

Whitepaper

# Patient Activation Metrics

We have a proven process of psychographic profiling and motivation assessment. This helps us to better understand patients' personal experiences and expectations. We analyzed two years of 83bar campaigns – here's what we learned about using psychographic insights.



## Overview

**For patients seeking a healthcare solution, an essential component of their experience – especially during a stressful and vulnerable period – is being treated as an individual.**

To recognize patients as individuals means understanding and acknowledging their experiences and expectations. It may mean considering future uncertainty, feelings of loss or guilt, and even feelings of being judged or blamed by clinical professionals. Responding to these needs is the foundation of the concept of personalization.

**At 83bar, we see patients living with their conditions in a unique way. We consider all the other aspects of life experience that may affect their attitudes and expectations for their healthcare.**

That's why we rely on more than just demographic data alone to get a multi-dimensional view of our audiences. Of course, this may sound intuitive. The better you understand your audience, the better you can establish whether they might be interested in your treatment. Nevertheless, at 83bar we like to go off more than just intuition. That's why we carried out a review to show how we help clients look beyond demographics.

We have developed a proven process that includes psychographic profiling and motivation assessment questions. This is part of our overall patient activation system that has been implemented by more than three dozen name brands in health, medical, technology, and devices. To find out if our instincts were correct, we looked at two years of campaign data collection for 83bar campaigns, to analyze the ways we asked prospective patients about their awareness, attitudes, and behaviors. In addition, we drew upon the combined learnings from our database of more than 850,000 patient engagements in the past four years.

## What is Patient Activation?

Understanding the healthcare consumer isn't simply a matter of capturing and recording multiple choice answers. It's about seeking to quantify and qualify the emotions that drive a consumer's behaviors.

One such tool, the Patient Activation Measure-13 (PAM-13), has come to play a major role in assessing a person's ability to engage with his or her health behavior. Patient activation specifies the level of patients' engagement and may contribute to better self-management, higher engagement in treatment, and greater patient satisfaction. In addition, patient activation is associated with better health outcomes. The PAM-13, developed by Hibbard et al., uses self-reported knowledge, skills, behaviors and confidence for self-management in a variety of chronic diseases.

Previous research has mostly examined patient activation among adults with chronic conditions and in primary care settings. There had been few examples of addressing patient activation considerations in developing disease awareness campaigns, marketing promotions, educational outreach, compliance programs, or clinical trial recruitment.

## Expanding the practical use of patient activation

We have validated patient activation principles across a range of conditions and consumers; such as, adults with chronic conditions, multimorbid older adults, surgical settings, neurological populations, people with diabetes, patients with fibromyalgia, and patients with rare disease conditions. In this way, our system has expanded the utility of patient activation, providing support for its use for understanding motivation among patient-consumers in outreach campaigns.

We frequently assess prospective patients about their engagement and accountability for their health. We ask their level of agreement to statements such as:

- "When all is said and done, I am the person who is responsible for managing my health condition"

- “Taking an active role in my own health care is the most important factor in determining my health and ability to function”
- “I am confident that I can take actions that will help prevent or minimize some symptoms or problems associated with my health condition”
- “I am confident I can tell my health provider the concerns I have even when he or she does not ask”
- “I know the different medical treatment options available for my health condition
- “I am confident I can find a solution when new situations or problems arise with my health condition”

## Measuring patient frustration to predict motivation

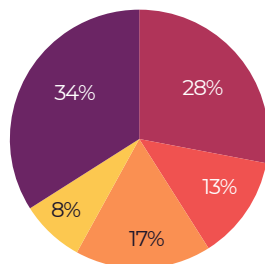
In analyzing our database of patient interactions, we find that the level of frustration with symptoms, treatment failures, or side effects is highly predictive of motivation to change.

Therefore, we craft many assessment questions to determine how much they feel irritated, dissatisfied, or discouraged. For example, in a movement disorder test we asked: “Do you struggle with self-confidence issues or embarrassment due to your essential tremor symptoms?” For the 68% who said yes, we knew they would want to learn more about new options.

Another avenue is to evaluate the impact of a patient’s condition on their work. Look at the similarity of responses from two different tests, when asked “Does your condition interfere with your job?” (28% of nerve pain patients had to quit or were fired; 27% of migraine sufferers had to quit or were let go.)

