



Introduction to PAM[®]



Why is your involvement important?

WHY IS YOUR INVOLVEMENT IMPORTANT?

- ➔ Provider involvement helps care teams build trust and rapport with patients, which can lead to more effective coaching around patient activation
- ➔ Only a minority of CKD patients are activated for self-management¹
- ➔ Higher activation has been associated with better outcomes in people with multiple chronic conditions²

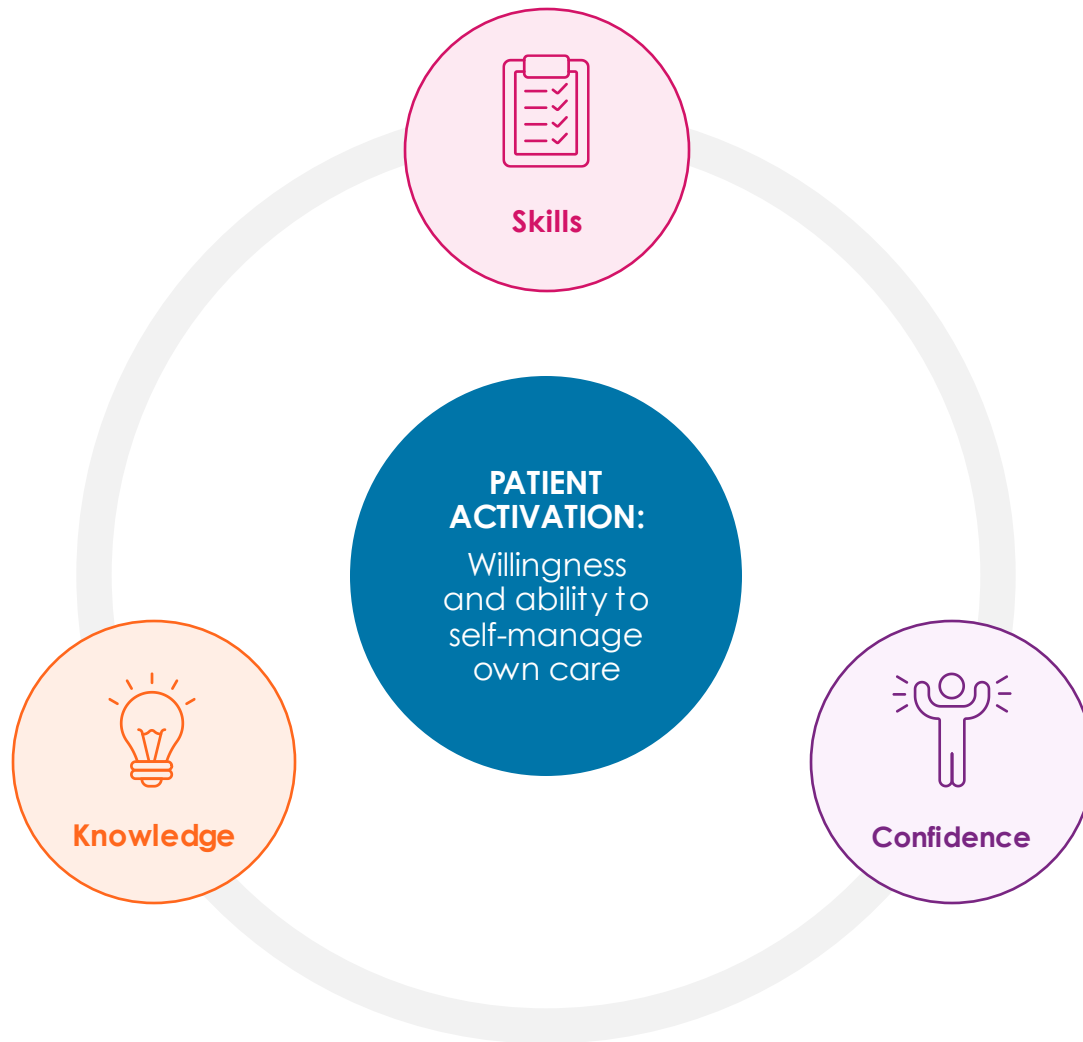
¹ <https://pubmed.ncbi.nlm.nih.gov/33835670/>

² <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3064914/>



What is patient activation?

WHAT IS PATIENT ACTIVATION?



Why is it important?

