Promising Practices for Utilizing Motivational Interviewing to Improve Care Coordination and Address Social Determinants of Health (SDOH)

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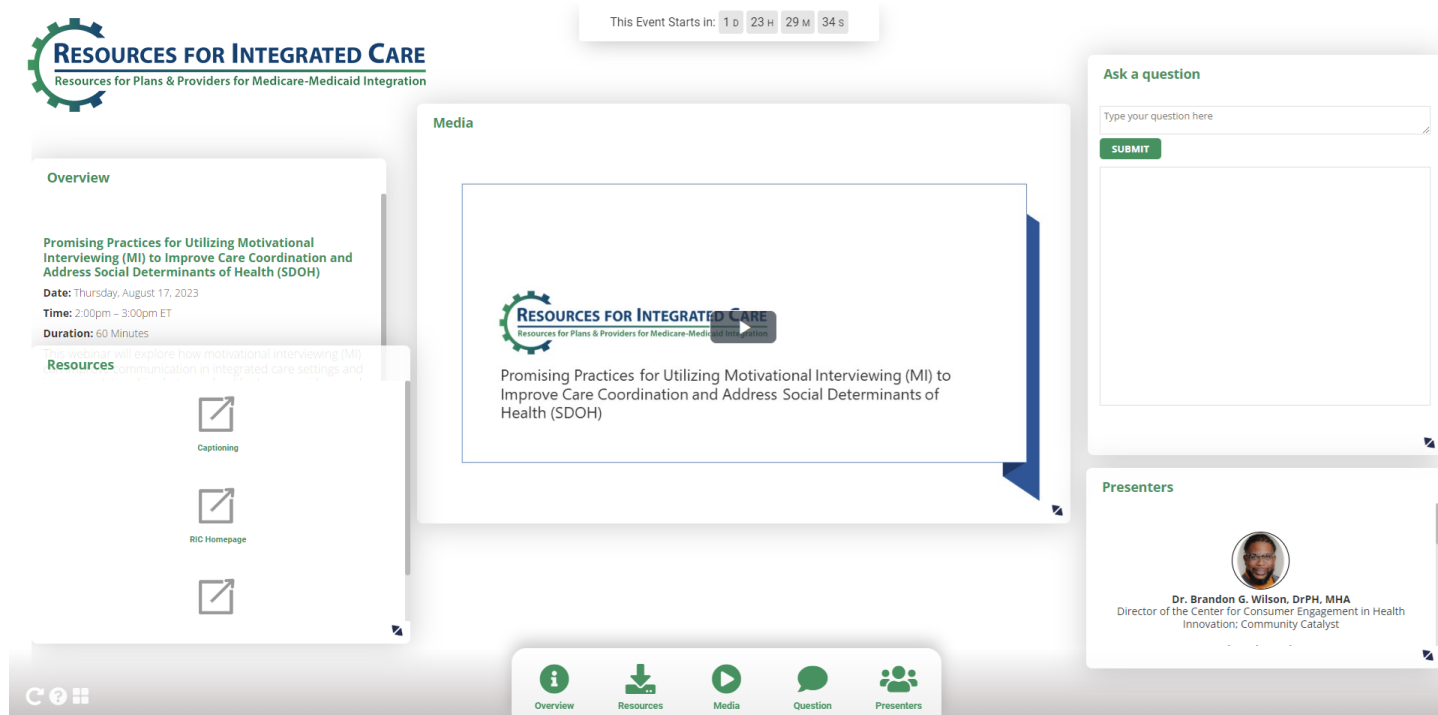
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Platform Tips

Promising Practices for Utilizing Motivational Interviewing to Improve Care Coordination and Address Social Determinants of Health (SDOH)

Overview

- This session will include presentations from Community Catalyst and the Camden Coalition, followed by a panel discussion, and live Q&A with panelists and participants

- Video replay and slide presentation are available after each session at: https://www.resourcesforintegratedcare.com

Support Statement

- This webinar is supported through the Medicare-Medicaid Coordination Office (MMCO) in the Centers for Medicare & Medicaid Services (CMS) to help beneficiaries dually eligible for Medicare and Medicaid have access to seamless, high-quality health care that includes the full range of covered services in both programs. To support providers in their efforts to deliver more integrated, coordinated care to dually eligible beneficiaries, MMCO is developing technical assistance and actionable tools based on successful innovations and care models, such as this webinar.

