

An Influence Strategy for Changing Patient Behavior

Nebraska Hospital
Association
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Convention

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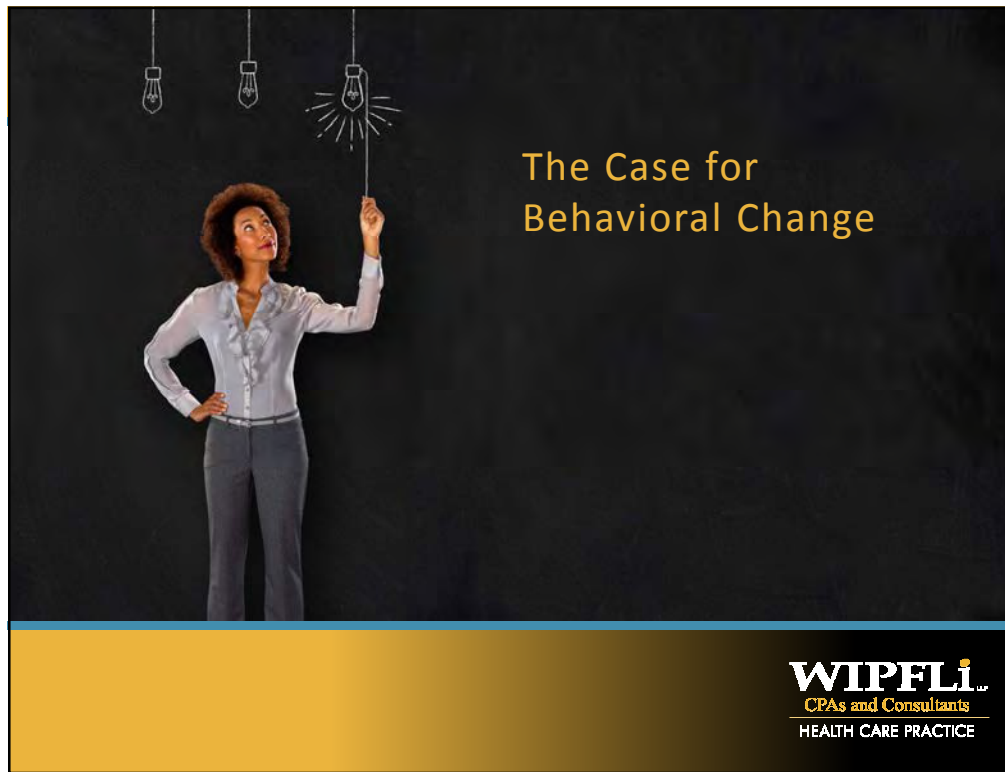
Agenda

- The Case for Behavioral Change
- Top Six Behavioral Changes Required for Health Management
- Harness the Power of Influence
- Taking this Home



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The Case for Behavioral Change	
<h3>Health Care Was . . .</h3> <ul style="list-style-type: none">• Sick Care• Care in Clinic or Hospital• \$\$\$ for Services• Provider Centric• Technology Available	<h3>Managing Health Is . .</h3> <ul style="list-style-type: none">• Creating and Sustaining Health• Care Anywhere• \$ for Health Status• Patient Centric• Technology Enabled

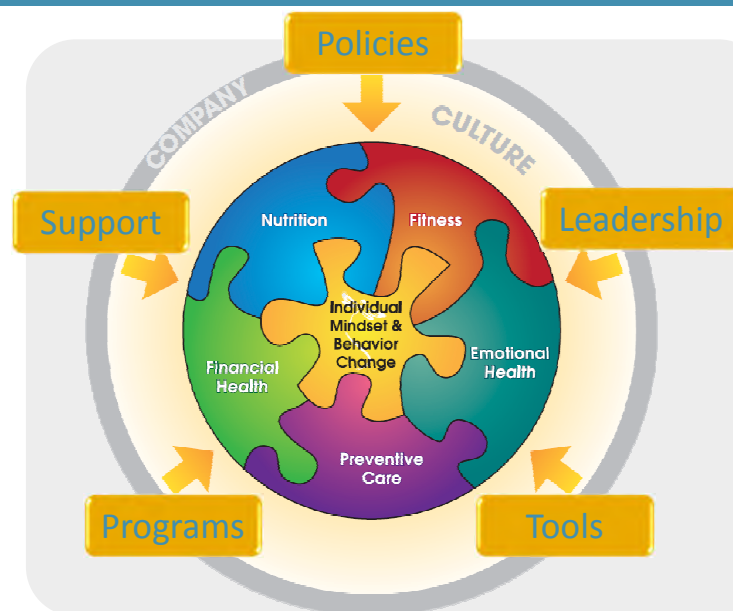
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Traditional Health Care Delivery Focus



Managing Health Focus



Managing Health Is Complicated!



Technology Adds to the Complexity



STRESS!!!



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How Can We Successfully Influence Individual Health?