- ✓ An activated individual has the **knowledge, skills and confidence** to take on the role of managing their health and healthcare
- ✓ Patient activation predicts how patients with chronic and complex conditions will:
 - Manage and progress in their disease (outcomes)
 - Utilize healthcare (cost)
 - Experience care (patient satisfaction)

Patients with higher levels of activation have better health outcomes, including:



Higher medication adherence



Higher likelihood of seeking preventive care



Fewer avoidable ED visits



Lower rates of hospital admissions and readmissions



Better patient satisfaction

What is the Patient Activation Measure® (PAM®)?

The PAM is a 13-item patient-reported outcome measure that helps you understand patients' ability to manage their own healthcare by assessing their:



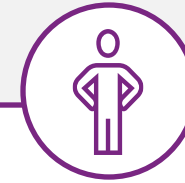
Knowledge

about medications and preventive health



Skills

to maintain lifestyle changes and participate in their care decisions



Confidence

in communicating with their doctor and following up

PAM is the gold-standard measure of activation:

- ✓ Featured in 800+ peer-reviewed studies
- ✓ Used by hundreds of healthcare organizations
- ✓ Available in 20+ languages
- ✓ Used in several CMS CMMI programs
- ✓ NQF-endorsed quality measure (#2483)
- ✓ MIPS improvement activity (IA_BE_16)

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

Why is PAM important?

WHY IS PAM IMPORTANT?

- ✓ **Understanding and increasing** patients' activation level is crucial to patients' ability to self-manage their kidney disease
- ✓ Patient activation, as measured by the PAM, is associated with **improved health outcomes** and **decreased costs** across a variety of chronic conditions
- ✓ **There is substantial evidence** showing that highly activated patients make better care decisions, are more adherent to medications and have a better health-related quality of life

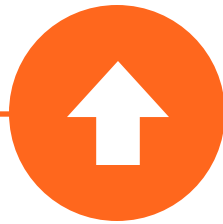
How PAM is included in the KCC model:

Gains in PAM scores at 12 months (*NQF ID #2483*) is a quality measure used to evaluate the performance of organizations participating in the KCC model.

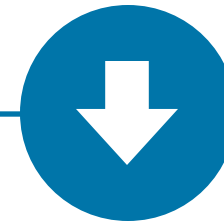
INCREASING PATIENT ACTIVATION IMPROVES HEALTH OUTCOMES

Strong evidence base across specialties and conditions, including diabetes, depression and heart disease

When a person's PAM score goes up:



- Clinical outcomes
- Med adherence
- Use of preventive care
- Satisfaction with care



- Avoidable ED utilization
- Hospital utilization
- Costs

How can I act on the PAM results?

USE PAM LEVELS TO EFFECTIVELY SUPPORT AND COUNSEL PATIENTS

This quick guide outlines how patients at each level view their role in healthcare and provides you with core counseling goals specific to each PAM level, as well as health outcomes that may result from tailored and targeted conversations with patients.

1
Level

2
Level

PATIENT PROFILE

Overwhelmed and disengaged, low healthcare knowledge, poor goal orientation, low adherence

Recognizes they could and should do more, lack confidence in ability to change behavior

COUNSELING GOALS

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

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

PATIENT RESULT

Increased knowledge and awareness about own health conditions; confidence and willingness to make healthy changes and choices

Greater awareness and confidence in their ability to self-manage and set and achieve goals

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3 Level

PATIENT PROFILE

Good self-management with room for improvement, goal-oriented, understands role in their care

COUNSELING GOALS

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

PATIENT RESULT

Increased competence to overcome challenges and maintain healthy behaviors

4 Level

Strong problem-solving skills and self-awareness, highly confident, goal-oriented, resilient

- Maintain behaviors at or near recommendation levels
- Have techniques to “get back on track”
- Learn skills to trouble-shoot difficult situations
- Strengthen lifestyle-related behaviors

Can set and achieve their own health goals and rebound from setbacks that impact self-management

**How can I best support my patients
to increase their activation level?**

ADMINISTERING PAM AND TAILORING YOUR CARE PLANS

Administer and measure

Align resources

Tailor interventions

iPad, phone or
pen and paper



Scoring and
analytics



**Lower
activation**

Levels 1-2

**Higher
activation**

Levels 3-4

- ✓ Focus resources on these members
- ✓ Frequent, short interactions tailored to PAM level
- ✓ Set small goals

- ✓ Less-intensive resources required
- ✓ Let member guide questions and be more self-directed

CKD EXAMPLE: MATCHING SUPPORT TO A PERSON'S SELF MANAGEMENT ABILITY





THANK YOU



Learn more at Phreesia.com/PAM