

Patient Activation Measure (PAM®) conversation guide



Ready to start using PAM® to inform meaningful conversations with patients?
This guide helps you build their knowledge, skills and confidence so they can become better managers of their health and healthcare. Any care team member can use this guide to counsel patients on how to reach their health goals.

Before starting, be sure to review our *Patient Activation Measure Levels: Descriptions, personas and support* guide so you're prepared to put PAM into action.

Start your conversation by acknowledging and thanking the patient for taking the time to complete the PAM.

“Thank you so much for answering our questions to tell us what is important to you about your health and how you manage your health. This will help us understand how we can work together to achieve your health goals.”

Quick tips to remember:

- Do** focus on lower activated patients.
- Do** take time to set small, achievable health goals.
- Do not** set health goals around specific responses from the PAM. Rather, use the specific items as a starting point and let the individual choose what area to work on.
- Do not** overwhelm patients with information – keep it simple.
- Do not** tell patients their PAM score or level.

Below is a list of suggested questions that you can use to start a conversation with a patient on their health goals. Choose a few that are most relevant to your patient and their health condition(s).

PAM level 1

COUNSELING GOALS FOR PAM LEVEL 1

- Build basic knowledge
- Promote self-awareness
- Start to grow confidence through small successes

| CONDITION AND SYMPTOM AWARENESS | HEALTH BARRIERS | GOAL SETTING | SUPPORT NETWORK |
|---|---|--|---|
| <ul style="list-style-type: none"> • Is there anything about your health or health condition that is difficult to understand or feels confusing to you? • What treatments have been prescribed for this condition? Do you know why you are taking them? When/how often are you supposed to take them? | <ul style="list-style-type: none"> • What about your health or health condition feels the most stressful or overwhelming? • What prevents you from taking medications as prescribed? Is it cost? Side effects? Forgetfulness? • What are some things that you can do to feel more in control of taking your medications? | <ul style="list-style-type: none"> • If you could change one thing about your health, what would it be and why? What would be most important for you to change and why? • What aspect of this goal feels the most difficult for you? • What is one small, easy change you can make today that will get you closer to this goal? | <ul style="list-style-type: none"> • Do you have any people in your life that you can turn to for support? Who are they? • Why do you think having a support network is important? • Are you comfortable talking about your health condition and symptoms with your family and friends? What about your care team? |

PAM level 2

COUNSELING GOALS FOR PAM LEVEL 2

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

| CONDITION AND SYMPTOM AWARENESS | HEALTH BARRIERS | GOAL SETTING | SUPPORT NETWORK |
|---|---|--|--|
| <ul style="list-style-type: none"> • What health concerns do you have, and how long have you had these concerns? • Why is it important for you to address these health concerns? • In your own words, how would you describe your condition? How does it affect your health? | <ul style="list-style-type: none"> • Is there anything preventing you from accessing treatments or taking your medication as prescribed? • What is one small lifestyle change you could commit to that would make it easier to manage your condition? | <ul style="list-style-type: none"> • What motivates you to want to improve your health? What is important to you and why? • What goal can you set right now that would have the biggest impact on your health? • What about this goal feels overwhelming to you? How can we break it down into smaller, achievable steps? | <ul style="list-style-type: none"> • Do you have a support network in place for when times are tough and it becomes difficult to maintain healthy habits? • Do you feel comfortable bringing up health concerns to your care team? What can they do to help you feel more empowered? |

PAM level 3

COUNSELING GOALS FOR PAM LEVEL 3

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

| CONDITION AND SYMPTOM AWARENESS | HEALTH BARRIERS | GOAL SETTING | SUPPORT NETWORK |
|---|--|---|--|
| <ul style="list-style-type: none"> • What is your biggest concern around your health and why? • What has been the most challenging part of managing your condition and why? | <ul style="list-style-type: none"> • Is there anything preventing you from accessing treatments or taking your medication as prescribed? • How would you describe your stress levels? What are some healthy ways to cope with stress that have worked for you in the past? | <ul style="list-style-type: none"> • What is one long-term health goal you would like to achieve? Can it be broken up into smaller, more achievable goals? • What are the challenges or obstacles that will get in the way of achieving your goals? | <ul style="list-style-type: none"> • What are some ways to keep your care team informed of your health goals and your progress? • Who are the key members of your support network and what are you doing to hold each other accountable? |

PAM level 4

COUNSELING GOALS FOR PAM LEVEL 4

- Maintain behaviors at or near recommendation levels
- Have techniques to get on track again after setbacks
- Learn skills to troubleshoot difficult situations
- Strengthen lifestyle-related behaviors

| CONDITION AND SYMPTOM AWARENESS | HEALTH BARRIERS | GOAL SETTING | SUPPORT NETWORK |
|---|--|---|--|
| <ul style="list-style-type: none"> • How would you describe your health journey up to this point? • What area of your health needs the most attention right now? • Are there improvements you can make to your self-care and medication regimes? | <ul style="list-style-type: none"> • What are the triggers that cause you to get off track? Vacations? Holidays? • Are there any bad habits or unhealthy lifestyle choices that you struggle to give up? | <ul style="list-style-type: none"> • What is one long-term health goal you would like to achieve over the next six months? • What are some actions you can take to bring you closer to that goal? • What would it take to increase your commitment to a healthier lifestyle? | <ul style="list-style-type: none"> • What are some ways to connect with others in the community who have the same condition or health goals? • How might you and your support network motivate each other to make healthier lifestyle choices? |