



For Immediate Release
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PATIENT ACTIVATION MEASURE® (PAM®) ACHIEVES MILESTONE WITH 200 PEER-REVIEWED RESEARCH STUDIES

Twelve years of peer-reviewed research offers a wealth of health activation insight while establishing PAM as the gold standard measure for self-management and engagement.

Portland, Ore. Insignia Health, the leading provider of health activation solutions and services, announced that the Patient Activation Measure® (PAM®), the gold standard tool for assessing a person's health self-management abilities, achieved a milestone with the publishing of the 200th independent peer-reviewed research study using PAM as a key study variable.

Since 2004, health researchers in the United States and in dozens of other countries have used PAM to quantify a study participant's level of health activation, which directly relates to one's health self-management capabilities. Outcomes from these studies show that higher PAM scores indicate a higher level of knowledge, skill and confidence in making more effective use of health care resources and engaging in more positive health behaviors compared to lower PAM scores.

"I'm extremely excited and gratified by the extensive inclusion of PAM within health research projects conducted around the world," said Judith Hibbard, DrPh, Professor of Health Policy the University of Oregon and lead author of the Patient Activation Measure. "The results of these 200 published studies, and hundreds of others that are currently in process, continue to validate PAM as the key vital sign for measuring a patient's level of engagement and ability to manage their health and healthcare."

Dr. Hibbard adds, "Measuring activation using PAM should be as ubiquitous as measuring blood pressure as we pursue more personalized patient support and value-based care. Even small changes in activation are predictive of improved health outcomes and lower costs."

In addition to researchers, Insignia Health licenses the Patient Activation Measure and other tools to support patient activation to hospitals and health systems, health insurance plans, pharmaceutical companies, state Medicaid agencies and other healthcare organizations in the United States and abroad.

"We are seeing healthcare organizations of all sizes use PAM to help achieve quality and performance metrics, such as ACO performance measures, Medicare Advantage STAR ratings, HEDIS scores, and hospital 30-day readmissions" said Chris Delaney, CEO of Insignia Health. "Our long-standing relationship with health researchers using PAM is invaluable as we continue

to learn from their work and apply these insights to create innovative and successful health activation solutions for our clients”

For an interactive list and bibliography of published research studies featuring the Patient Activation Measure, go to www.insigniahealth.com/research/archive.

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Insignia Health specializes in helping hospitals, health plans, pharmaceutical firms and other organizations assess and increase activation levels to improve health outcomes for the individuals they support. We design programs and services to enable our clients' members, beneficiaries and patients to become better self-managers of their health and healthcare. Why is this important? Because individual self-management is a leading driver of premature death and illness burden around the world. We address this problem through the Patient Activation Measure® (PAM®), Coaching for Activation®, Flourish® and related proprietary activation assessments, which are supported by over 200 independent, peer-reviewed research studies published since 2004.

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