



## Activation: The “Secret Sauce” to Promote Recovery and Wellness

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# Program Description & Session Goals

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## Activation Description:

*How do we support a consumer's movement from just "coming to an appointment" to being actively engaged in their own recovery between visits?*

The art and science of activation gives us practical insights. We'll look at research, consider two different frame works and share a series of free resources and tools that can be put to use immediately

## Three goals:

- Become familiar with the research showcasing the importance of activation
- Consider activation through lens of the 5 stages of recovery and the PAM
- Learn five strategies to promote activation

# Activation and Engagement: Its Not The Same Thing

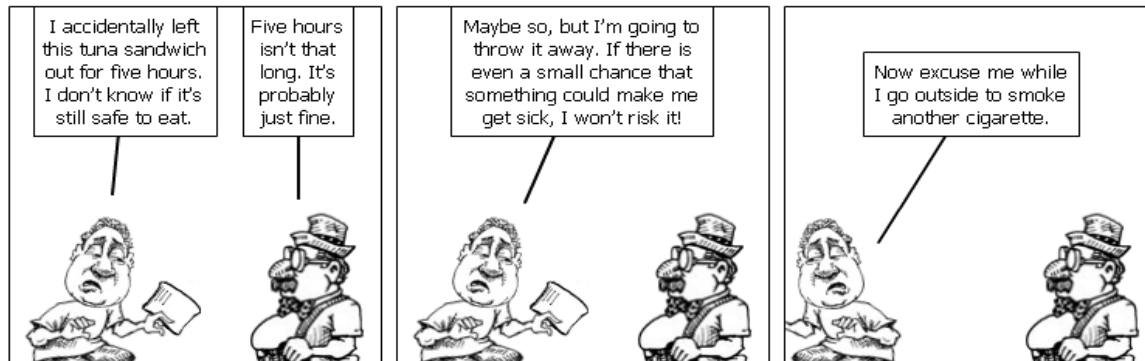
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- Engagement and activation are often used synonymously; however they are likely two different aspects of a continuum of health, wellbeing, care, and management. **Engagement** is the process by which an individual (patients) and health care systems are able to establish the bond that links health, illness, and wellbeing to a system of care
- It is important to note that an individual can be **engaged** with a system of care **and not activated to improve their health and wellbeing**. (e.g., someone who has a PCP, attends annual visits, and is not activated for improved self-care)
- **Activation** is an important first step in the promotion of health and self-care management. Many individuals who regularly receive both primary and specialty care, fail to actively modify health behaviors to improve their wellbeing. Activation of healthy behaviors and actions is the link to better self-care and improved health outcomes

# Activation and Engagement: Its Not The Same Thing

- Six core elements of **activation** have been identified by Hibbard (2004) and include: 1) Symptom self-management; 2) Engagement in actions that support health and functioning maintenance; 3) Involvement in treatment decision making; 4) Collaboration with health care providers; 5) Critical, performance-based selection of providers; 6) Navigation of the provider system
- In short, I am **engaged** when I see my doctor and she advises me to stop smoking. I am **activated** when I take the steps to stop smoking