- Incorporate behavioral psychology
 - Integrate behavior change into care delivery essentials
 - Use the power of influence
- Utilize technology to empower individuals, and connect them to care
 - Enlist the help of social networks



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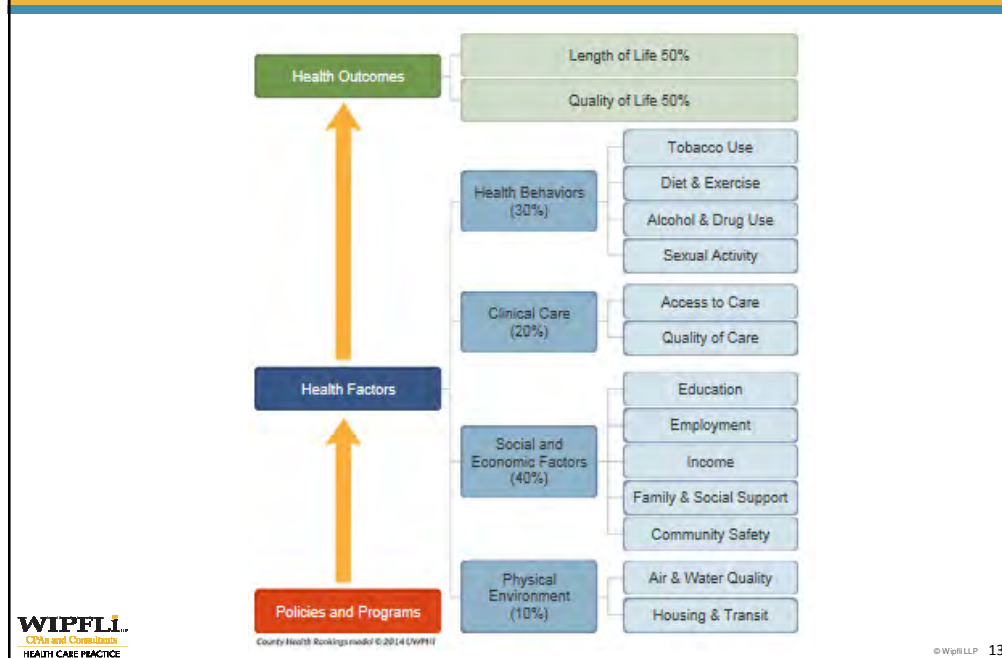
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Behaviors Are Hardwired

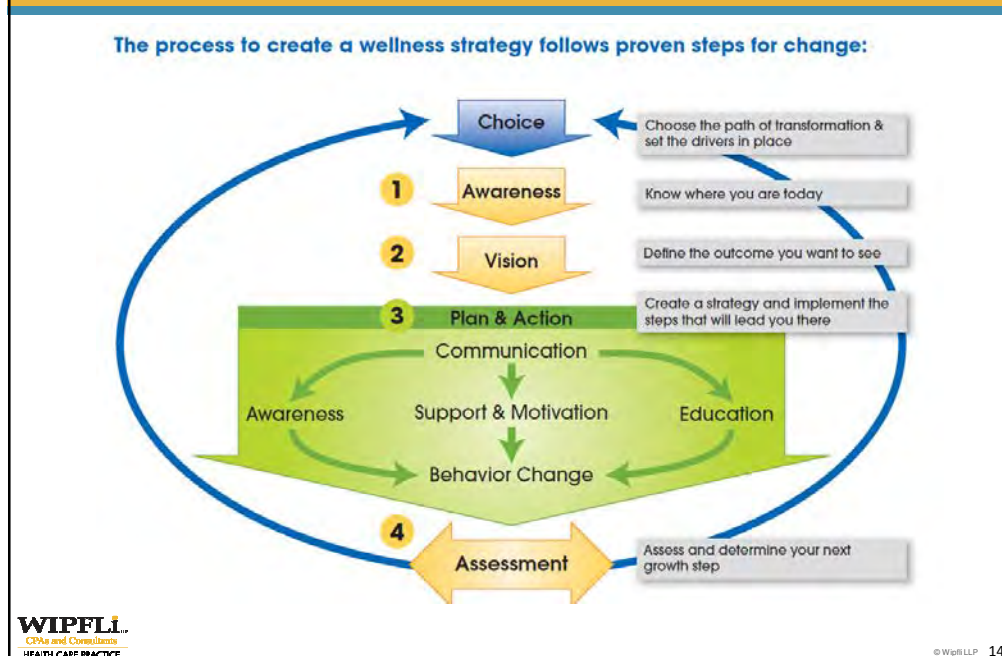


Behavioral Change

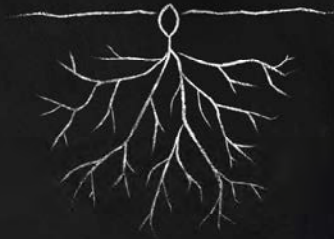
Building A Culture Of Health Model



Importance of Behavior in Managing Health



How do you change behavior?
Harness the Power of Influence



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One of the most important capacities we possess
is our ability to influence our own behavior
and the behavior of others.

