Insignia Health Strengthens Coaching for Activation® Resource to Help Care Providers Reduce Hospital and ER Visits, Improve Health Outcomes and Control Costs

With over 350 peer-reviewed published studies validating the global effectiveness of measuring patient activation, improvements to Insignia Health’s online coaching program offer healthcare professionals a proven, systematic approach to customized patient support based upon a person’s level of activation.

Portland, Ore., August 25, 2017— Insignia Health launches improvements to its online coaching platform, Coaching for Activation. CFA helps care providers and non-clinical coaches effectively tailor care plans based upon a person’s self-management ability as determined by the Patient Activation Measure® (PAM®) survey. CFA enables healthcare systems, hospitals, health plans, government programs and life science companies to:

✓ Provide individuals with more effective personalized support
✓ Improve patient self-management behaviors
✓ Reduce avoidable hospital and emergency department utilization
✓ Improve patient outcomes
✓ Elevate patient experiences and satisfaction

A number of research studies have confirmed the effectiveness of CFA, including:

- **An Examination of the Relationship Between Care Management with Coaching for Activation and Patient Outcomes**, American Journal of Managed Care, February 2017. [Published Study](#)

  **Results**: Care management participants not using CFA experienced 18.29% more emergency department visits, 97.78% more hospital admissions, a higher glycated hemoglobin level, and higher systolic blood pressure.


  **Results**: Patients using care plans designed with CFA had a 19% decrease in emergency department per member per month (PMPM) cost, 21% decrease in emergency department utilization, 37% decrease in inpatient PMPM cost, and 40% decrease inpatient utilization.

- **Improving the Outcomes of Disease Management by Tailoring Care to the Patient's Level of Activation**, American Journal of Managed Care, June 2009. [Published Study](#)

  **Results**: Tailoring care using CFA reduced utilization by as much as **$145 per member per month**, while improving health outcomes. Patients who engaged with a health coach (compared with those who did not) showed improvements in the first six months of the coaching program: Inpatient utilization fell by 18%; Emergency department visits dropped 12%; and 81% scored higher on quality-of-life measures.
Coaching for Activation provides unique guidance for patients based upon extensive consumer behavior research into health activation and its relationship to hundreds of health-related characteristics across dozens of conditions. Behavioral activation and the attainment of guideline health behaviors are achieved through realistic goal-setting and achievable action steps that focus on developing seven core areas of self-management:

- Condition knowledge
- Medication adherence
- Diet and nutrition
- Physical activity
- Stress and coping
- Smoking cessation
- Communicating with providers

New CFA includes updated guidance and enhanced tracking aligned to each individual’s PAM Level.

- 850 distinct goals
- 5,000 action steps
- 750 patient-facing resources including videos, articles and tip sheets
- For 12 featured health conditions:
  - Asthma
  - CHF
  - Depression
  - Hypertension
  - CAD
  - Chronic pain
  - Diabetes
  - Rheumatoid arthritis
  - Cancer
  - COPD
  - High cholesterol
  - Wellness

“This new version of CFA delivers a more comprehensive and accessible set of tools to health providers, health coaches and non-clinical staff to guide patients on a successful health journey,” said Chris Delaney, Insignia Health CEO.

“Dozens of studies, including those matching CFA to other coaching model cohorts, have demonstrated the significant return on PAM-based guidance. New CFA will further improve health outcomes for our clients,” he added.

**About Insignia Health:** Insignia Health is the gold standard provider of patient activation solutions that pinpoint population health risk, improve health outcomes, reduce healthcare costs and increase patient/member satisfaction. The Patient Activation Measure® (PAM®) survey is a predictive powerhouse backed by over a decade of health activation research and insight gained from supporting hospitals, health systems, health plans, life science firms and government agencies around the globe. Our products and services help organizations exceed performance objectives by measuring activation and tailoring care programs to specific activation levels. We strive to prevent and reduce the impact of disease through more successful individual self-management of health and healthcare. Insignia Health is headquartered in Portland, Oregon. Visit [www.insigniahealth.com](http://www.insigniahealth.com), email info@insigniahealth.com or follow us on [Facebook](http://www.facebook.com) and [Twitter](http://www.twitter.com).

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