

# Patient Activation Measure® (PAM®)

Increasing activation starts with measurement

The Patient Activation Measure® (PAM®) is a 10- or 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 behaviours.

## Increasing Levels of Activation

### LEVEL ONE

#### Disengaged and Overwhelmed

Individuals are passive and lack confidence. Healthcare knowledge is low, goal orientation is weak, and adherence is poor.

*"My doctor is in charge of my health"*



Segmentation  
15-20%

### LEVEL TWO

#### Becoming Aware But Still Struggling

Individuals have some health-care knowledge, but large gaps remain. They believe health is largely out of their control but can set simple goals.

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



12-30%

### LEVEL THREE

#### Taking Action and Gaining Control

Individuals have key facts and are building self-management skills. They aim for best practice behaviours and are goal oriented.

*"I am part of my healthcare team"*



30-35%

### LEVEL FOUR

#### Maintaining Behaviours and Pushing Further

Individuals adopted new behaviours but may struggle at times of stress or change. Maintaining a healthy lifestyle is a key focus.

*"I'm my own health advocate"*



20-25%

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.

## PAM is backed by extensive research

To date, more than 750 peer-reviewed published studies worldwide have documented the PAM survey's ability to measure activation and predict a broad range of health-related behaviours 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. Related versions include Caregiver PAM and Parent PAM, in addition to more than 35 validated translations.