### Does your nerve pain interfere with your job?

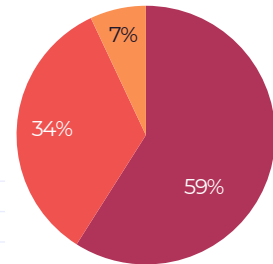
- Had to quit or was fired
- Frequently miss work
- Occasionally miss work
- No impact
- Not applicable



We also ask questions like: “What impact has your nerve damage had on your social life?” We learned that 45% almost always were unable to attend social events.

### Does your nerve pain interfere with your social or family life?

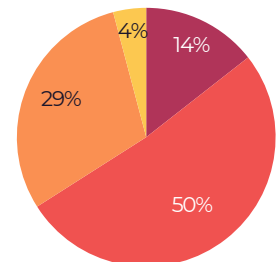
- Frequently miss out events
- Occasionally miss out events
- No impact



Finally, one of the biggest indicators is overall satisfaction with current treatment. Using a Likert scale provides a chance to learn the level or degree of potential dissatisfaction. For example: On a scale from one to five (one being extremely dissatisfied and five being extremely satisfied) how satisfied are you with your child’s current medication for General Anxiety Disorder?

### How satisfied are you with your child’s current medication for General Anxiety Disorder?

- Extremely dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Extremely satisfied



## Applying activation measures in patient recruitment

The use of patient activation evaluation can serve many real-world tactical purposes.

In one case study, we applied the 83bar platform to assist a company developing a new therapeutic for a rare autoimmune-related disease. The goal was to identify potential patient advisors, evaluate clarity of patient language, and better understand their use of current medications for this disease.

We cast a wide net across Facebook, other social media, and patient groups. Multiple campaign platforms were tested to optimize the message and drive qualified responses. For example, we learned that the word “development” was more motivating than “research” or “studies” because it connoted progress. As a result of this outreach approach, approximately 100 patients met the criteria to be considered.

To further evaluate the patients' qualifications, the respondents completed a secondary online survey related to their current experiences and the emotional impact of their condition. It was useful to reference quality-of-life instruments and patient activation measures. For example, our survey asked if the patient had experienced the following in the past week: difficulty enjoying meals; missed work; skipped social or family event; or changed usual behavior to work around symptoms. It also asked the patient which word best describes his or her feelings: eg, embarrassed, anxious, frustrated, cautious, nervous.

## Summary

Patient Activation measurement helps identify key aspects of patient engagement in health care promotion, education, doctor visits, and advocacy.

Our analysis of 83bar campaign that use psychographic profiles reveal three main lessons for marketers:

Apply psychographics to create a much deeper understanding of your patient-consumers and use those insights to make sure you're reaching the right people. In addition, it makes a much more personalized assessment and interaction.

Understand that your potential patient is a lot more multifaceted than you might expect. Using the insight from a person's interests, as well as the impact a condition has on their life, can make them more enthusiastic and receptive to a disease ad.

Consider customizing even more. We can create custom groups that go beyond simple demographics to personalize the outreach campaigns based on their attitudes and psychographic profiles.

Knowing patients' activation levels all along the continuum of care decision-making has helped 83bar to identify potential prospects for our clients. This includes identifying those with high engagement, those interested in improving their condition, and helping navigate those with high motivation to new options for their care.

## How can we help?

We want to help every medical company achieve their required outcomes. Patient health is our number 1 priority.

This case study, and many more like it, prove that our patient-centric solutions deliver results – often in less time and reduced costs.



**Not sure how to get started? Try our FREE Market Feasibility Test– a rapid demand generation solution that offers real-time, tangible results.**

**GET MY FREE MARKET FEASIBILITY TEST**

## About Patient Activation

83bar has developed a 4-part patient activation system integrated to:

- **LOCATE** prospective patients through risk assessment and health surveys;
- **EDUCATE** them to offer solutions and help them make informed decisions;
- **NAVIGATE** patients to action by appointment scheduling or service fulfillment; and through comprehensive follow-up
- **ADVOCATE** on behalf of improved treatment and health care

Our expertise includes a wide range of medical categories:

- Aesthetics
- Cardiology
- Diabetes
- Endocrinology
- Gastroenterology
- IV therapy
- Men's health
- Molecular diagnostics
- Nutrition
- Oncology
- Ophthalmology
- Orthopedics
- Rare disease
- Surgery
- Urology / Urogynecology
- Women's health

## Our Shared Success



\$1 billion+ in DTP acquisition



1,000,000+ patient prospects



25+ partner companies



18% average Facebook conversion



>7:1 average ROI for partner companies



## More information

Visit our website for more information

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