

AF4Q Consumer Engagement Learning
Community

What does it mean to be an
Activated Consumer?

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Supporting Consumer Engagement

- Current policy approaches assume a significant shift in the role for patients and consumers
 - from passive recipient to active participant and manager

Roles for Patients and Consumers

- ***Making Informed choices***
 - Choosing high performing providers
 - Selecting cost-effective evidenced based treatments
 - Making appropriate choices of plans and coverage
- ***Activated Patient***
 - Self-management
 - Preventive actions
 - Collaborating with providers
 - Vigilant partner in assuring health care safety

Consumers not getting clear and consistent signals

- Increased cost sharing--- you are more financially responsible
 - But not clear how to limit personal liability
- Being urged to take an active role
 - But are often shut out of the process
 - Labs, vital signs, MR info not shared with patient

AF4Q Consumer Engagement Learning Community (CELC)

- Is about sending a clear consistent signal from all stakeholders
- Implicit and explicit messages and actions from all stakeholder groups support consumer engagement
- CELC is bringing stakeholders together with consumers and consumer groups to craft approaches that will help people make good choices and better manage their health.

CELC Focus is on Two Key Consumer Behavioral Domains

- ***Making Informed choices***
 - **Choosing high performing providers**
 - Selecting cost-effective evidenced based treatments
 - Making appropriate choices of plans and coverage
- ***Activated Patient***
 - **Self-management**
 - Preventive actions
 - Collaborating with providers
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Consumer Engagement Framework

- With all stakeholders involved, sites select specific behavioral targets
- They analyze their community in terms of the factors that support those behavioral targets and the factors that undermine them
- Based on their analysis, sites then work on identifying strategies that each of the stakeholders can engage in that support the behavioral targets.
- The strategies are linked, so that there can be synergy across the stakeholder efforts.

CELC is about Capacity Building

- Site visits to all 14 sites have been completed and have been instrumental in moving the process forward
- This first year is about community **capacity building**, laying a foundation for working effectively together across stakeholders
- Effort is also about capacity building at the individual level, supporting the capacity for individuals to manage own health and health care.

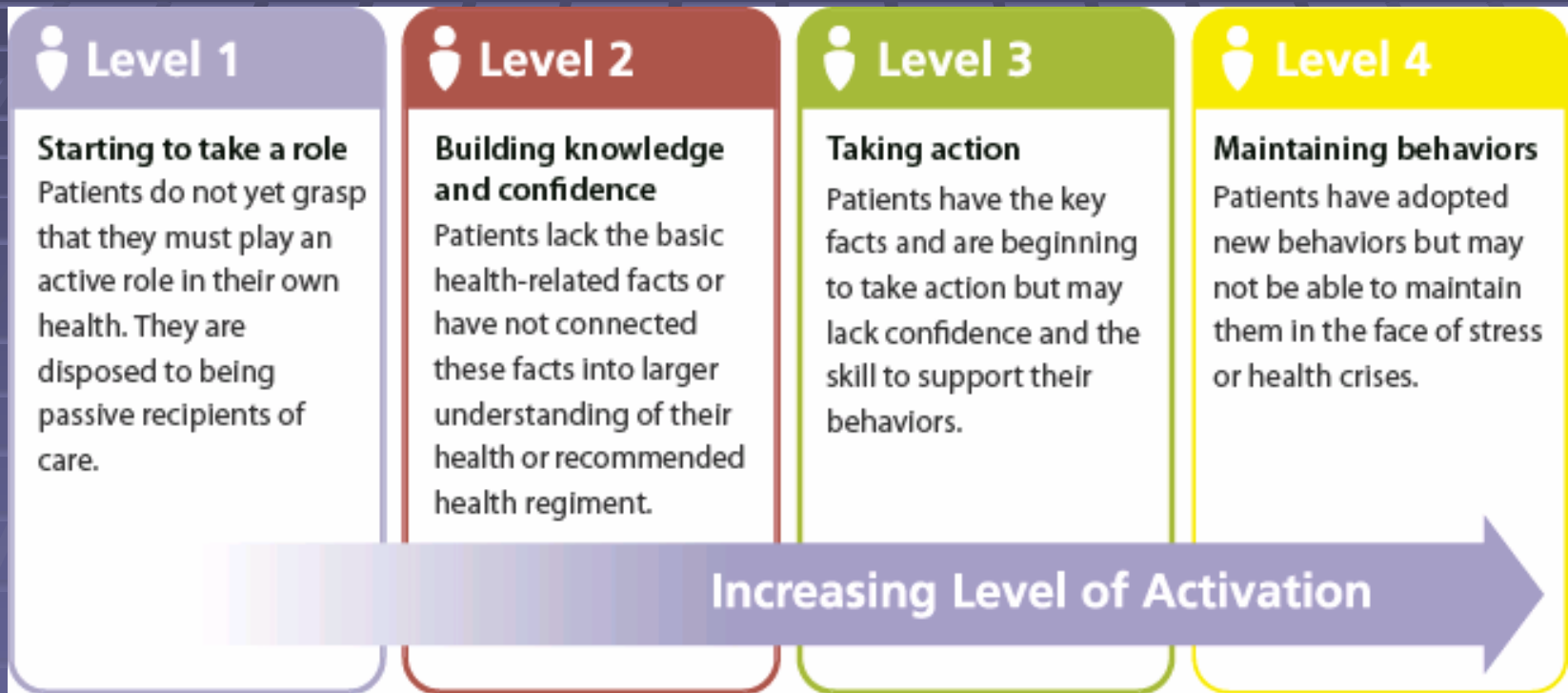
CELC Focuses on Supporting Specific Behaviors: What Supports Behavior Change?

- Behavioral Theory
 - Believes that the behavior will result in a valued outcome (Knowledge & Beliefs)
 - The consequences of their own actions or inactions are understood (Motivation)
 - Feels competent to perform the behavior (Self-efficacy)
 - Individual receives support for the behavior, cues in the environment, and reinforcements (Normative support)
- Information is necessary but not sufficient
- What will work?

Activated Consumers Have the Knowledge, Skills and Confidence to Manage Their Health and Health Care

- We have ability to measure this concept with the Patient Activation Measure (PAM)
- Research findings indicate:
 - Activation predicts a range of health behaviors (healthy behaviors, preventive, consumeristic, and disease specific self-management)
 - Activation is changeable
 - When activation changes, a whole range of behaviors change in the same direction

About 40% of Population are at the Low End of Activation



Those at the low end of activation are unlikely to engage in consumeristic behaviors.

By Measuring Activation We Can Tailor Appropriate Support

- Tailoring care plans to patient's capabilities would allow providers to be more targeted in their education and support for patients
- When patients are told to take actions they are not capable of, they are more likely to do nothing
- Many patients have lots of experience with failure, having successes builds confidence for future challenges

Measuring Activation to Inform Interventions

- Working with Minnesota site integrating PAM into clinical settings
- Webinar will be offered on how to use the PAM in sites

Collaborating Across Stakeholders to Send a Clear Signal

- Supporting beliefs in the value of the targeted behaviors
- Helping to change norms— about expected and accepted behaviors
- Helping to support consumer confidence and competencies

Sites have crafted innovative approaches

- The meeting is an opportunity to learn from each other