- To learn more about current efforts and resources, visit Resources for Integrated Care at **https://www.resourcesforintegratedcare.com** or on Twitter @Integrate_Care.

Introductions

- **Dr. Brandon G. Wilson, DrPH, MHA**

  Senior Director of the Center for Consumer Engagement in Health Innovation, Community Catalyst

- **Gladys Antelo-Allen, LPN**

  Associate Director of Education and Training, Camden Coalition

- **Brian Thompson**

  Housing Coordinator, Camden Coalition

Learning Objectives

- Identify person-centered approaches to support conversations that integrate individuals' expertise about their own lived experience to elicit behavior change and support a journey toward growth and self-advocacy

- Determine strategies to encourage motivational interviewing use and training uptake among health plan staff serving dually eligible beneficiaries

- Integrate considerations related to cultural competence when initiating motivational interviewing

- Encourage the use of motivational interviewing within SDOH interventions to better account for lifestyle factors impacting health outcomes, and as a result, improve screening rates, support member retention, and close referral loops

Webinar Outline

- Welcome & Overview
- Learning Objectives
- Polls
- Overview of Motivational Interviewing
- Motivational Interviewing and Meeting SDOH Needs
- Discussion Panel
- Audience Q&A
- Closing

Poll

- In what care setting do you work?
  - Health Plan
  - Ambulatory Care Setting
  - Long-Term Care Facility
  - Home Care Agency
  - Community-Based Organization
  - Consumer Organization
  - Academic / Research
  - Other

Poll

- Which of the following best describes your professional area?
    - Health Plan Case Manager / Care Coordinator
    - Health Plan Customer Service
    - Health Plan Administration / Management
    - Medicine / Nursing / Physician Assistant / Other Provider
    - Pharmacy
    - Social Work
    - Advocacy
    - Other

Overview of Motivational Interviewing

Dr. Brandon G. Wilson, DrPH, MHA

Senior Director of the Center for Consumer Engagement in Health Innovation, Community Catalyst

Overview of Motivational Interviewing

- Motivational Interviewing: Creating Open Conversations[1]

  - Motivational interviewing is a person-centered communication style and counseling approach designed to elicit and strengthen an individual's motivation for change.

  - Motivational interviewing aims to create a collaborative and non-judgmental environment, where individuals are empowered to explore their own motivations and take steps toward positive behavioral changes.

1. eSym. (2023). Targeted Motivational Interviewing Training. Retrieved from https://esympro.com/what-is-mi%3F#:~:text=According%20to%20the%20founders%20of,more%20focused%20and%20goal%2Ddirected

Key Principles of Motivational Interviewing

- Partnership and Collaboration[2]
  - Motivational interviewing emphasizes a partnership between the health plan and the individual, fostering a collaborative relationship based on trust and mutual respect.
- Evoking Change Talk
  - Motivational interviewing focuses on evoking and amplifying the individual's own reasons for change, also known as "change talk."
- Rolling with Resistance
  - Motivational interviewing acknowledges that individuals may initially express resistance or ambivalence toward change.

2. University of Massachusetts. (2023). *A Motivational Interviewing Definition Principles & Approach V4 012911*. Retrieved from
https://www.umass.edu/studentlife/sites/default/files/documents/pdf/Motivational_Interviewing_Definition_Principles_Approach.pdf.

Uses of Motivational Interviewing

- Motivational interviewing is an approach to help build relationships and support individual self-efficacy and internal motivation to change.
  - Motivational interviewing uses a guiding style of communication to help a person understand why they want to change.
- Motivational interviewing is widely applicable, including in health care and community-based settings.
  - Health plans can use motivational interviewing to support member engagement activities.
  - Providers can use motivational interviewing to get a better understanding of an individual's life and help them understand why they would want to make a change.

2. University of Massachusetts. (2023). *A Motivational Interviewing Definition Principles & Approach V4 012911*. Retrieved from https://www.umass.edu/studentlife/sites/default/files/documents/pdf/Motivational_Interviewing_Definition_Principles_Approach.pdf.

Building Autonomy and Self-Efficacy

- Supporting Autonomy[3]

  - Motivational interviewing recognizes the importance of autonomy in driving lasting behavioral change.

