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## **Insignia Health Partners with Medical Group Management Association to Improve Patient Activation**

*New partnership helps medical practices improve patient treatment plans, medication adherence and satisfaction while meeting new MACRA payment requirements.*

Portland, Ore. and Englewood, Colo. – Medical Group Management Association’s (MGMA) Health Care Consulting Group and Insignia Health announce their partnership enabling medical practices to license the Patient Activation Measure® (PAM®) survey and Coaching for Activation® (CFA), a platform to help tailor care plans and support. The collaboration will combine MGMA’s deep experience supporting medical practices with Insignia Health’s patient activation expertise and products to strengthen patient care, improve health outcomes, and increase operational efficiency.

Research consistently shows that as activation increases, patients become more adherent to treatment plans, less likely to utilize expensive emergency and hospital services, and more satisfied with the care they receive. The predictive power of PAM will help practices better allocate their time and resources.

PAM-based CFA will help clinicians and health professionals align care plans and support with what is realistic and achievable for those patients with lower activation. The integration of this behavioral activation model has shown over the course of nearly a decade to contribute significantly to gains in activation.

“PAM was recently recommended as a Merit-based Incentive Performance System (MIPS) measure for clinical practice improvement as part of Medicare’s new payment model,” said **Chris Delaney, CEO of Insignia Health**. “Incorporating PAM and CFA into medical practices through MGMA’s Health Care Consulting Group will better equip practices to achieve many of the MIPS performance objectives which are largely dependent on patient self-management.”

“With all the changes happening in population health and Medicare, it’s imperative that we continue to give medical practices access to the most innovative tools to attain maximum performance,” said **Andrew Swanson, Vice President of MGMA’s Health Care Consulting Group**. “Insignia Health has demonstrated over the past decade that increasing patient activation is essential to fostering patient self-management and improving health

outcomes. We look forward to bringing PAM and CFA to the medical practices and health clinics we serve,” he added.

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***About Insignia Health:*** *Insignia Health specializes in helping hospitals and health systems, health plans, life science firms and other health organizations improve health outcomes and better control healthcare costs through gains in patient self-management. Insignia’s scientifically-based programs and services, anchored by the NQF-endorsed Patient Activation Measure<sup>®</sup>, help individuals become more successful managers of their health and healthcare. The Patient Activation Measure<sup>®</sup> (PAM<sup>®</sup>), the e-Health platform Flourish<sup>®</sup> for consumers, and the Coaching for Activation<sup>®</sup> platform for healthcare professionals, in tandem with more than a decade of health activation research, form the cornerstone of Insignia Health’s solutions. A leader in health activation, we strive to elevate individual activation levels to lessen disease and illness burden and premature deaths around the world. Insignia is headquartered in Portland, Oregon.*

[www.insigniahealth.com](http://www.insigniahealth.com)

***About MGMA Health Care Consulting Group:*** *The exclusive focus of the MGMA Health Care Consulting Group is on the business of medical group practices, which allows us to understand their challenges and deliver solutions that advance organizations, increase profitability and improve patient outcomes. Our expert consultants average more than 30 years of diverse and extensive experience in the medical field and are dedicated to helping each organization succeed. As part of MGMA, the nation’s largest premier practice management membership organization, we also have direct access to the most comprehensive and robust data and benchmarking resources available. MGMA is headquartered in Englewood, Colo., with a Government Affairs office in Washington, D.C.*

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