



# ARCBITE

Brokering Innovation Through Evidence

## Using the Patient Activation Measure (PAM®) to support a personalised care approach

### Background:

Personalised care gives choice and control in the delivery of care to patients based on asking ‘what matters to you?’ This represents a fundamental shift and a new relationship between people and professionals by allowing the patient to take positive control of the conversation through making decisions based on informed choices thus leading to improved care outcomes.

### What was the aim of the project?

North West Boroughs Healthcare Foundation NHS Trust (NWBH) is committed to delivering patient centred care and has embedded this in the Trust Quality Strategy 2019-21. This project aims to provide evidence of clinicians using a person centred approach to care in two physical health services within NWBH utilising the validated Patient Activation Measure (PAM®) which measures a person’s level of activation in managing their own health and wellbeing.

### What did we do?

Pre-implementation interviews and focus groups with staff from two physical health teams were conducted to determine baseline knowledge and identify potential barriers to implementation. Information gathered was used to develop bespoke training programmes for the teams in collaboration with Advancing Quality Alliance (AQuA). A series of training sessions were conducted and teams implemented the PAM® within their services. Follow-up interviews and focus groups were conducted to explore whether views and beliefs regarding the PAM® and personalised care had changed. Data was also collected from the electronic care records to analyse the uptake of the PAM®,

changes in levels of activation over time and levels of activation by geographic/ socio-economic area.

### How did we involve people?

A Local Implementation Group met monthly throughout the planning and implementation stages of the project. This group has involved key stakeholders who have been central to decision making for the progression of the project. The Public Advisor has been a key member of the group, having an equal voice in shaping the implementation plan. She has supported the reviewer through being an equal partner in carrying out the focus groups both in pre and post implementation stages. The Public Advisor has also attended most of the training sessions for both teams, providing a patient perspective by contributing and introducing positive challenges to the sessions.

### What we found and what does this mean?

Findings from the initial focus groups and one to one interviews identified gaps in knowledge and understanding of using a personalised care approach and staff could not envisage how the PAM could be used to support behaviour change conversations. Barriers to successful implementation were also noted.

Bespoke training has started to be delivered to both teams. Interim interviews and focus groups post implementation have demonstrated the impact that support and training has had on the delivery of health coaching conversations. Findings have included -

- Staff are more confident and competent in the delivery of personalised care planning with patients based on whole



person care and 'What Matters to you' even if this falls outside of service objectives.

- Staff are administering and recording the PAM® appropriately
- Staff are setting goals that are patient centred and based on the patients level of activation.

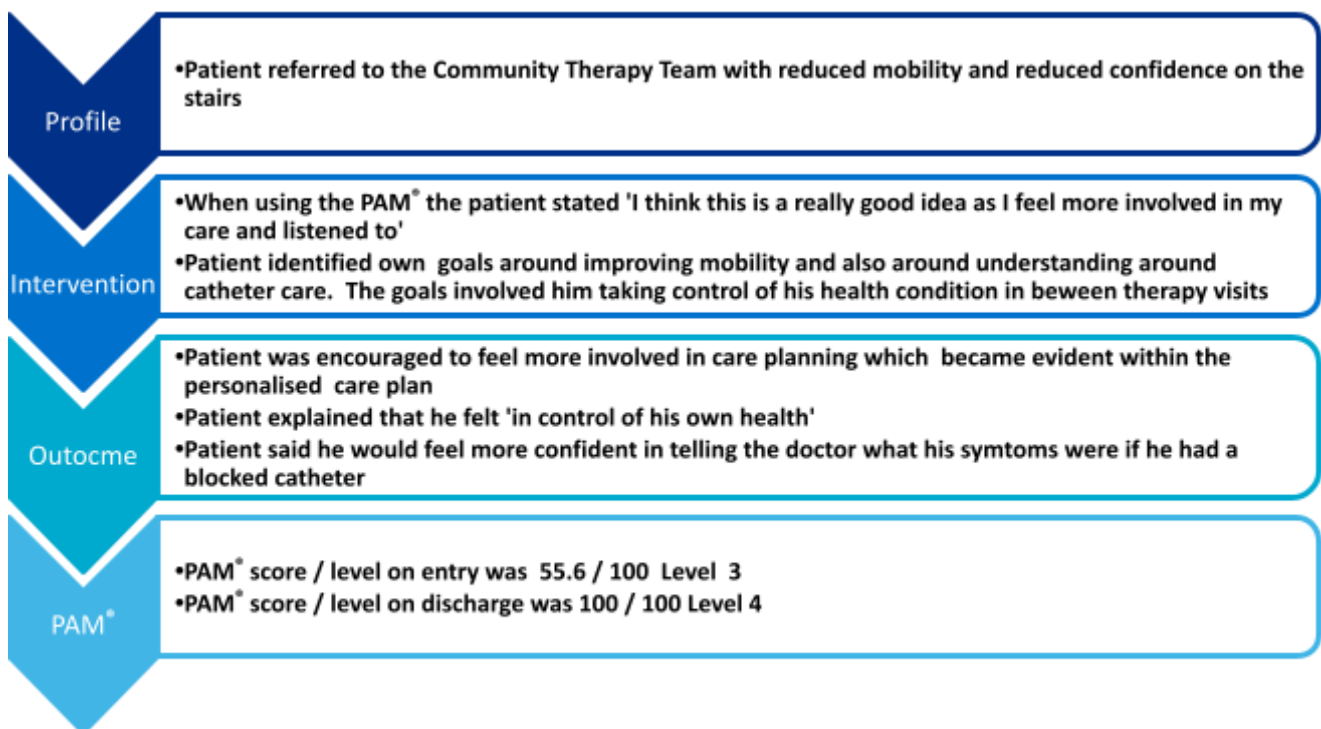
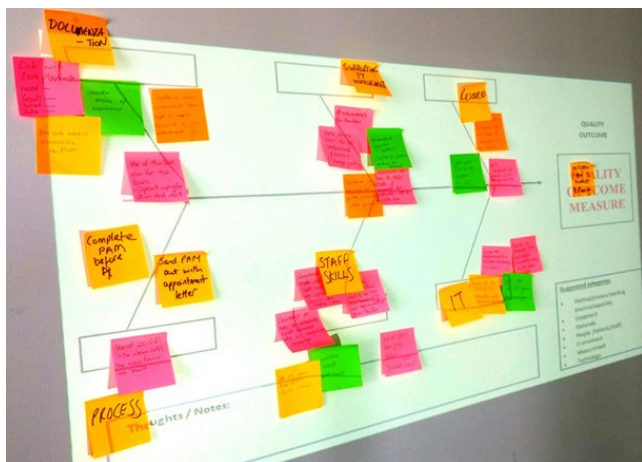
March 2020 NWBH commits to identifying potential areas for spread of use of the PAM® and to have developed a plan for wider spread and sustainability.

