

Phreesia

Patient Activation Measure[®] (PAM[®]) Overview

April 2025



Making care easier every day



Who we are:

The trusted leader in patient activation—giving providers, health plans, life sciences companies and other organizations the tools to help patients take a more active role in their care

What we do:

Enhance the patient experience, drive efficiency and improve healthcare outcomes by facilitating 150 million patient visits annually across the U.S.

How we do it:

Patient-driven digital solutions for intake, outreach, education and more



PHR
LISTED
NYSE

The Patient Activation Measure (PAM) survey helps you understand your patients' ability to manage their own healthcare by assessing their:



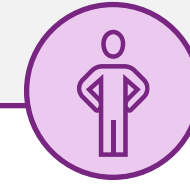
Knowledge

about medications and preventive health



Skills

to maintain lifestyle changes and participate in care decisions



Confidence

in communicating with their doctor and follow-up

PAM is the gold standard measure of activation:

- ✓ Featured in 800+ peer-reviewed studies
- ✓ Used by hundreds of healthcare organizations
- ✓ Available in 20+ languages
- ✓ Used in several CMS programs
- ✓ Consensus-based entity (CBE)-endorsed PAM performance measure (#2483)
- ✓ MIPS improvement activity (IA_BE_16)

PAM reliably predicts important patient outcomes:



PAM HAS BEEN USED SUCCESSFULLY TO DRIVE OUTCOMES IN HIGH CLINICAL RISK AND UNDERSERVED POPULATIONS

Commercial payers

MA, Medicaid and commercial plans

Optimize limited care management resources, design interventions and achieve better outcomes

OUTCOME

Achieved cost savings of **\$2,700 per low-activated member** in five months

CMS program

CMMI Kidney Care Choices and MIPS

Allocate care managers, nutritionists, and social workers to lower activated patients

OUTCOME

92% of practices and dialysis centers improved average patient activation

State programs

Dual-eligible and uninsured patients

Improved care coordination for uninsured patients discharged from the ED

OUTCOME

\$31 million in cost avoidance (\$6M ED, \$25M inpatient) during the 24-month evaluation period

FQHCs

HealthLinc

Address social needs of patients, identify patients who need the most time and resources and tailor interventions appropriately

OUTCOME

Awarded 5th place for the HRSA Innovation Award

IMPROVING PATIENT OUTCOMES WITH PAM®

Opportunity	Evidence Base
Improved health outcomes and health behaviors	<ul style="list-style-type: none">Higher PAM scores have been associated with better clinical outcomes, pain relief and recovery across specialties and conditionsAn increase in PAM score is associated with increases in medication adherence and use of preventive services and decreases in hospitalizations and ED utilization
Lower cost of care	<ul style="list-style-type: none">Increased PAM score is associated with appropriate use of the health care system8% decrease in healthcare costs per patient when PAM is increased by 1 level
Better patient experience	<ul style="list-style-type: none">More activated patients are up to 3x more likely to be satisfied with their treatment