## Outgoing Personality by Eric Perlin



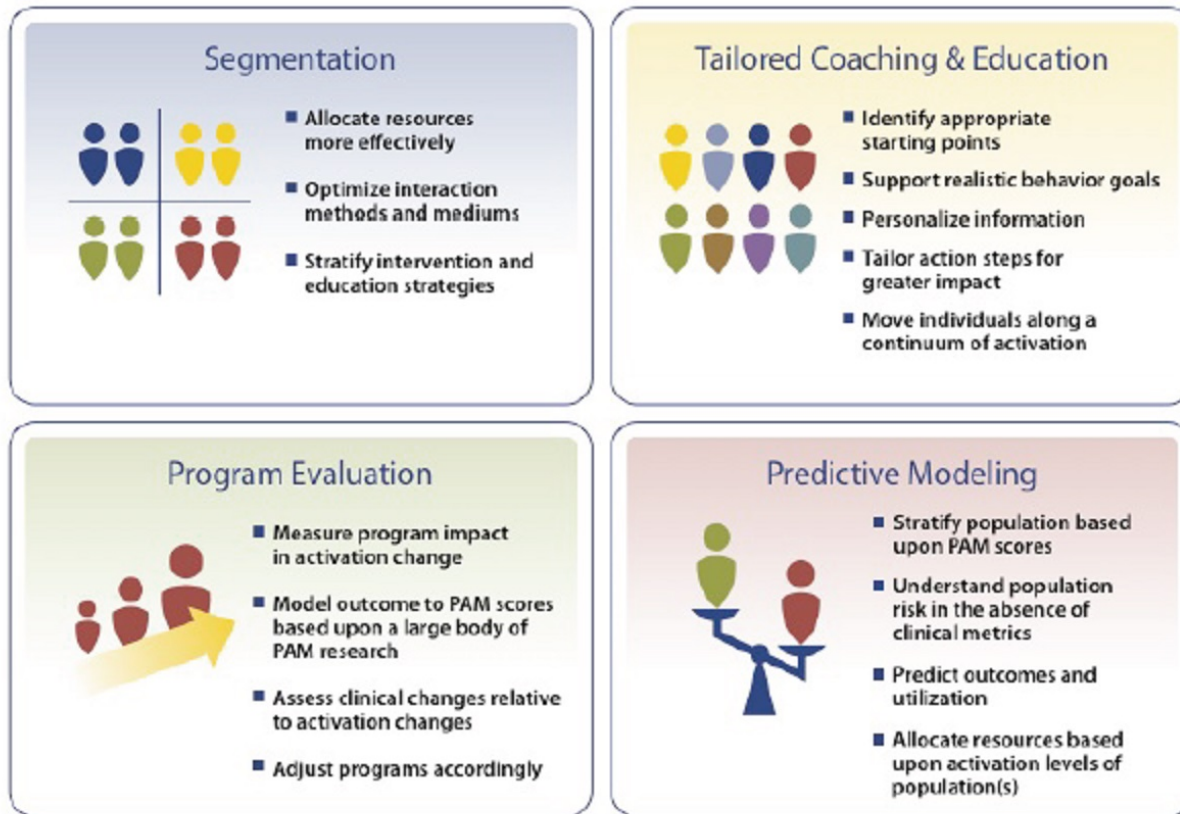
# Patient Activation Measure (PAM) - Outcomes

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- PAM scores have been demonstrated as **predictive of healthcare outcomes**
- Patients with **low levels of activation** have been found to have significantly **greater health care costs** than those with higher levels of activation (Hibbard et al., 2013)
- When socioeconomic factors and the severity of health conditions are controlled, patient **activation remains predictive of health care costs and utilization**
- For patients with diabetes, activation scores have been linked to controlled blood sugar levels and inpatient utilization (Remmers et al., 2009)

