

Activation Starts with Measurement

The **Patient Activation Measure[®] (PAM)[®]** assesses the underlying knowledge, skills and confidence integral to managing one's own health and healthcare.

PAM segments consumers into one of four activation levels along an empirically derived continuum. Each level provides insight into an array of health-related characteristics, including attitudes, motivators, behaviors and outcomes.

This predictive guidance helps to identify realistic and achievable opportunities to change behaviors and treatment that can move an individual forward on a journey of increasing activation.

PAM in Action

More than 100 leading health organizations use the **Patient Activation Measure** and related Insignia products, including:

*American Health Holdings
American Specialty Health
AtlantiCare
Boehringer Ingelheim
DaVita
Fairview Medical System
Intercare Solutions
Johns Hopkins Healthcare
Kaiser Permanente
Marshfield Clinic
Medica
Moda Health
Monroe Plan for Medical Care
National Health Service (UK)
North Carolina Medicaid
Oregon's Health CO-OP
PeaceHealth
Providence Health Plan
Providence Health & Services
Regence BlueCross BlueShield
Roche
Sanford Health
Sanofi-Aventis
St. Luke's Health System
UnitedHealth Group
Washington State Medicaid
WellPoint*



Level 1

Disengaged and overwhelmed

Individuals are passive and lack confidence. Knowledge is low, goal-orientation is weak, and adherence is poor. Their perspective: "My doctor is in charge of my health."



Level 2

Becoming aware, but still struggling

Individuals have some knowledge, but large gaps remain. They believe health is largely out of their control, but can set simple goals. Their perspective: "I could be doing more."



Level 3

Taking action

Individuals have the key facts and are building self-management skills. They strive for best practice behaviors, and are goal-oriented. Their perspective: "I'm part of my health care team."



Level 4

Maintaining behaviors and pushing further

Individuals have adopted new behaviors, but may struggle in times of stress or change. Maintaining a healthy lifestyle is a key focus. Their perspective: "I'm my own advocate."

Increasing Level of Activation



PAM is Backed by Extensive Research

The Patient Activation Measure is a unidimensional, interval level, Guttman-style 10- or 13-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.

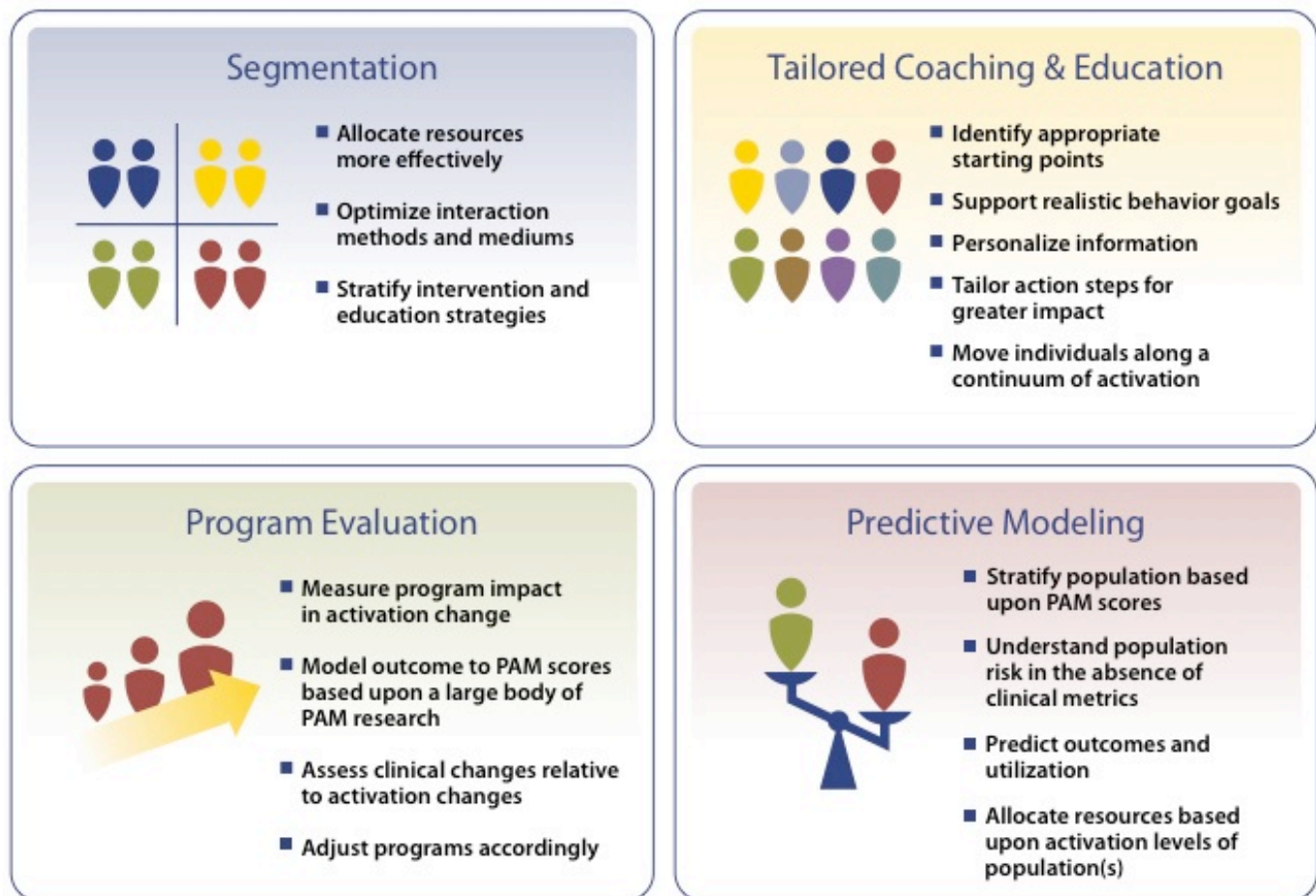
To date, more than 150 independent studies worldwide have documented the importance of activation, the ability of this tool to measure activation and its ability to predict a broad range of health-related behaviors and outcomes.

This research consistently demonstrates that individual self-management improves significantly with increasing levels of activation.

Self-Management Assessment and Applications

The Patient Activation Measure is reliable and valid for use with patients managing chronic conditions and with individuals engaged in disease prevention efforts. It is being used today in population health management programs, disease and case management systems, wellness programs, medical home projects, care transitions, such as hospital discharge protocols, and much more.

More than 200 health-related characteristics have been mapped to a PAM score and level of activation, offering a wealth of insight into an individual's self-management competencies. This empirically derived insight guides Insignia's coaching model (Coaching for Activation®) and consumer facing Web-based program (Flourish®).



About Insignia Health

Insignia Health specializes in helping health plans, hospitals, pharmaceutical firms and other health care organizations assess patient activation and develop strategies for helping individuals become more successful managers of their health and health care. Insignia Health applies its proprietary family of health activation assessments to measure each individual's self-management competencies. The Patient Activation Measure® and a decade of health activation research form the cornerstone of a complementary suite of Insignia solutions, which have proven to help clinicians, coaches and health care organizations improve outcomes and lower costs.