

Patient Activation Measure® (PAM®)

Increasing activation starts with measurement

The Patient Activation Measure® (PAM®) is a 10- or 13-item survey that assesses the underlying knowledge, skills and confidence that are integral to managing their 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.

Increasing Levels of Activation

LEVEL ONE

Disengaged & 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 & Gaining Control

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

"I am part of my healthcare team."



30-35%

LEVEL FOUR

Maintaining Behaviors & Pushing Further

Individuals adopted new behaviors 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 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.

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.