THE PATIENT ACTIVATION JOURNEY BEGINS WITH MEASUREMENT



1.	When all is said and done, I am the person who is responsible for taking care of my health.	Strongly Disagree	Disagree	Agree	Strongly Agree	N/A
2.	Taking an active role in my own health care is the most important thing that affects my health.	Strongly Disagree	Disagree	Agree	Strongly Agree	N/A
3.	I am confident I can help prevent or reduce problems associated with my health.	Strongly Disagree	Disagree	Agree	Strongly Agree	N/A
4.	I know what each of my prescribed medications do.	Strongly Disagree	Disagree	Agree	Strongly Agree	N/A
5.	I am confident that I can tell whether I need to go to the doctor or whether I can take care of a health problem myself.	Strongly Disagree	Disagree	Agree	Strongly Agree	N/A
6.	I am confident that I can tell a doctor concerns I have even when he or she does not ask.	Strongly Disagree	Disagree	Agree	Strongly Agree	N/A
7.	I am confident that I can follow through on medical treatments I may need to do at home.	Strongly Disagree	Disagree	Agree	Strongly Agree	N/A
8.	I understand my health problems and what causes them.	Strongly Disagree	Disagree	Agree	Strongly Agree	N/A
9.	I know what treatments are available for my health problems.	Strongly Disagree	Disagree	Agree	Strongly Agree	N/A
10.	I have been able to maintain (keep up with) lifestyle changes, like eating right or exercising.	Strongly Disagree	Disagree	Agree	Strongly Agree	N/A
11.	I know how to prevent problems with my health.	Strongly Disagree	Disagree	Agree	Strongly Agree	N/A
12.	I am confident I can figure out solutions when new problems arise with my health.	Strongly Disagree	Disagree	Agree	Strongly Agree	N/A
13.	I am confident that I can maintain lifestyle changes, like eating right and exercising, even during times of stress.	Strongly Disagree	Disagree	Agree	Strongly Agree	N/A

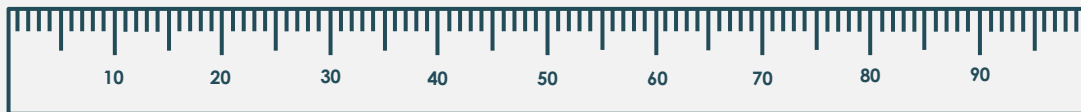
- ➔ PAM is the gold standard measure of activation
- ➔ PAM is a tool that helps you understand your patients' ability to manage their own healthcare by assessing their **Knowledge**, **Skills** and **Confidence**
- ➔ PAM takes about 3 minutes to complete
- ➔ PAM is available in 30+ languages

PAM RESULTS PROVIDE TWO METRICS: SCORE AND LEVEL

PAM SCORE

- ✓ Score from 0-100 is computed based on survey answers
- ✓ Scores can change over time
- ✓ A single point change is significant and clinically meaningful
- ✓ Scores can be used to objectively evaluate both individuals and populations

