



Mercy ~ Physician Community PHO

**Healthcare Behavior Change &
Motivational Interviewing**

“Best Practice”

BCBSM PGIP Meeting

6/12/09

PHO Background

- **Established in 1997**
- **138 Physicians (31 PCPs)**
- **Located in Port Huron**
- **Staff includes:**
 - Medical Director**
 - Executive Director**
 - Quality Coordinator**
 - Credentialing Assistant (2 day/wk)**

PCMH Initiative – Individual Care Management of Patients with Diabetes

- **Establish case management and self-management goal setting**
- **Insure that EBCR standards for the diabetes patients are followed**

Steps taken to implement initiative

- Diabetes educator was hired to work with 2 practice sites, with the thought of expanding it as we progressed in the PCMH initiative
- Goal of DE was to work with diabetics for self-management goal setting, as well as working with the physicians in the practice to review EBCR

The problem

- Difficult for the practices to schedule the diabetic patients on the day the DE was in the office (patients couldn't come on her day, etc.)
- Staff didn't understand the role of the DE because she was also RD
- Staff (and physician) used her for RD, rather than self-management goal setting
- Practice "team" needed to be more involved and have full understanding of the PCMH

Solution

- **Involve the entire staff in self-management goal setting process**
- **Train everyone in motivational interviewing and healthcare behavior change techniques**
- **Continue to have DE in practices to support physicians & staff in healthcare behavior change for prevention and disease management**

Implementation of Healthcare Behavior Change Training

- Collaborated with Pfizer for trainer
- Introduced it to PCP Managers
- Modified workshop to be 1.5 hours so that it could be done at the practice site
- Trained all members of the office team on motivational interviewing
- Provided practices with tools for starting “conversations” with patients

Concerns of the staff

- Needed physician's approval of their "scope of practice"
- Needed physicians to reinforce their involvement in the patient goal setting
- Needed for practice to decide the best way to present goal setting idea to patients, track goals, and have appropriate follow-up

So how is it working?

- **Most successful in the practices where the physician(s) were actively involved in the training workshop & follow-up meetings**
- **Each individual practice utilized what they learned in their own way**
- **One practice has totally embraced the training and staff is very active in using the things they have learned**

How has the most engaged practice implemented the program?

- Receptionist offers the patient a self-management goal setting tool at check-in
- MA asks the patient if they have had time to think about what they'd like improve about their own health
- MA reviews the goal sheet with the patient and asks questions that will help identify any materials or support services that the patient would need for supporting their goal

What else?

- MA enters goal into registry
- MA informs the physician about the goal
- Physician reinforces the goal setting behavior with the patient, adds support, and indicates follow-up at the next visit
- Daily - Practice reviews their schedule to identify patients who may need extra time for the goal setting due to complex chronic condition
- Practice is using this with all patients

Some Tools Used by Practices for starting goal-setting conversations

Patient name: _____ Date: _____

PATIENT QUESTIONNAIRE

PLEASE CIRCLE YOUR RESPONSE

1. Are you currently taking medicine for diabetes? YES NO
2. Do you understand how your medication works? YES NO
3. Do you have a blood glucose meter? YES NO
4. Do you currently test your blood sugar? YES NO
5. Is your blood sugar under control? YES NO
6. Do you know what your blood sugar numbers should be? YES NO
7. Do you follow a meal plan? YES NO
8. Do you inspect your feet for cuts, wounds, or sores? YES NO
9. Have you had a dilated eye exam this year? YES NO
10. Are you having difficulty managing your weight? YES NO
11. Do you exercise routinely? YES NO
12. Have you attended diabetes classes in the past? YES NO
13. Have you seen a Registered Dietitian in the past? YES NO


MY ACTION PLAN

DATE: _____


I _____ and _____
(name) (name of clinician)


have agreed that to improve my health I will:


1. Choose one of the activities below:


 _____ Work on something that's bothering me:

 _____ Stay more physically active!

 _____ Take my medications.

 _____ Improve my food choices.

 _____ Reduce my stress.

 _____ Cut down on smoking.

2. Choose your confidence level:

This is how sure I am that I will be able to do my action plan:



3. Complete this box for the chosen activity:

What: _____

How much: _____

When: _____

How often: _____

(Signature)

(Signature of clinician)

Another possible tool

Good Questions for Your Good Health

Ask Me3™

**Every time you talk with your doctor,
nurse, or pharmacist, ask these questions**

①

**What is my
main problem?**

②

**What do I
need to do?**

③

**Why is it important
for me to do this?**

*The more you know about
your health, the better*



Ask Me 3™ is an educational program provided by the

Partnership for
Clear Health Communication
at the National Patient Safety Foundation™

www.npsf.org/askme3

Challenges of the program

- **Time** – “We don’t have time to do this!!!” – thus making practice redesign critical
- **“Buy-in”** - Convince physicians that goal-setting, introduced by staff, will give them more clinical time with patients
- **Validation** – no data yet to show whether goal setting is a success

In Conclusion.....

- Practice redesign is efficient and effective
- Staff job satisfaction increases due to “team” approach and the greater role
- Mercy PHO has presented the “Healthcare Behavior Change” program at their annual event and evaluations indicate presentation was well-received, even from specialists’ practices in attendance