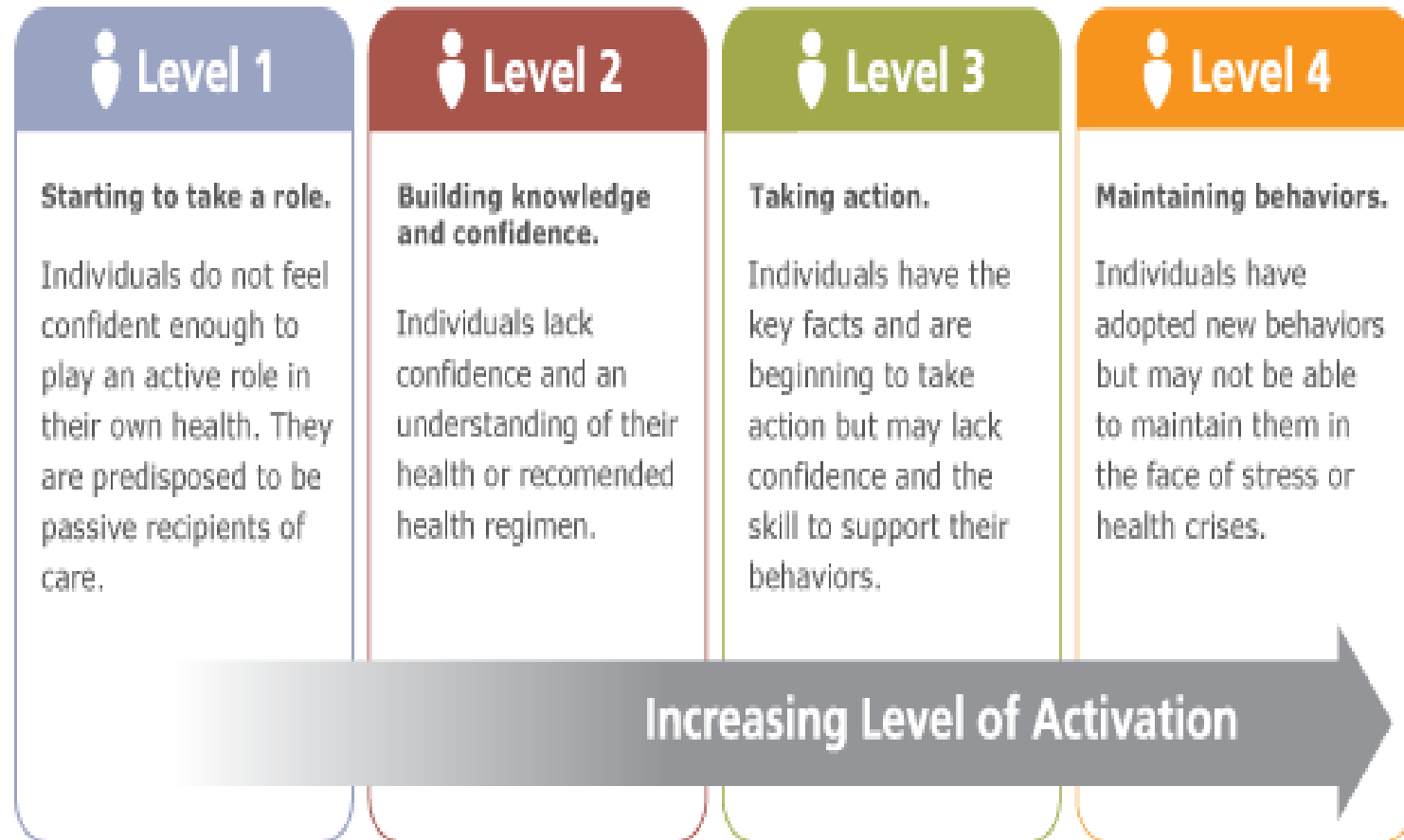
# Patient Activation Measure (PAM) - Outcomes

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<sup>®</sup>) and consumer facing Web-based program (Flourish<sup>®</sup>).



# Levels of Patient Activation

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- <http://www.insigniahealth.com/solutions/patient-activation-measure>

# Five strategies to promote activation

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- Connect the members own motivation to the use of activation tools and strategies using motivational interviewing to elicit the members own motivation
- Ensure you are providing consumer with consumer friendly written educational materials on their condition
- Introduce a self care tool and reinforce the members own motivation for change at every interchange
- Consider the level of activation and stage of recovery, match the self care tool to both
- Hire a peer coach on staff and/or routinely recommend consumer participate in free local or online support groups



# The Recovery Process (Appalachian Consulting, Larry Fricks)

- There are Times When A Person...

• Impact of Diagnosis

• Life is Limited



# Activation Tools and Strategies

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- Toolkits: Available on the home page of [liveandworkwell.com](http://liveandworkwell.com)
- Smart Phone Applications
- Peer Support online or face to face groups
- Video Stories of Hope: <http://www.optum.com/landing/testimonial-video-directory.html>
- Depression and Bi-Polar Support Alliance (DBSA) Tools and Brochures:  
[http://www.dbsalliance.org/site/PageServer?pagename=education\\_brochures\\_print](http://www.dbsalliance.org/site/PageServer?pagename=education_brochures_print)
- SAMHSA tools and publications <http://store.samhsa.gov/>