PAM[®] survey produces a PAM[®] score from 1-100

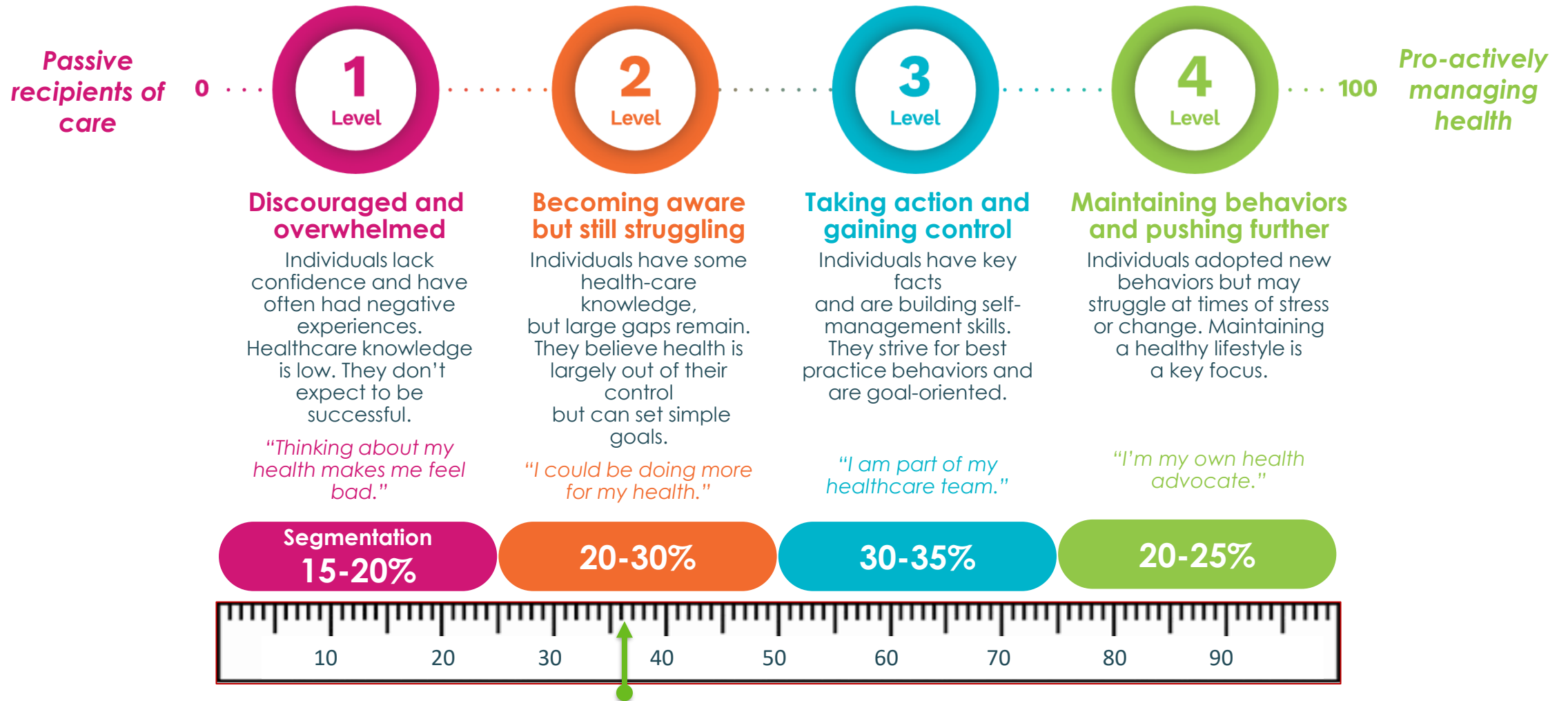


PAM LEVEL

- ✓ Each of the four PAM levels correspond to the PAM score
- ✓ The PAM level tells you **how to interact** with a person
- ✓ Use PAM Levels to decide how to allocate resources
- ✓ Design interventions around PAM levels



PAM MEASURES PATIENTS' UNDERLYING CAPACITY TO SELF MANAGE THEIR HEALTH



The value of a single point change in PAM score is significant and well understood, as is the shift between PAM levels

PATIENTS' ACTIVATION LEVELS AFFECT YOUR ORGANIZATION'S OUTCOMES



Patients are more likely to:



Leading to:

- Not **show** for appointments
- Not **follow** recommendations
- Need support navigating their care, so they **make frequent calls to your office**
- Get overwhelmed and have a **frustrating visit**

- Gaps in your **schedule impact your revenue**
- Hard-to-engage patients' outcomes **affect quality measure performance** and uses staff time to connect with patients
- Patients get **overwhelmed** and **disengage** from care
- Patients **disengage from care**, even though they're attributed to you



