



# The Patient Activation Measure® (PAM®) in action

Using PAM to improve segmentation, tailor support, and measure impact

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. PAM is widely used today in population health management programmes, disease and case management systems, wellness programmes, medical home projects, care transitions, value-based programmes, and much more.

## PAM is applied in three key ways:

- 1 Improving segmentation and risk identification.** Traditional risk models rely upon past use 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, including diabetes or depression, as well as increased emergency department visits, hospital admissions, and ambulatory care service use.
- 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 realistic and achievable goals and action steps. 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 organisations and the people they serve.
- 3 Measuring Impact.** Even a single point change in PAM score is meaningful. By periodically readministering the PAM survey, the impact of patient support strategies and programmes can be known well in advance of traditional outcome measures.

## Patient Activation Measure® (PAM®) Application

