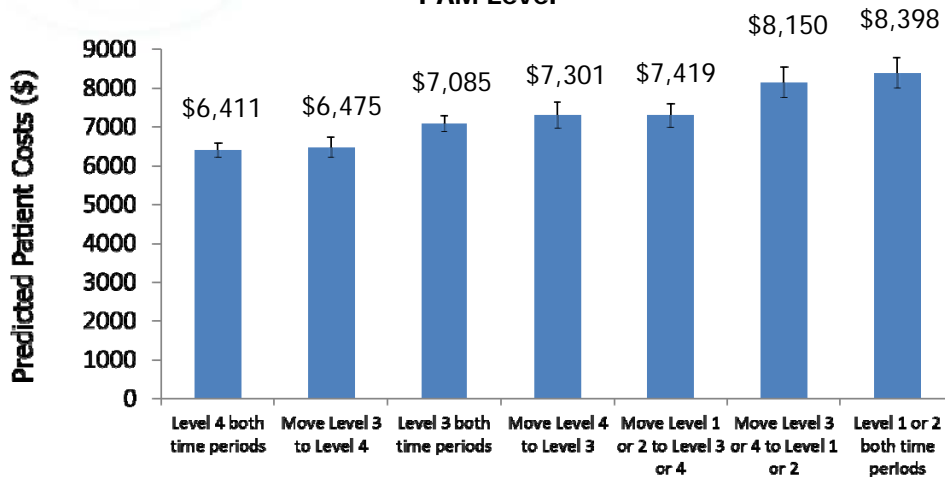


Impacts of Being Engaged are Enduring: PAM in 2010 Predicts Outcomes 2 Years Later: Odds Ratios



Models included controls for age, sex, number of chronic conditions, income, and percent of care that was received in-network. * Significantly different from PAM Level 1 at $p < 0.05$ Health Affairs Mar 2015

When Activation Changes Costs Change in Expected Direction: Predicted Average Per-Capita Costs 2 Years Later by Change in PAM Level



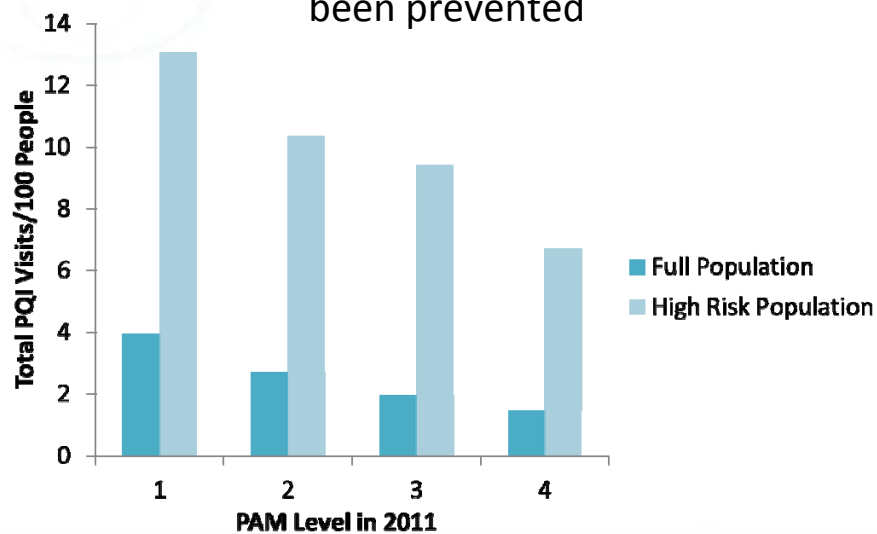
Predicted costs are based upon regression models with log transformed costs that control for

Less Activated Patients have Higher Total Healthcare Costs

- After controlling for demographics and health status, **\$1987 per patient annual cost differential** between those patients who stay high in activation and those who stay low in activation over time. **That represents a 31% difference.**



Rate of Utilization by PAM Level 2012 ACS ED and Hospitalizations that could have been prevented



Patient Role & Outcomes

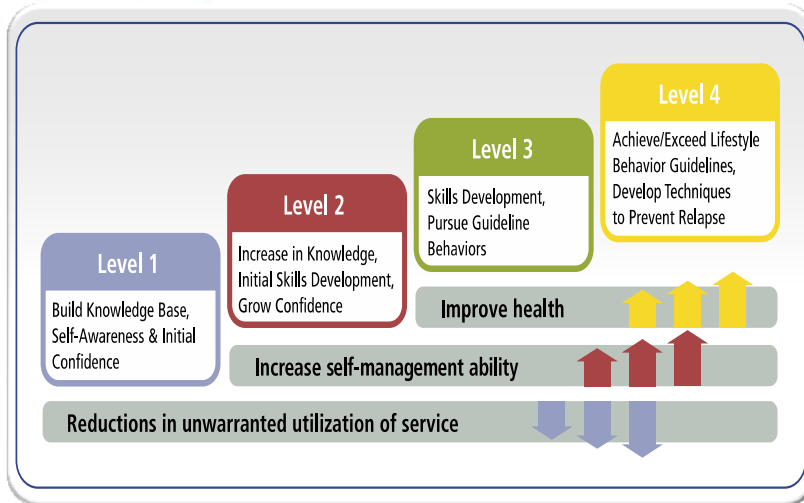
- Study Findings indicate the importance of the patient role in outcomes and cost
- As payments become more closely linked with patient outcomes, understanding how to increase patient activation will become a priority



Summary of Key Insights from Research

- When activation changes multiple behaviors change in the same direction
- Least activated gain the most when appropriately supported
- It is the higher activated that show up when self-management resources are offered
- The benefits of greater activation are enduring– 4 year followup

Tailoring Support to the Patient's Activation Level



Physician Role

- There is a great deal of variation among PCP's in terms of how well they support patient engagement and activation
- Paying PCPs to achieve better clinical outcomes does not result in greater efforts around patient engagement

It takes a Whole System

- PAM score is a Vital Sign for clinical team
- Tailored coaching/ support
- More efficient use of resources: target those who need more help
- Used as an intermediate outcome of care measure
- Used as a way to assess provider performance



Meeting Patients Where They Are as a Way to Achieve:

- Improved patient experience – and retention
- Improved efficiencies– more targeted use of resources
- Improved outcomes and reduced costs