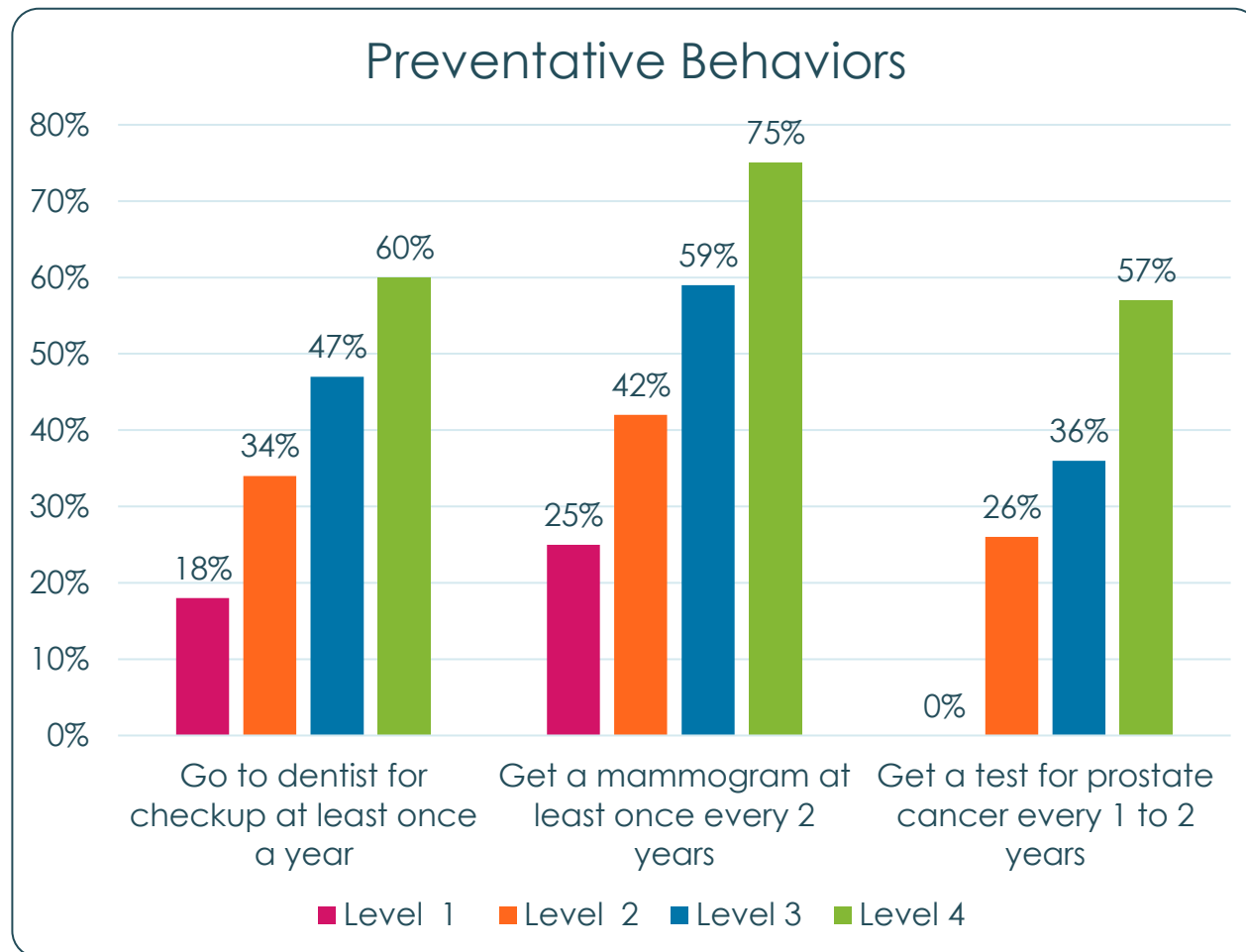
- Show up** for appointments
- Follow** provider recommendations
- Require less-intensive support**
- Have **greater satisfaction** with their care

- Patients need **fewer** (or no!) appointment reminders
- Patients can navigate the system with **minimal support**
- You can **use fewer resources** and still achieve **positive outcomes**
- Patients give you a **positive experience rating**

