



Motivational Interviewing & Health Behavioral Change: An Educational Intervention For Healthcare Professionals

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INTRODUCTION

- Patient adherence to complex medical treatment regimens is key concern, non-adherence a multifaceted problem, especially for chronic disease patients.¹ Patients with hemophilia face many obstacles & challenges, relying on Hemophilia Treatment Centers (HTCs) staff for support and guidance.
- Motivational interviewing (MI) principles impact patient adherence.² An educational workshop explicating MI principles, health behavior change (HBC), and stages of change was developed for HTC staff.

STUDY OBJECTIVES

- Educational workshops stressing motivational interviewing (MI), health behavior change (HBC), and stages of change were developed for Hemophilia Treatment Centers (HTC) & Specialty Pharmacy Provider (SPP) staff.
- Knowledge assessment and program evaluation before and after were conducted for impact and utility.
- Each participant identifies principles/strategies to “put into practice” (action plan).

METHODS

- Pfizer Medical Outcomes Specialists (MOS) collaborate with medical Regional Medical Research Specialists (RMRS) and commercial Specialty Account Managers (SAM) colleagues to identify HTCs and SPPs.
- Interactive workshop design and video vignettes illustrate differences in communication style, content and delivery. Mock interview session with hemophilia case studies.
- Review Stages of Change (Figure 1)^{3,4,5} and the 4 **REDS** principles of MI are reviewed (below).
 - **R**oll with **R**esistance
 - **E**xpress **E**mpathy
 - **D**evelop **D**iscrepancy
 - **S**upport **S**elf-efficacy
- Describe steps necessary to negotiate behavior change.
- Define resistance, dissonance, & ambivalence.⁶
- Demonstrate use of empathy during a patient counseling session.
- Evaluate patient’s readiness to change and stage for behavior change

RESULTS

Workshop Participant Demographics:

- 12 workshops: HTC-5 / SPP-7
- 106 HCPs: Other-41 RN-22 RPh-13 MD-5 SW-5 PT/OT-5 MedAsst-2 NP-2 NA-11
- Average age: 44 years
- Gender: Female = 77% Male = 23%

CONCLUSIONS

- Non-adherence is a multifaceted problem
- No single intervention overcomes all challenges
- Motivational interviewing approach to Health Behavior Change model is appealing
- Motivational interviewing not widely known / practiced by HCPs
- Skill development for HCPs is needed
- Improved communications
- Impactful action plans for patients
- Greater patient engagement
- Improved patient outcomes

REFERENCES

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- 3Rollnick S, et al. Health Behavior Change: A Guide For Practitioners. 2003:3-15.
- 4Prochaska JO et al. *Am Psychol.* 1992;47:1102-1114.
- 5Zimmerman GL, et al. *Am Fam Physician.* 2000;61:1409-1416.
- 6Miller WR, et al. Motivational Interviewing. 2002:33-42.

