

# Patient Activation Measure® (PAM®)

Increasing activation starts with measurement



The Patient Activation Measure® (PAM®) is a 13-item survey that helps you understand individuals' ability to manage their own health by measuring their knowledge, skills and confidence.

PAM segments individuals into one of four activation levels along an empirically derived 100-point scale. Each level provides insight into an extensive array of health-related characteristics, including attitudes, motivators, and behaviors.

## Levels of activation

### LEVEL ONE

#### Disengaged and overwhelmed

Individuals are demoralized and discouraged. They have low self-awareness of the importance of their role in their health and how their behaviors impact their health.

*"My doctor is in charge of my health. Thinking about my health makes me feel bad."*

#### Healthcare utilization

- Very high ED/ER use
- Very high risk of readmission
- Very low use of preventive care and screenings

#### Coaching goals

- Build basic knowledge, start to "connect the dots" between behaviors and outcomes
- Promote self-awareness
- Start to grow confidence through goal-setting and small successes

### LEVEL TWO

#### Becoming Aware But Still Struggling

Individuals recognize they could and should do more. They may have experienced some small successes, but they lack confidence in their ability to change their behaviors.

*"I could be doing more for my health."*

#### Healthcare utilization

- High ED/ER use
- High risk of readmission
- Low use of preventive care and screenings

#### Coaching goals

- Increase knowledge
- Basic skill development
- Connect behaviors and outcomes

### LEVEL THREE

#### Taking Action and Gaining Control

Individuals have good self-management skills but have room for growth. They are goal-oriented and have a good understanding about their role in their health.

*"I am part of my healthcare team."*

#### Healthcare utilization

- Low ED/ER use
- Low risk of readmission
- Good use of preventive care and screenings

#### Coaching goals

- Close knowledge gaps
- Initiate new behaviors
- Strive for best practices and recommended behaviors

### LEVEL FOUR

#### Maintaining Behaviors and Pushing Further

Individuals have strong problem-solving skills and self-awareness. They are highly confident, goal-oriented and resilient, but they may struggle during times of stress or change.

*"I'm my own health advocate."*

#### Healthcare utilization

- Very low ED/ER use
- Very low risk of readmission
- Very good use of preventive care and screenings

#### Coaching goals

- Maintain behaviors at or near recommended levels
- Have techniques to "get back on track"
- Learn skills to troubleshoot difficult situations
- Strengthen lifestyle-related behaviors

## PAM is backed by extensive research

To date, more than 800 peer-reviewed published studies worldwide have documented the PAM survey's ability to measure activation and predict a broad range of health-related behaviors and outcomes. This foundation in research consistently demonstrates that individual self-management improves significantly as activation increases and has led to endorsement of PAM as a performance measure by the National Quality Forum.

## About PAM

The Patient Activation Measure survey is a unidimensional, interval level, Guttman-style question scale developed by Dr. Judith Hibbard, Dr. Bill Mahoney and colleagues at the University of Oregon. PAM was created and tested using Rasch analysis and classical test theory psychometric methods.