PRIMARY CARE / PREVENTIVE HEALTH

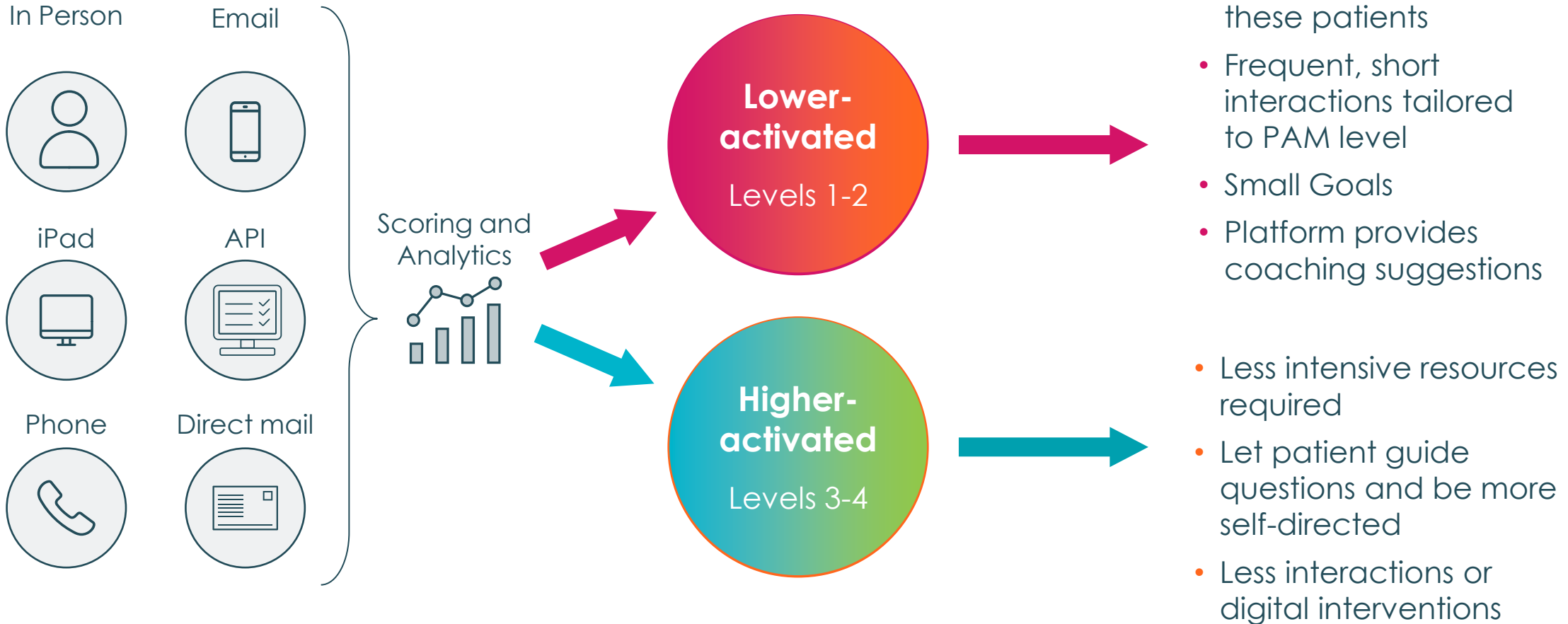
Use PAM to Close Gaps in Care:

- Vaccinations – Flu, Pneumonia, COVID, etc.
- Screenings - Mammograms, Colonoscopy, etc.
- Annual Exam / Wellness Visit