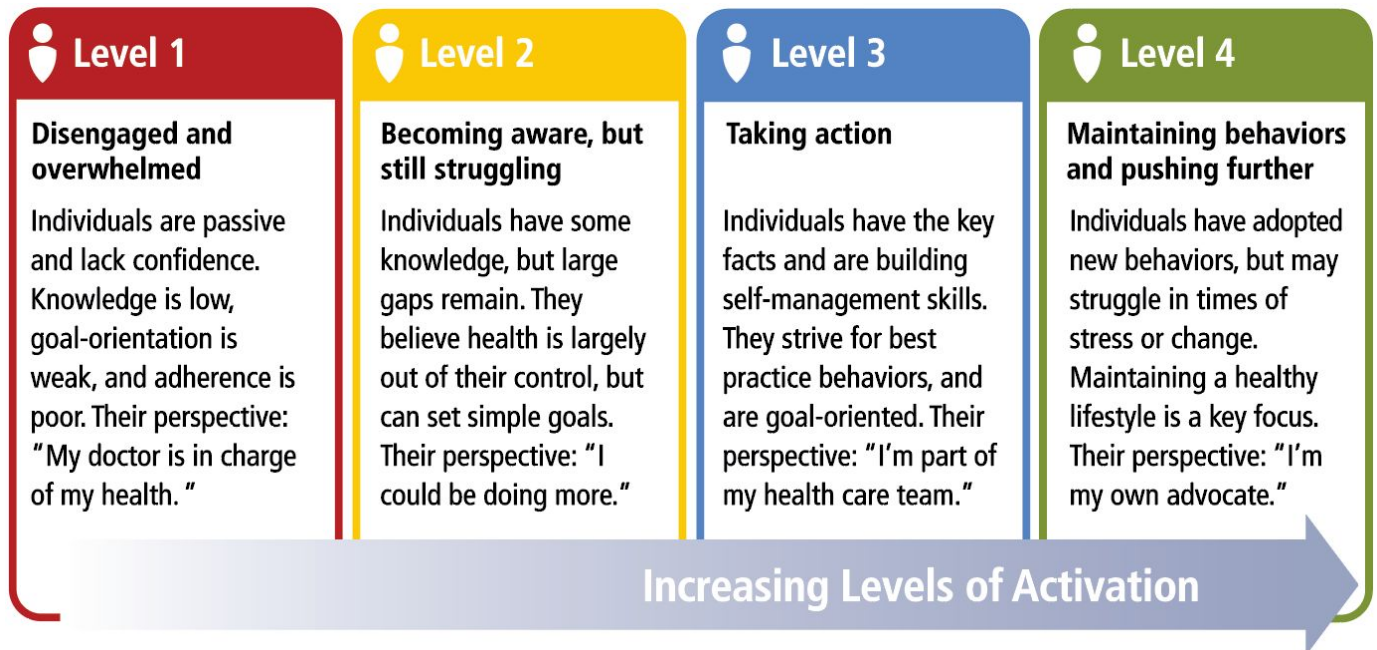
### Who was involved – partners?

North West Boroughs Healthcare NHS Foundation Trust  
AQuA  
CLAHRC NWC

### What Next?

NWBH has shown its commitment to delivering patient centred care and has embedded this into the Trust Quality Strategy 2019-21. By December 2019 remaining training sessions will be completed and the impact on patient outcomes and development of personalised care plans evaluated. By the end of





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### **What is NIHR CLAHRC / ARC North West Coast?**

The Applied Research Collaboration North West Coast (ARC NWC) superceded CLAHRC NWC in September 2019. It is a partnership between universities, NHS, public, etc.

Its mission is to undertake applied research to improve public health, wellbeing, quality of care & reduce health inequalities across the North West Coast region.

<https://arc-nwc.nihr.ac.uk/>