



PAM[®] RESEARCH LICENSE FREQUENTLY ASKED QUESTIONS

We value our research partners as evidenced by the large number of peer-reviewed studies involving the Patient Activation Measure[®] (PAM[®]). However, not all uses of PAM in studies qualify for a research license. Certain parameters must be met in order to be approved for this type of license.

WHY DO I NEED TO AGREE TO ALL QUALIFYING STATEMENTS BEFORE I CAN APPLY ONLINE?

Insignia Health, LLC is the exclusive licensing organization for the Patient Activation Measure[®] (PAM[®]) survey on behalf of its developers and the University of Oregon. We have an obligation to protect the intellectual property PAM and to maintain our own viability as a business. However, we also recognize that PAM was initially developed and is continually refined through research, and we seek to continue that practice by offering special licenses to health researchers around the world. In exchange, we require that research license holders provide Insignia Health with the entire de-identified data set related to their use of PAM in their research. Expansion of the collective underlying data set allows us to continually refine calculation of PAM score and the cut points for PAM levels. If you do not or cannot accept these conditions, you may purchase a [Standard or Limited Commercial License](#) that does not require sharing all research data.

WHY DO I HAVE TO SHARE DATA WITH INSIGNIA HEALTH?

Data-sharing is a requirement for the research license as that is a key element in the partnership between Insignia Health and the research community. Insignia Health does not share or publish the data sets we receive from researchers. We include your data set with the thousands of others we will receive and have received over the past 15 years to continually analyze PAM answer patterns, score determinants, and level cut points to continually refine the instrument.

DO I QUALIFY FOR A RESEARCH LICENSE?

We require a researcher to meet certain requirements in order to be approved for a license:

- The study is **academic-caliber** with a clear research design and methodology, preferably with a control and intervention group
- The study **will not use PAM to validate or promote** other assessments or measures of self-management, self-care, engagement, activation or similar constructs or to validate commercial interventions
- The researcher(s) **will share with Insignia the entire de-identified data set from the study (i.e., PAM statement answers and other captured variables)**
- The study has a **minimum sample of 75 individuals**.
- The study is **funded**.

Please read the full [Terms and Conditions](#) prior to applying. If you cannot agree to the Terms and Conditions, we do offer a [Limited Commercial License](#).



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WHAT DO I RECEIVE IF I'M APPROVED FOR A RESEARCH LICENSE?

Following approval of your application for a research license, Insignia Health will deliver links to the PAM survey in English and other languages, training documentation, and an Excel-based PAM scoring form. The Excel form is currently supported for Microsoft Windows OS and Excel (2013 and later versions). Use of the form on non-Windows operating systems and/or older versions of Excel is not recommended and may result in errors. All of these items will be delivered through an online account in about 10 business days. Note: You will need access to a Windows computer to enter PAM survey answers. Each PAM survey is entered individually on the PAM scoring form.

HOW MUCH DOES A RESEARCH LICENSE COST?

A \$150 non-refundable annual application fee is required, payable by credit card only. You will be notified by email if your application is not approved. For approved licenses, the annual fee will be automatically charged to the credit card on file on the anniversary date of the purchase until a cancellation request is received in writing to info@insigniahealth.com.

WHY ARE ONLY CREDIT CARDS ACCEPTED FOR PAYMENT?

Insignia Health requires payment by credit card for the research license application/renewal fee to help keep our administrative costs down. Other payment options, including invoicing and purchase orders, are available only with our standard commercial licenses, which also have considerably more customization options. Also, Insignia Health uses a secure third-party processing service ([Stripe](#)) to handle all credit card transactions. We do not store your credit card information.

WHAT IF WE CANNOT SHARE DE-IDENTIFIED DATA?

Please read and review the full [Terms and Conditions](#) – especially Section 2.2 on data sharing – prior to applying for a PAM research license. We also offer a [Limited Commercial License](#) that does not require data-sharing.

CAN I APPLY FOR A RESEARCH LICENSE BEFORE MY STUDY IS FUNDED?

Obtaining a PAM research license should never be used as a condition of the grant funding. Therefore, we require each study to be approved and funded prior to licensing PAM.

WHAT DOES IT MEAN THAT WE CAN'T USE PAM TO VALIDATE OTHER MEASURES?

By 'validate' we mean any effort to support the development and/or promotion of a tool that measures activation or similar construct (self-management, engagement, motivation or readiness to engage in one's health). PAM is used alongside many measures in research that are not similar or attempting to measure a similar construct. PAM should not be used to validate, compare to, or promote readiness or stages of change, a component to the TTM model.



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CAN YOU PROVIDE ME WITH PREVIOUS STUDIES RELATED TO MY CURRENT AREA OF RESEARCH?

We encourage you to search our [full research bibliography](#) containing the titles and abstracts for hundreds of published studies prior to applying for a license to ensure that your study parameters are unique.

HOW SHOULD THE DE-IDENTIFIED DATA SET NEED BE DELIVERED TO INSIGNIA HEALTH?

We prefer a flat file – meaning each row represents a respondent and each column is a response to each PAM statement – including PAM level and score, as well as each study variable.

WHAT DATA AM I REQUIRED TO SHARE WITH INSIGNIA HEALTH?

Researchers using PAM should submit data that is captured along with PAM survey answers, such as demographics, health status, condition(s) being managed, medication adherence, mental and physical functioning, self-reported past use of healthcare, care experience, satisfaction, depression/emotional health screens, measures of future health risk, biometric self-report – BP, A1c, BMI, waist, etc.

I DON'T HAVE THE MINIMUM NUMBER OF PARTICIPANTS (75) FOR THE LICENSE APPLICATION. CAN I STILL APPLY TO USE PAM?

We feel that 75 participants is a reasonable minimum with which to indicate significant results for publication. If you can demonstrate how your study can achieve statistical significance with fewer participants and still be suitable for peer review and publication, you are welcome to apply for a research license. However, Insignia Health reserves the right to deny your application.

DO I HAVE TO INTEND TO PUBLISH MY STUDY IN ORDER TO QUALIFY FOR A RESEARCH LICENSE?

Our primary objective for issuing licenses to researchers at a significantly reduced fee is to encourage further research on patient activation.

I'M A STUDENT. MY STUDY DOES NOT HAVE 75 PARTICIPANTS AND/OR I CAN'T AFFORD THE LICENSE FEE. WHAT ARE MY OPTIONS?

Students should describe their project(s) to Insignia Health using our [General Inquiries](#) form prior to applying for a Research license.