Administering PAM

ADMINISTERING PAM AND TAILORING YOUR CARE PLANS



Foundational strategies to support gains in activation

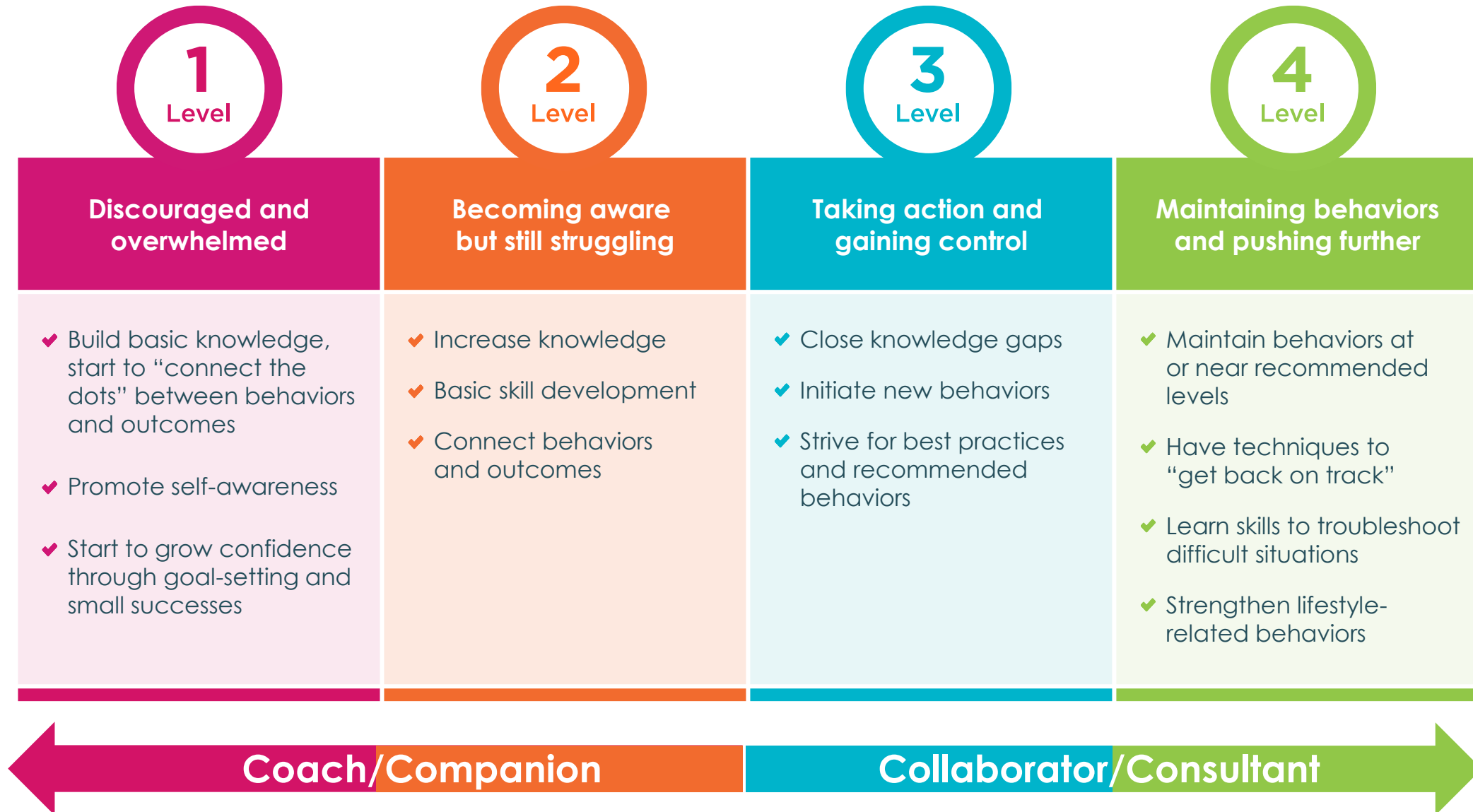
Tailor
care/coaching
to PAM level

Communicate
ownership and
partnership:
“You have an
active role to
play”

Find out what is
meaningful to
the patient and
activate the
patient towards
that goal

Break goals into
small steps,
celebrate
successes to
build
confidence

COACHING GOALS BASED ON ACTIVATION LEVEL



FQHC uses PAM[®] to save time, accelerate care coordination and provide tailored support to patients who need it most

“By using PAM to support our SDOH efforts, we've been able to better allocate our community health workers to help patients who need direct intervention. It has made a huge difference, and we've been able to quickly scale it across our patient population.”

— **Melissa Mitchell, MS, LSSGB, Chief Innovation and Strategy Officer, HealthLinc**

KEY RESULTS

50+

PAM assessments completed per month

57%

of patients identified as having low activation

43% more

patients connected with the SDOH resources they need

BENEFITS OF USING PAM

Clinical benefits

PAM helps you understand your patients at an **individual level** so you can better:



Identify patients' abilities and needs



Personalize care to effectively engage patients



Improve prospective risk identification

Operational opportunities

PAM helps you understand your patients at a **population level** so you can design targeted approaches to drive outcomes that matter, including:



Effectively allocating staff time and resources



Enhancing patient experience



Increasing appropriate visit volume, such as annual wellness visits and preventive screenings



THANK YOU

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BEST IN KLAS 4 YEARS RUNNING | PATIENT INTAKE MANAGEMENT