

COACHING FOR ACTIVATION[®] (CFA)

PAM[®] Creates the Foundation for Successful Coaching

Tailor Care to Activation Level for Better Results

Traditional health coaching and health education programs take a one-size-fits-all approach, emphasizing what patients *should be doing*, rather than what they *are capable of doing*. As a result, low-activated individuals are often overwhelmed by goals and tasks beyond their abilities.

A decade of PAM research and hundreds of peer-reviewed published studies have established that a person's ability to self-manage varies considerably by activation level. Behavioral activation and guideline health behaviors are best achieved by setting realistic goals, choosing achievable action steps and delivering relevant, customized content.

850 Goals, 5,000 Action Steps, 750 Expert Resources

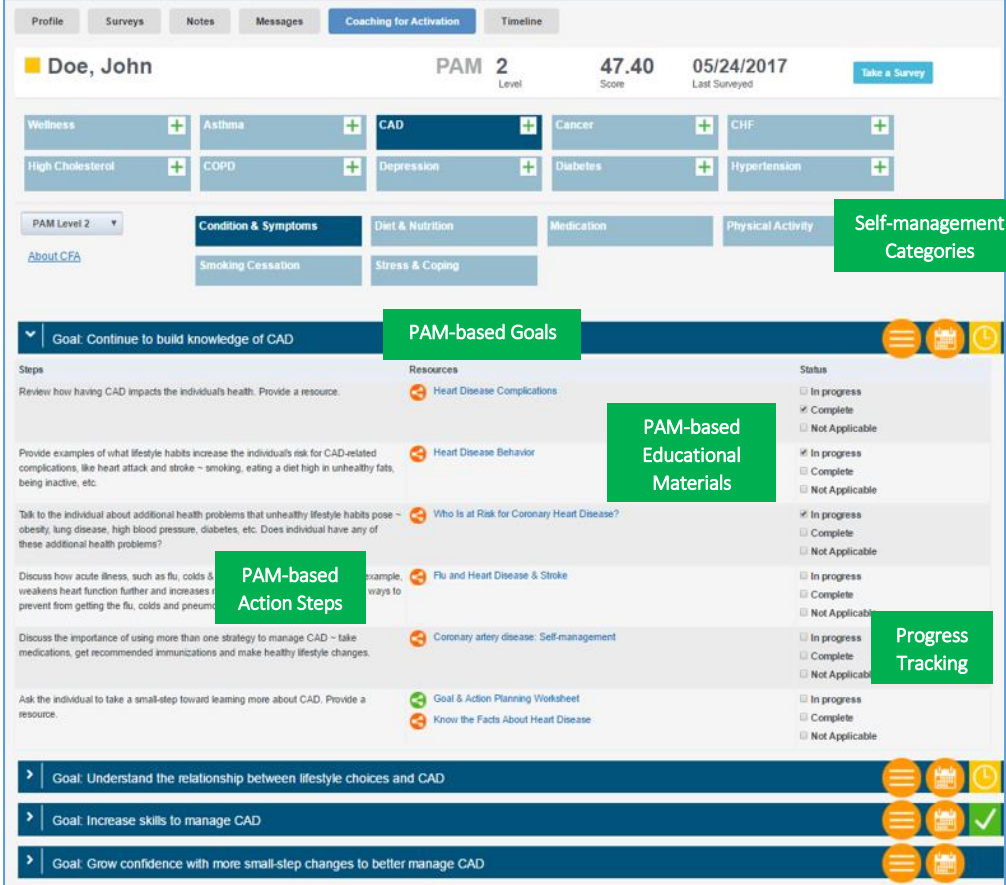
Coaching for Activation (CFA) is an online, activation-based tool that helps health professionals and non-clinical staff deliver tailored care plans and condition support based upon a person's PAM level.

CFA develops core areas of health self-management:

- Condition knowledge
- Medication adherence
- Diet and nutrition
- Physical activity
- Stress and coping
- Smoking cessation
- Communicating with providers

CFA supports:

- Asthma
- Cancer
- Chronic Kidney Disease (CKD)
- Chronic Obstructive Pulmonary Disease (COPD)
- Chronic Pain
- Coronary Artery Disease (CAD)
- Congestive Heart Failure (CHF)
- Depression
- Diabetes
- High Cholesterol
- Hypertension
- Substance Abuse
- Wellness



Support Low-Activated Patients for the Greatest Impact

Reduce Hospital and ED Visits, Improve Health Outcomes and Control Costs

Coaching for Activation offers guidance based upon 15 years of consumer behavior and activation research. Hundreds of health-related characteristics across dozens of conditions have been mapped to activation levels, offering valuable insight into how best to approach behavior change and improved health outcomes.

Consider how we learn to swim: Success starts in the shallow end as we learn basic skills and progressively gain confidence through small, attainable steps over time. Behavioral activation in healthcare requires a similar approach. CFA tailors goals, action steps and resources based on each individual's activation level and health condition(s) to carefully develop self-management abilities over time.

Over 19 months, patients in a care management program guided by CFA had **lower utilization and better clinical outcomes** than those patients in a standard care management programs.

Participants in the standard care management programs that were **not using CFA** had:

- 18% more emergency department visits
- 98% more hospital admissions
- higher glycosylated hemoglobin
- higher systolic blood pressure

Reistroffer C, Hearld L, Szychowski J. **An Examination of the Relationship Between Care Management with Coaching for Activation and Patient Outcomes**. *American Journal of Managed Care*. February 2017

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Patients age 65 and older participating in a mobile integrated healthcare program using care plans designed with Coaching for Activation demonstrated:

- 19% decrease in emergency department per member per month (PMPM) cost
- 21% decrease in emergency department utilization
- 37% decrease in inpatient PMPM cost
- 40% decrease inpatient utilization.

Castillo D, Myers J, Mocko J, Beck E. **Mobile Integrated Healthcare: Preliminary Experience and Impact Analysis with a Medicare Advantage Population**. *Journal of Health Economics and Outcomes Research*. April 2016

Journal of Health Economics and Outcomes Research

Patients who engaged in the PAM-based health coaching program showed improvements in cost and health outcomes during the first six months:

Up to \$145 USD lower PMPM utilization cost

- 18% lower inpatient utilization
- 12% fewer emergency department visits
- 81% scored higher on quality-of-life measures
- 45% had improved cholesterol values
- 42% had lower BMI

Hibbard JH, Greene J, Tusler. **Improving the Outcomes of Disease-Management by Tailoring Care to the Patient's Level of Activation**. *American Journal of Managed Care*. June 2009

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About Insignia Health

Insignia Health specializes in helping health systems, health plans, hospitals, care management services, and other organizations assess patient activation and develop strategies for helping individuals become more successful managers of their health and health care. Insignia Health applies its proprietary family of health activation assessments to measure each individual's self-management competencies. The Patient Activation Measure® and over 15 years of health activation research form the cornerstone of a complementary suite of solutions that help clinicians, coaches and population health providers improve health outcomes and lower costs. Today, Insignia Health supports health activation efforts of more than 250 organizations in more than a dozen countries.