

Patient Engagement/ Motivational Interviewing

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Agenda

- Brief presentation of topic high points
- Sharing barriers and solutions:
 - Will provide two opportunities to discuss issues in your clinic(s) related to patient engagement
 - Be prepared to briefly present findings to the larger group

Who Has Been Non-Compliant?



Patient Engagement

- Engagement is **not** synonymous with compliance.
- Compliance means an individual obeys a directive from a healthcare provider.
- Engagement is a process of harmonizing robust information and professional advice with one's own needs, preferences, and abilities in order to prevent, manage, and cure disease.

Barriers to Adherence

- Relationship problems:
 - Provider and patient
 - Patient and system
 - Provider and system



Barriers to Adherence (continued)

- Patient interaction with the healthcare system:
 - Poor appointment access or missed appointments
 - Poor treatment by clinic staff
 - Poor access to medication
 - Formulary changes
 - Poor pharmacy access
 - High medication costs

Barriers to Adherence (continued)

- Provider's interaction with healthcare system:
 - Poor knowledge of drug costs, or hard to find reliably or at the time of the visit when writing a prescription
 - Poor or limited knowledge of insurance coverage and allowable benefits at the time of the visit when ordering tests or other services
 - May not appreciate the transportation or financial challenges the patient/family faces to comply with treatment
 - High demands, limited time, and low level of job satisfaction

Table Discussion #1

- Discussion and sharing around table
 - Share Ideas, stories, and examples from each other about the top two challenges in your clinic(s) to engage patients (5 - 10 minutes).
 - Bring back to the larger group:
 - Describe a common issue you all share as a major problem for patient engagement, from a provider/clinic staff perspective.
 - Have someone at the table describe the same issue from the patient's/family's perspective.

Culture of Engagement

- Behavioral change starts with health professionals.
- Professionals and patients share the same human concerns and emotions. We all can be patients at any point in time, and when that happens, the illness trumps ethnicity, race, gender, and culture.
- Referring to patients as frequent flyers, rocks, noncompliant, and abusers, over time, creates a culture of callous disregard.
- A culture of disregard can negatively impact patient health and safety and, thus, affect patient compliance.