# Consider the Role of Peer Coaches as Activation Specialists

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- The Role of Peers in Building Self-Management within Mental Health, Addiction and Family/Child Health Settings, Pillar of Peer Support 2013  
<http://www.pillarsofpeersupport.org/POPS2013.pdf>

# Pillars of Peer Support

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- “...the role for peers is clear and important. Their role is to help by focusing on eliciting and enhancing the person’s own sense of control and efficacy, as only the person him or herself can enter into, pursue, and maintain his or her own recovery
- The goal is to focus on identifying and building upon each person’s assets, strengths, and areas of health and competence to support the person’s efforts to manage his or her condition—all while establishing or re-gaining a whole life and a meaningful sense of belonging in and to the community
- In order to achieve this, Dr. Davidson notes that we must ‘invite’ people to take an active role in their own care (e.g., self-care). This includes exploring a person and family’s own understanding of the situation, and providing information, education, and role modeling related to self-care
- This is achieved by connecting self-care to personally relevant goals, aspirations, and understanding “activation.”

Pillars of Peer Support Services Summit 5 - The Role of Peers in Building Self-Management within Mental Health, Addiction and Family/Child Health Settings.

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# WRAP App

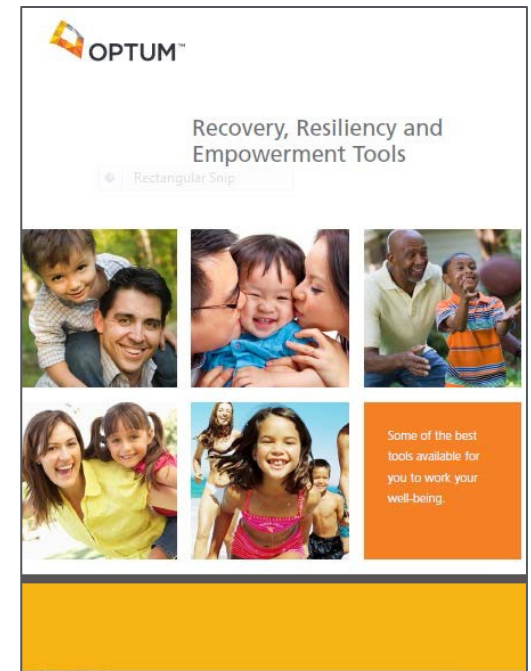
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- This Optum Smart phone app is available for download in the I-tunes or google play stores using the code “Optum” to unlock and download the app
- Wellness Recovery Action Plan (WRAP) helps people manage their symptoms, communicate their needs, identify, prepare and manage triggers, identify when hospitalization makes sense for them, creates advance directives and a post hospitalization plan
- WRAP is listed in the SAMHSA National Registry of Evidence-based programs and practices (NREPP)
- Built in partnership with WRAP creator and consumer leader, Mary Ellen Copeland



# Activation Tools We have for Providers to Share with Members

- **Three Recovery Tool Kits** – one for MH, one for SUD, and one for family members: These pdfs contains free online self-care tools and resources members can use to work their wellness between visits. Located on the home page of liveandworkwell, and in the recovery tool kit on the Provider Portal, they are free to members and non-members
- **Empowerment Tools for Members** .pdf - lists web based and liveandworkwell based activation tools and resources on a one page, two sided document – easy to give away to members
- **Empowerment Tools for Members** (Non laww version) .pdf - lists web based activation tools and resources on a one page, two sided document – easy to give away to members
- **Tools You Can Use** .pdf - contains simple strategies available to people who do not have a computer that allow them to work their wellness between visits



# Activation Tools We have for Providers to Share with Members

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- **Recommended Addiction Recovery Apps:** .pdf - Lists several dozen apps that can be used by members to support addiction recovery. Located on the home page of liveandworkwell, and in the recovery tool kit on the Provider Portal. Members and their families can find the Addiction recovery Apps document under the Self-Help Programs tab within the "Tools & Programs" link on the Quick Link box on liveandworkwell
- **Whole Health Tracker:** Paper and pencil tool (.pdf) that consumers can use to set their whole and goals and work the goals each week Located on liveandworkwell. Members and their families can find the Whole Health Tracker under the Self-Help Programs tab within the "Tools & Programs" link on the Quick Link box on liveandworkwell
- **Recovery Planning Tool:** Paper and Pencil tool (.pdf) that consumer can use to set their recovery goals and communicate with their providers. Located on liveandworkwell. Members and their families can find the Recovery Planning Tool under the Self-Help Programs tab within the "Tools & Programs" link on the Quick Link box on liveandworkwell