Figure 1 – Stages of Change

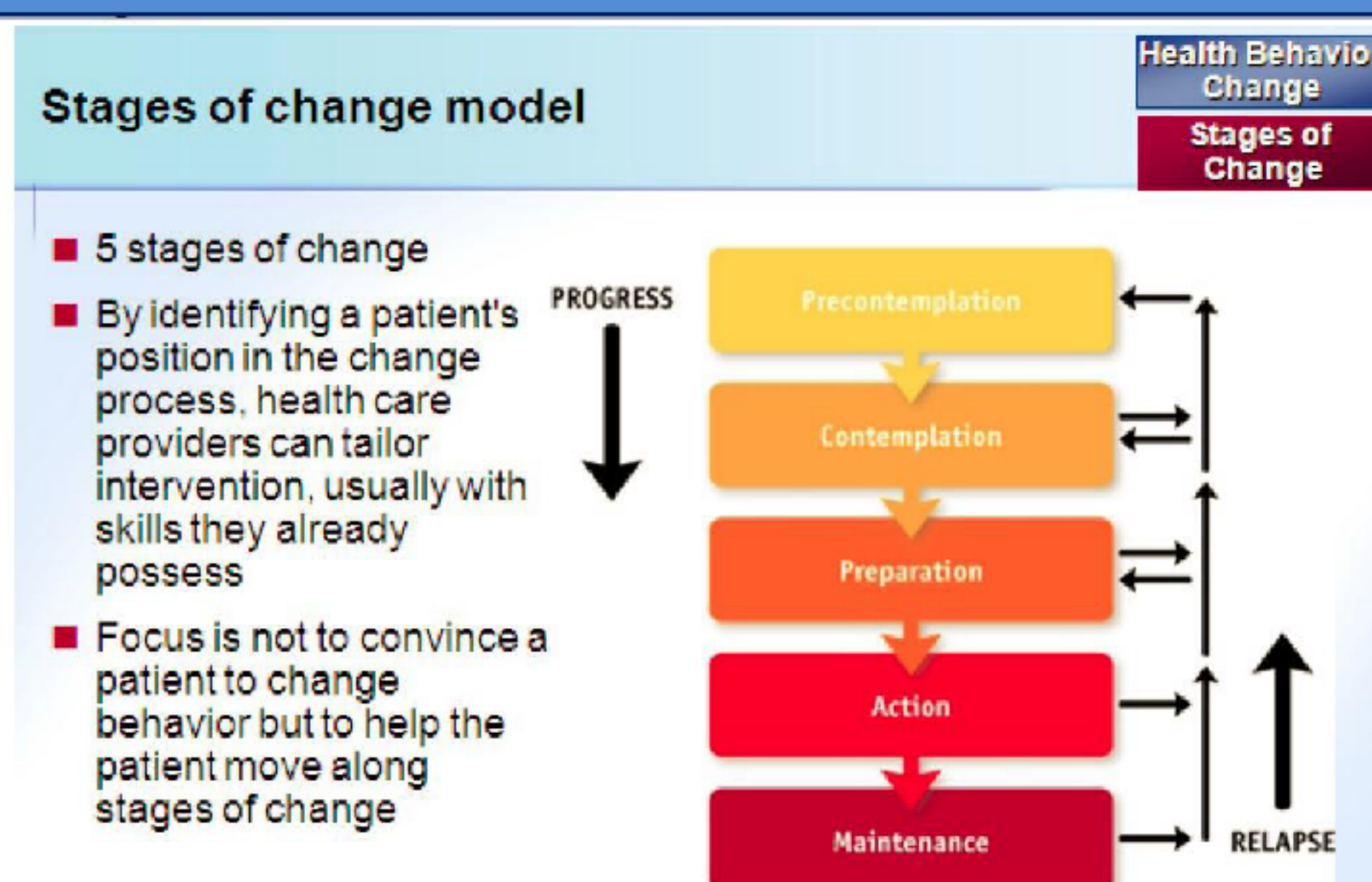


Figure 2 Pre / Post Knowledge Assessment

Light = Pre-Education Dark = Post-Education

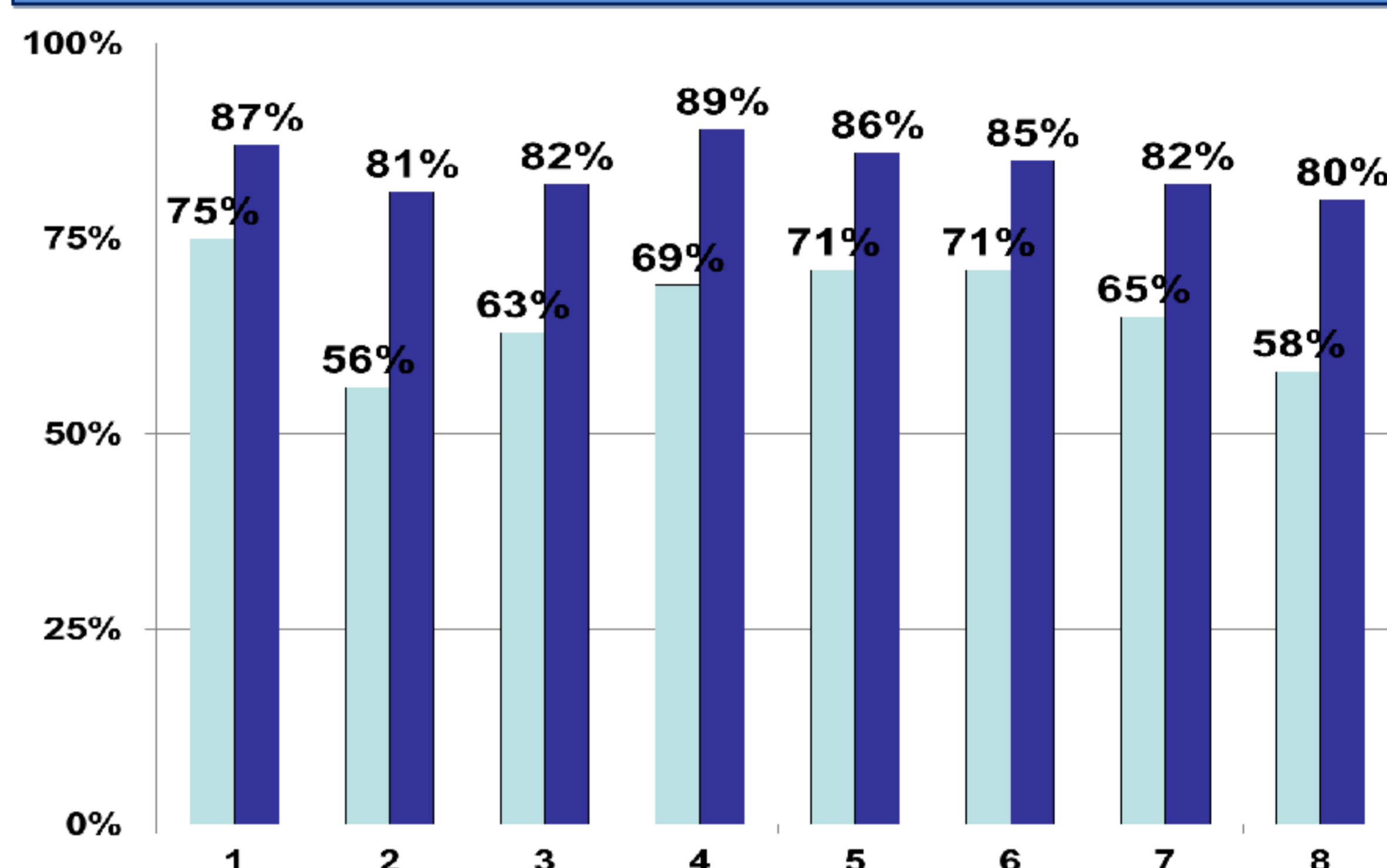


Figure 3 Participant Program Evaluation

Light = Agree Dark = Strongly Agree

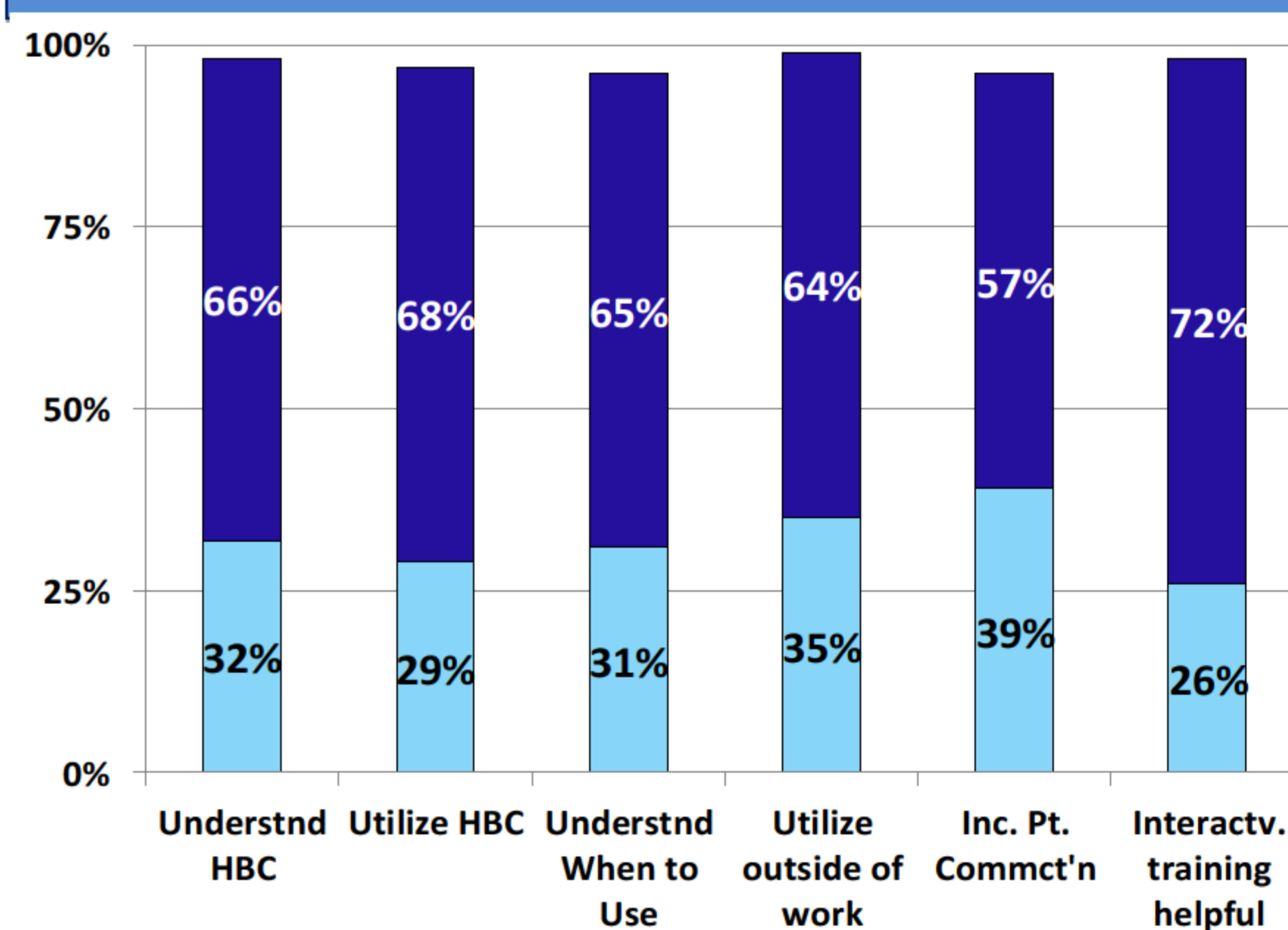


Table: Learning Pearls Put into Practice

HBC Learning Pearls Intended to Put into Practice	Total
MI “REDS” Principles	46
Elicit – Provide – Elicit & Open-ended questions	32
Importance & Confidence –Readiness Ruler	15
Enhanced Listening Skills (Reflective & Listen More / Speak Less)	15
Stages of Change Model – “Be patient, take baby steps”	12
The Envelope	9
Resistance behavior – strategies to turn around / respond differently	9
Assess & improve adherence	8
Build rapport, trust, respect / attend to patient / tone & delivery	7
Setting agenda / assist patient goal setting	7
Patient motivation (“Spark it”)	6
Positive reinforcement (praise behavior change, not person)	5



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