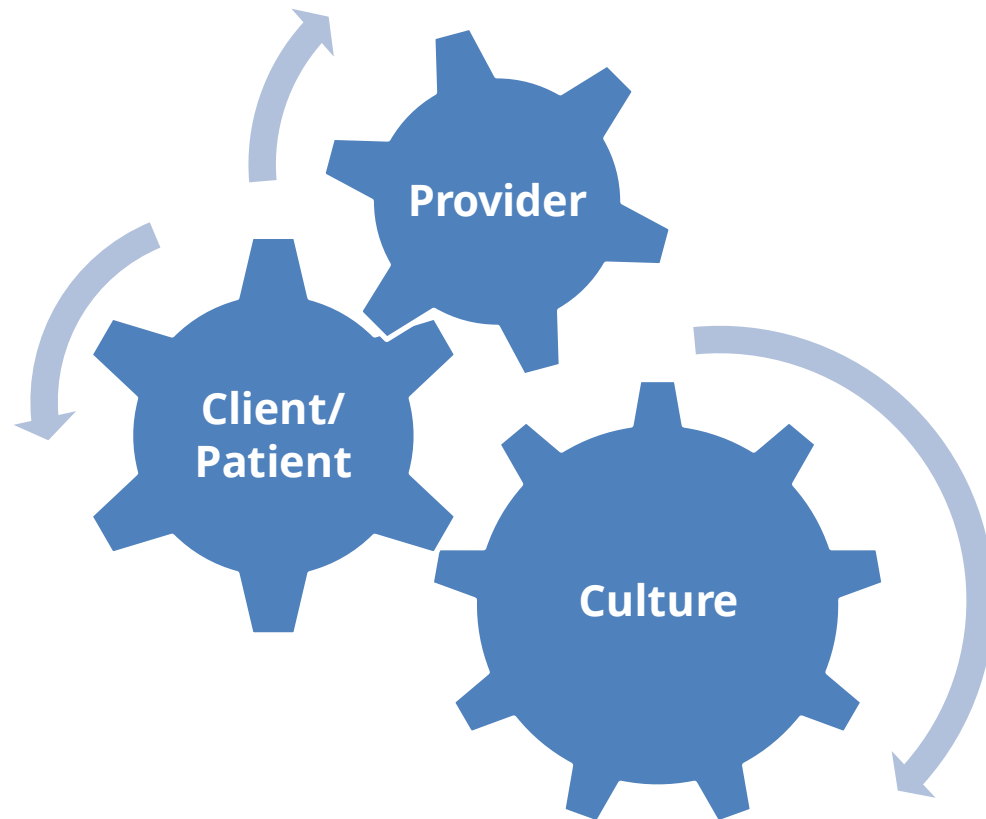
Adapted from Engaging Patients, 2014

Strategies to Improve Treatment Adherence

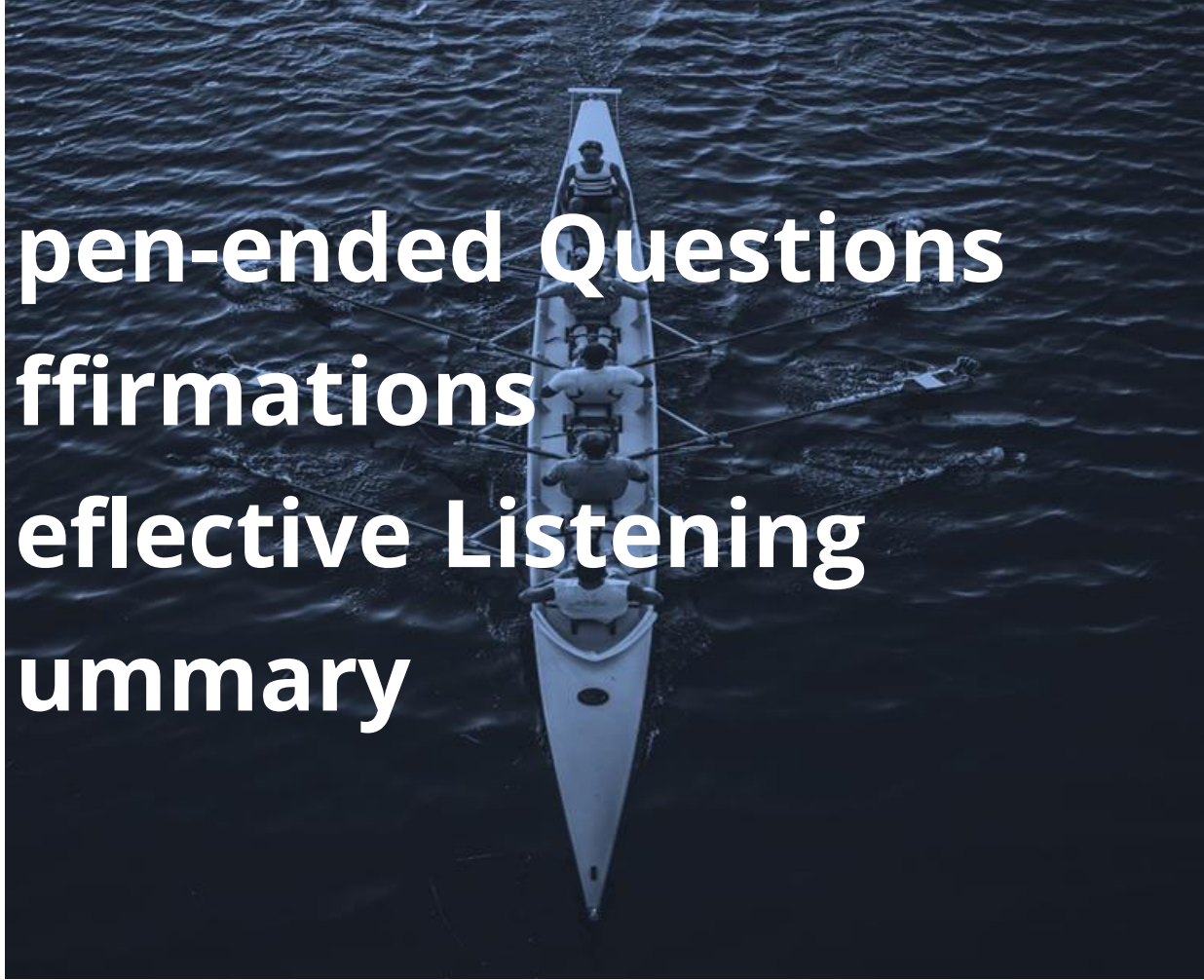
- Identify poor adherence:
 - Ask in normal fashion
 - Meet patient where he or she is
- Elicit patient's feelings about his or her ability to adhere
- Using Motivational Interviewing (MI) skills, help the patient to identify personal barriers to adherence and strategize ways to overcome or change
- Simplify and clarify
- Customize a care plan according to patient wishes
- Enlist other caregivers (team approach); is it not just the provider's job

Two-Way Communication in Culture

Engagement requires a two-way connection in the context of culture.



Motivational Interviewing – Tool for Engagement



Open-ended Questions
Affirmations
Reflective Listening
Summary

Motivational Interviewing – Change Talk

Change Talk

Preparatory Language

Desire

I really want to stop drinking.

Ability

I can do this; it is possible.

Reason

Whenever I stop taking my meds, I end up in the hospital.

Need

I need to stop doing this.

Looking for Change Talk

- Focus on patient strengths and reasons for optimism
- Pick the flowers, leave the weeds
- Practice reflective listening and saying back what you hear as change talk



Moving Forward: Change Talk Road

- What would be good about the change?
- What would make you want to change?
- What is most important to you?
- What else have you been thinking about?
- How might you make the best of it?
- What could you do differently?
- What is your next step?

Look for change talk: find the flower.

Table Discussion #2

- Discussion and sharing around table
 - Share ideas, stories, and examples from each other (5 - 10 minutes).
 - Bring back to the larger group:
 - One example of successfully addressing a patient engagement issue.
 - One new thing you will do when you return to your clinic(s) to improve patient engagement.

Resources

- Motivational Interviewing Guide- Community Care Network NC
<https://www.communitycarenc.org/media/files/mi-guide.pdf>
- Roadmap for Patient and Family Engagement in Health Care – Gordon and Betty Moore Foundation and American Institutes for Research:
http://patientfamilyengagement.org/?utm_source=PFE%20Roadmap%20Unified%20List&utm_campaign=f274e87c4e-Roadmap_release_CPCE_Email_9_23_2014&utm_medium=email&utm_term=0_22ffd7c455-f274e87c4e-78195081
- Tip sheet from PSU study of Oregon's PCPCH clinics:
<http://www.pcpci.org/sites/default/files/resources/Patient%20and%20Family%20Engagement%20Tip%20Sheet.pdf>
- PCPC Institute (Oregon) Web site with more tools: www.pcpci.org