# Activation Tools We have for Providers to Share with Members – liveandworkwell

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- **Recovery Library:** Optum members have exclusive access to Pat Deegan's Recovery Library through the liveandworkwell site filled with tools, resources, videos, flash cards etc. Members and their families can find the Recovery Library in the "Resources" link within the Quick Link box on liveandworkwell
- **Peer Videos:** Over 75 short videos of consumers in recovery talking about their stories of hope. Located here: <http://www.optum.com/landing/testimonial-video-directory.html>
- **QPR for Suicide Prevention Training:** Available free of charge online, this program helps family and friends understand how to ask and what to do if someone is thinking about suicide. Located on liveandworkwell. Members and their families can find the Suicide Prevention training under the Self-Help Programs tab within the "Tools & Programs" link on the Quick Link box on liveandworkwell
- **Just Diagnosed Videos:** These twelve videos help individuals and their families who are newly diagnosed. Located on liveandworkwell
- **MARS-12:** Recovery measurement tool linked to specific self-care tools based on answers to the MARS-12. Located on liveandworkwell. Members and their families can find the MARS-12 Tracker under the Screeners tab within the "Tools & Programs" link on the Quick Link box on liveandworkwell



# Activation Tools We have for Providers to Share with Members – liveandworkwell

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- **Online Interactive tools:** Our free online, interactive, personalized self-help tools offer help for topics including Alcohol, Drugs and Stress. In addition, check out the Steps to Change online course for strategies you can use to combat depression and anxiety:
  - Alcohol — Access online tools, self-tests and information about alcohol use. Learn about side effects and interactions, build a treatment team and use our online journal to track your progress
  - Drugs — Kick the habit with our online tools, self-tests and information about drug abuse. Learn about side effects and interactions, build a treatment team and use our online journal to track your progress
  - Stress — Take self-tests and learn more about stress, including visualization techniques you can practice to reduce and cope with stress
  - Steps to Change — Beat depression and anxiety! Overcome negative thinking with these free online courses. Learn at your own pace!
  - Tobacco Cessation Center — We've put together information, support, and resources to help you quit tobacco
- Members and their families can find the Self-Help Programs in the "Tools & Programs" link within the Quick Link box on liveandworkwell

# Summary

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- Activation of healthy behaviors and actions is the link to better self-care and improved health outcomes
- It is important to note that an individual can be engaged with a system of care and not activated to improve their health and wellbeing
- I am engaged when I see my doctor and she advises me to stop smoking. I am activated when I take the steps to stop smoking
- Research shows consumers who are engaged in self-care/activation have better health outcomes

# Activation Tools Available to Optum Members

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- Optum has a suite of tools and resources that support consumer activation that you as an Optum clinician can use with the consumers you serve at no additional charge. These include:

- WRAP Smartphone App (use “Optum” to open)
- Three Recovery Toolkits on front page of liveandworkwell
- Tools You Can Use document for non computer users
- Empowerment Tools for Optum Members, computer based tools
- Peer Videos to instill hope
- Recovery Planning Tool
- Empowerment Tools for Optum Members, computer based tools, no liveandworkwell membership

## **Liveandworkwell Tools:**

- Recovery Library
- Online Interactive Self-paced Tools: alcohol, drugs, stress, depression
- Recovery Planning Tool
- Recommended Addiction Recovery Apps
- Whole Health Tracker
- Just Diagnosed Videos
- New Teen Happiness Center “Be Your Best Self”
- MARS 12 measures recovery and offers self care tools based on answers

# Thank You!

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## Hotlinks and Information

Contact: [aaron.darpli@optum.com](mailto:aaron.darpli@optum.com)