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Traditional Approach - Short Term


per·suade

/pər'swād/ 

- Short term
- Often involves getting someone to say *yes* or *no*
- Involves getting verbal agreement or support

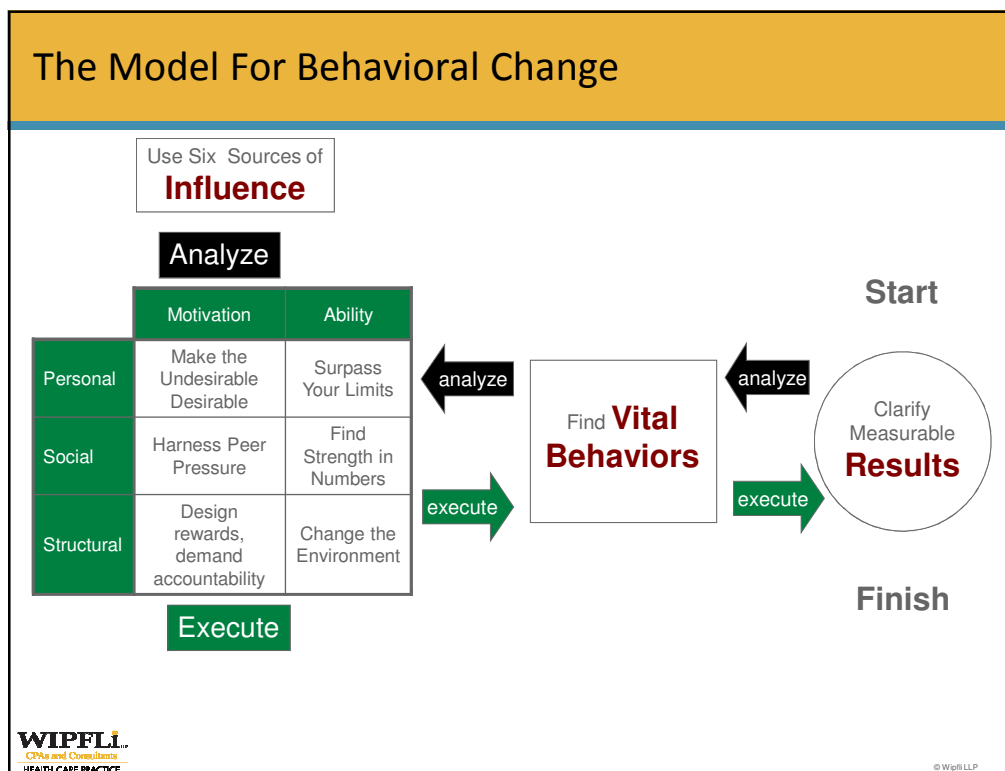
New Approach - Long Term

in·flu·ence

/'inflʊəns/ 

- Long term, deeply entrenched
- Getting support is often just the starting point
- Involves many people and many interlocked behaviors
- Requires changing minds, hearts, and actions

How can you do this?



Clarify the goal

Analyze



An Effective Result Is:

Specific and measurable: It is quantitative not qualitative

What you really want: It's the outcome that matters

Time bound: It comes with a completion date

Discovery

Analyze

Find **Vital
Behaviors**

Search for behaviors

- Find the "crucial moments"
- Look for positive deviance

Search for vital behaviors

- High-leverage
- Only a few

Search for recovery behaviors

- Prepare for setbacks

Diagnose the causes: Sources 1,2 - Personal

Analyze

	Motivation	Ability
Personal	1 Do I enjoy it?	2 Am I personally able?

1. What might people find painful, frightening, boring, or uncomfortable about the vital behavior?
2. What skills or knowledge do you or others need in order to confidently enact the vital behaviors?

Sources 3,4 - Social

Analyze

	Motivation	Ability
Social	3 Do others motivate?	4 Do others enable?

3. How are you or others encouraging or discouraging the vital behavior?
4. What help, information, permission, or other resources do people need in order to do the vital behavior?

Sources 5,6 - Structural

Analyze

	Motivation	Ability
Structural	5 Do "things" motivate?	6 Do "things" enable?

5. Are there costs or penalties for doing the vital behavior? Are there things that reward people for the wrong behavior?
6. What environmental factors enable and encourage the wrong behaviors?

Influence Activity

What do you personally want to achieve?

Ten Times More Likely

In a study conducted by VitalSmarts, 95 percent of those attempting change reported that they used one to three strategies and then quit. Only a few enjoyed any success. However:

Those who used four or more strategies were ten times more likely to succeed!



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Change the way you change minds

People will change their behavior if:

1. They believe it will be worth it
2. They can do what is required

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Vital Behaviors

What vital behaviors will have the greatest impact
on achieving greater health within your organization?

In your patients?

Taking This Home



Taking This Home - Four Things You Can Do

KEY POINTS

1. Identify one department to pilot the behavioral change model (high potential – chronic disease)
2. Educate the team on the behavioral change model
3. Identify pilot group of patients to implement model
4. Track results



Questions?

Thank you!



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