CCG call to all Practice Nurses and Community Matrons

Pilot scheme to empower patients

Learn more and attend events 28 September and 20 October

Around 15 million people in England have long term conditions, and the majority of these people rely on ongoing support from NHS services. Empowering this population group - working with a measurement system known as the Patient Activation Model - can result in measurable improvements for individuals in managing their own health and wellbeing. It can help them keep more active, confident and in control of their healthcare than would otherwise be the case.

NHS North Hampshire CCG (NHCCG) is starting a pilot scheme, one of just thirty-eight in the country – to develop the Patient Activation Model with a cohort of up to 5000 people living in the North Hampshire area. The focus will be initially on patients who require long term care for Chronic Obstructive Pulmonary Disease, diabetes, and pain. The CCG will also look to engage care groups where there is a high prevalence of developing a long term health condition for instance people with mental health needs, people with learning disabilities and the frail elderly.

The CCG would like to identify healthcare workers – nurses, GPs, social care workers – who want to collaborate with them in the pilot. We are confident that longer term gains of getting involved in the pilot will result in better outcomes for patients and reduce pressures on the health care system. Several studies have demonstrated a significant link between patient activation scores and health care costs, with more-activated patients having lower rates of hospitalisation and fewer visits to accident and emergency (A&E) departments, and help contribute to creating more effective integrated care systems.

In health care, it is commonly understood that measurement is a necessary first step in effectively improving care. The Patient Activation Measure (PAM) is validated and is the most commonly used measure of activation in the United Kingdom.

Using the PAM model, each individual participating in the pilot will be assessed through a questionnaire, and matched to a level of activation – from one to four (see below, for an overview of what each level encapsulates). The aim is to help patients become more aware of their health and care needs and work with them to set goals, which result over time in increasing confidence, awareness and aspirations. These could help cut down on the need to access primary or secondary care, and reduce unnecessary burden on the health care system.
Frequently asked questions

What is the expectation from GP practices in getting involved?
Once PAM is embedded into practice, there should be no additional time constraints or resources required.

An introduction to Self-Care and PAM will form part of the next Practice Nurse Forum scheduled for 28th September 16 and an additional train the trainer day on 20th October 16.

What is the expectation from ICTs in getting involved?
Once PAM is embedded into practice, there should be no additional time constraints or resources required. To get started we would like Community Matrons with a passion for learning new approaches to get involved in the pilot, to act as Self Care leads in the sharing and cascading of information.

An introduction to Self-Care and PAM will form part of the next Practice Nurse Forum (Community Matrons are welcome to attend) scheduled for 28th September 2016 and additional train the trainer day on 20th October 2016.

What benefits will patients get from joining the PAM pilot?
Understanding activation levels helps patients and clinicians to determine the realistic ‘next steps’ for individuals to take in terms of self-management. It also allows training, education and support to be tailored to the levels of activation of different individuals.

Intervening to increase activation can improve a patient’s engagement and health outcomes. Highly activated patients are more likely to adopt healthy behaviour, to have better clinical outcomes and lower rates of hospitalisation, and to report higher levels of satisfaction with services.

Can Activation Levels be increased?
On its own, patient activation as measured by the PAM provides a useful and robust assessment of a patient’s ability to engage with their health care, which in turn can be a reliable indicator of a number of health outcomes. More importantly, patient activation is changeable, and targeted interventions have been shown to increase it.

A number of programmes have demonstrated the ability to raise activation scores in patients. These typically focus on the patient gaining new skills or mastery and encouraging a sense of ownership of their health, often using peer support, changes in the patient’s social environment, health coaching and educational classes.
How does PAM empower patients?
As patients’ activation levels increase, they gain a greater sense of control over their health and feel empowered to take action. Care planning becomes more person-centred and patients have more choice and control over the support and care they need.

How long will the pilot last?
The licences awarded by NHS England are valid for five years, it is intended that the pilot period will be over the next two years with six monthly review and full evaluation towards the end of 2018.

How will the CCG measure the impact of the pilot?
The CCG will be working closely with NHS England to gather data to establish if patient’s activation levels have in increased over time and will work locally with key stakeholders and patient groups to evaluate the impacts of self-management.

What are the levels of activation and how can support be matched to a person’s self-management abilities?

Level 1: Individuals tend to be passive and feel overwhelmed by managing their own health. They may not understand the care process. Support: Build knowledge base, self-awareness and initial confidence.

Level 2: Individuals may lack the knowledge and confidence to manage to manage their health. Support: Increase in knowledge, initial skills development and grow confidence.

Level 3: Individual appears to be taking action but may still lack the confidence and skills to support their behaviours. Support: Skills development, pursue guideline behaviours.

Level 4: Individuals have adopted many behaviours needed to support their health but may not be able to maintain their in the face of life stressors. Support: Achieve/Exceed lifestyle behavioural guidelines, develop techniques to prevent relapse.

What will practice nurses and community matrons need to do to start working with their identified patients?
The PAM is based on thirteen questions and only takes a few minutes to complete. The CCG is working with NHS England to build the tool into existing IT systems such as EMIS. The practical application of PAM will be supported by ‘How to’ guides produced by NHS England.

Practice Nurse, Faye Collins says; “Patient activation has been identified as having the potential to improve the NHS by changing the relationship between the patients and clinicians. By promoting self-care through a collaborative support network the aim is to reduce in-patient stays, emergency department attendance and excess GP appointments.”
GP, Dr Christian Chilcott says; “It is clear that with the growing numbers of patients with Long Term Conditions, patients will need help and support to enable them to self-manage their condition. Supported Self-Management will enable Primary care and patients to improve health outcomes and wellbeing in a sustainable manner.”

The pilot will commence in late September 2016 with training provided for Practice Nurses and Community Matrons with the aim of rolling out PAM in GP surgeries and Integrated Care Teams.

If you have any questions please contact Jessica.berry1@nhs.net

Further Information:
Insignia Health – Administration of Patient Activation Measures

Insignia Health Events - Recording of Webinar
(This recording does not require a password)

Kings Fund report – Introduction to Patient Activation
Behavioral Activation Objectives by Activation Level

Diabetes Nutrition Example

Invest time
- With patients low in activation to elicit their thoughts and understanding about their condition, concerns and knowledge gaps
- On self-management skills
- In calls to home for new medications, side affects, confusion, concerns, gaps in knowledge

Signpost
- Patients high in activation to self-care resources about their condition, concerns and knowledge gaps
- Set goals for clinical guideline behaviors
- Refine techniques
- Encourage problem solving
- Maintenance
- Future issues

Advanced Information

Meeting or Exceeding Guidelines

Achieve calorie targets
- Patients to get back on track or change habits to the kitchen to habits

Confident Positive

Overwhelmed
Lacking confidence

Understand the glycemic index and how it
Become familiar diabetes plate

Poorly-Developed Skills

Basic Information

Level 4
Level 3
Level 2
Level 1