

PATIENT ACTIVATION MEASURE® (PAM®)



Increasing Activation Starts with Measurement

The Patient Activation Measure® (PAM®) is a 10- or 13-item survey that assesses a person's underlying knowledge, skills and confidence integral to managing his or her own health and healthcare.

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. Individuals in the lowest activation level do not yet understand the importance of their role in managing their own health, and have significant knowledge gaps and limited self-management skills. Individuals in the highest activation level are proactive with their health, have developed strong self-management skills, and are resilient in times of stress or change.



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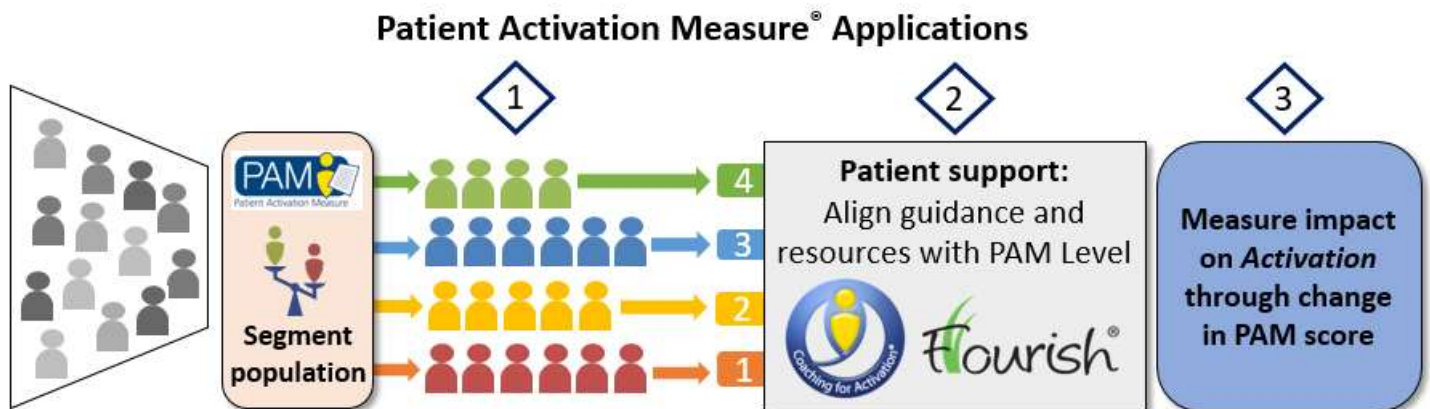
PAM is Backed by Extensive Research

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. Related versions include Caregiver PAM and Parent PAM, and over 35 validated translations.

To date, over 400 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](#).

PAM® Applications

The Patient Activation Measure survey is reliable and valid for use with all patients, including those managing chronic conditions and engaged in disease prevention efforts. PAM is widely used today in population health management programs, disease and case management systems, wellness programs, medical home projects, care transitions, value-based programs, and much more. PAM is applied in three key manners:



1. **Improving segmentation and risk identification.** Traditional risk models rely upon past utilization and have been shown to miss over half of the individuals in the lower two activation levels. Research consistently shows that lower activation is an indicator for disease progression ([diabetes study](#), [depression study](#)), as well as increased ED visits, hospital admissions, and [Ambulatory Care Sensitive \(ACS\)](#) utilization.
2. **Tailoring Support to PAM Level.** Hundreds of health-related characteristics have been mapped to PAM Levels, offering a wealth of insight into a person’s self-management abilities. This insight guides patient support to establish goals and action steps that are realistic and achievable for each individual. An activation-based approach to coaching and education, whether provided by phone, in clinic, online or in-home, has been proven to deliver significantly improved outcomes. Insignia Health’s coaching model (Coaching for Activation®) and consumer-facing Web-based program (Flourish®) make over a decade of activation research and experience actionable for health care organizations and the people they serve.
3. **Measuring Impact.** Even a single point change in PAM score is [meaningful](#). By periodically re-administering the PAM survey, the impact of patient support strategies and programs can be understood well in advance of traditional outcome measures.

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 organisations in more than a dozen countries.