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Glossary of Terms Related to Engagement Success

- **Cultural Competence.** In health care, it describes the ability of systems to provide care to patients with diverse values, beliefs and behaviors, including tailoring delivery to meet patients' social, cultural, and linguistic needs. [1]
- **Trauma Informed Care.** This is an approach to care that is cognizant of the impact trauma has on an individual's ability to fully engage with others. Its goals are to develop a trusting relationship that is non-judgmental, empathetic, and supports the individual to make choices based on their values, preferences and readiness. There is strong evidence that trauma in childhood can perpetuate behaviors and symptoms that are viewed as deviant. These habits were an adaptation to an unsafe or excessively stressful environment. The loss of self-efficacy as a result of a traumatic experience is further exacerbated by the inability to trust others. While mental health practitioners have greater understanding of the role of trauma in care, most other health care settings and community agencies do not posses this knowledge. [2] Without the empathetic skills to engage individuals effectively, the development of a meaningful care partnership is compromised.[3]
- **Health Literacy.** This is defined as "the degree to which individuals have the capacity to obtain, process, communicate and understand basic health information and services needed to make health decisions." [4] The majority of the populations served by Medicaid have low literacy skills. Low health literacy is associated with reduced use of preventative services, understanding of medication use and prescription label instructions, and lower overall health status. It is also linked to increased use of emergency care, rates of hospitalization, and racial health disparities. [5]
- **Patient-Centered Communication.** Patient-centered communication aims to lower language

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[1] Betancourt JR, Green AR and Carrillo JR. Cultural Competence In Health Care: Emerging Frameworks And Practical Approaches FIELD REPORT October 2002. www.cmwf.org. Report 576

[2] Bloom, S and Farragher, B Restoring Sanctuary: A New Operating System for Trauma-Informed Systems of Care February 2013 Oxford Publishing

[3] Bloom, SF (2000) Creating Sanctuary: Healing from systematic abuses of power. Therapeutic Communities: The International Journal for Therapeutic and Supportive Organizations 21(2): 67-91. http://www.sanctuaryweb.com/sanctuary-trauma.php

[4] Somers, S. A., Mahadevan, R. (2010). *Health literacy implications of the Affordable Care Act*. Hamilton, NJ: Center for Health Care Strategies, Inc. Retrieved from http://www.chcs.org/usr_doc/Health_Literacy_Implications_of_the_Affordable_Care_Act.pdf

[5] Kutner M, Greenberg E, Jin Y, Paulsen C. The health literacy of America's adults: results from the 2003 National Assessment of Adult Literacy. Washington, D.C.: US Department of Education, National Center for Education Statistics; 2006

barriers and ensure safe, clear, and effective health care interactions, especially for vulnerable populations. A variety of organizational practices can support workforce competency in this area. [6]

- **Motivational Interviewing (MI) Competence.** MI engages individuals to explore their change readiness and engages them in selecting behaviors they will adopt or eliminate to address their health goals. Based on a comprehensive analysis of three decades of research, motivational interviewing is evidence-based, relatively brief, specifiable, and applicable across a wide variety of problem areas, complementary to other active treatment methods, and learnable by a broad range of helping professionals. (Miller and Rose 2009)[7]
- **Patient Activation.** Defined as an individual's evaluation of their knowledge, skills and confidence related to managing their own health and health care. Studies have shown that 60% of Medicaid patients fall into the lower levels of activation. Those who are less activated are not able to demonstrate the behaviors that are often needed to manage one's health including making significant lifestyle changes.

Patient Activation Impacts self-efficacy and is synergistic with patient engagement. A validated survey instrument called the PAM® (Patient Activation Measure®) is being used to measure an individual's level of activation. The performance of more than 130 behaviors have been mapped to a *PAM* survey score and level of activation, offering a wealth of insight into an individual's self-management capabilities. The *PAM* assessment tool segments consumers into one of four progressively higher levels of activation. Each level provides insight into an array of health-related attitudes, emotions, and motivators, as well as the performance of a wide range of health behaviors.[8]

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[6] Wynia, M., and Matiasek, J. Promising Practices For Patient-Centered Communication With Vulnerable Populations: Examples From Eight Hospitals August 2006 Commonwealth Fund pub. no. 947.

[7] Miller, WR, Rose, GS. "Toward a Theory of Motivational Interviewing *Am Psychol*. 2009 September ; 64(6): 527–537. doi:10.1037/a0016830

[8] InsigniaHealth website accessed January 2014 www.insigniahealth.com

Studies have shown that 60% of Medicaid patients fall into the lower two levels of activation. [9] Across several studies, appropriate interventions with individuals at level 1 and 2 increased an individual's level of activation. As activation levels increase, individuals build the capacity to demonstrate the behaviors that are often needed to manage one's health and including significant lifestyle changes. Systematic training on the concepts of activation in health care systems can inform the allocation of resources effectively.[10] Health care workers who understand the levels of activation can modify their roles and approaches for the individual. When working with individuals at level 1 and 2, the goal is to develop a trusting relationship using effective communication skills that are non-judgmental, empathetic, and focused more on listening for understanding and finding strengths the individual has to build upon. Taking time to understand what matters to individuals, targeted coaching, and useful sharing of information can help an individual select small steps toward their goals. The role of a health coach is to support the individual's efforts at problem solving when challenges emerge. Throughout this process, individuals build confidence and knowledge that help them achieve success in managing their health.

[9] Hibbard, J Patient Engagement Interview January 2014

[10] Hibbard, J., & Minniti, M. (2012). An evidence-based approach to engaging patients. In D. Nash, J. Clarke, A. Skoufalos, & M. Horowitz (Eds.), *Health Care Quality: The Clinician's Primer* (pp. 245-262). Tampa, FL: American College of Physician Executives