  - Health plans can foster autonomy by respecting the individual's right to make their own decisions and supporting their self-determination throughout the change process.

- Enhancing Self-Efficacy

  - Motivational interviewing aims to enhance the individual's belief in their ability to make positive changes (self-efficacy).

  - By highlighting past successes, exploring strengths, and providing encouragement, health plans can contribute to the development of self-efficacy, increasing the likelihood of sustained change.

3. Resnicow, K., & McMaster, F. (2012). Motivational Interviewing: moving from why to how with autonomy support. *International Journal of Behavioral Nutrition and Physical Activity, 9*(19). Retrieved from https://doi.org/10.1186/1479-5868-9-19.

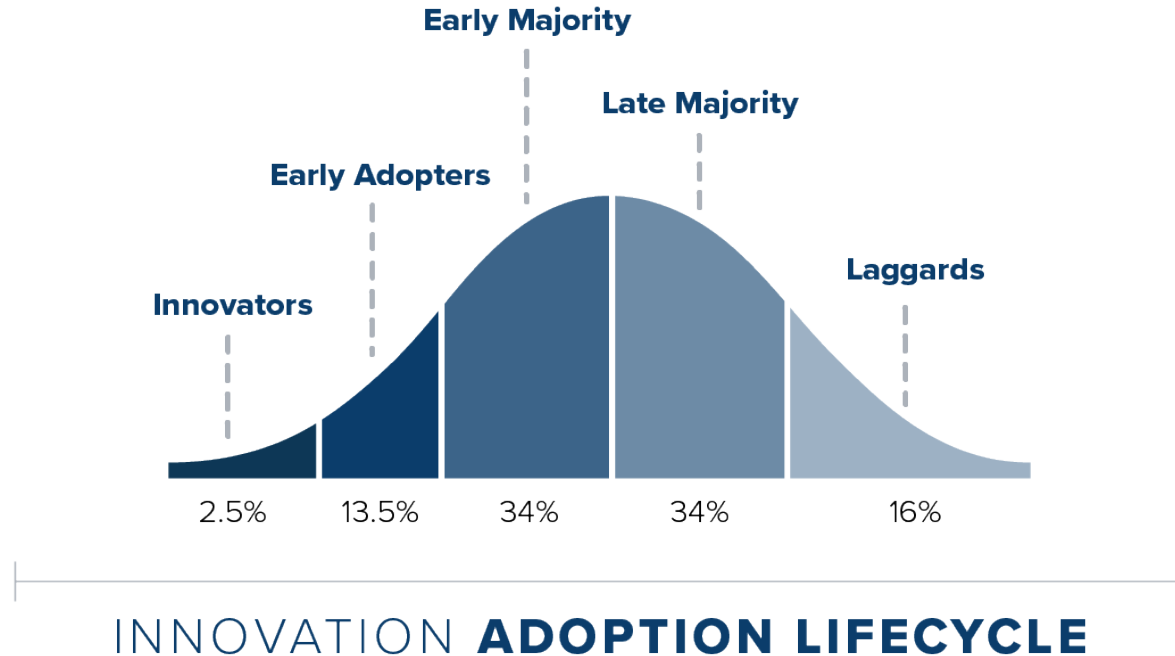# Importance of Cultural Competence in Motivational Interviewing

- Cultural competence refers to the ability to understand, appreciate, and effectively respond to the cultural backgrounds, beliefs, and values of individuals.[4]

- When initiating motivational interviewing, it is essential to incorporate cultural competence to promote respectful and effective engagement with diverse populations.

- Motivational interviewing, by nature, guides practitioners to be curious about people, understand what's important to them, and affirm their experiences.

4. Oh, H., & Lee, C. (2016). Culture and motivational interviewing. *Patient Education and Counseling, 99*(11), 1914-1919. Retrieved from https://doi.org/10.1016%2Fj.pec.2016.06.010.

Diffusion of Innovation Theory – Promoting Uptake of Motivational Interviewing

- Diffusion of Innovation Theory explores how new ideas and practices spread and are adopted within a social system.
  - The lifecycle of this theory follows a typical pattern of adoption among users and describes the adoption and spread of new ideas within a system.
- Applying this theory can help promote the adoption and integration of motivational interviewing among staff, facilitating its effective implementation.
- Understanding the differences in how segments of the population adopt innovations, such as motivational interviewing, can support health plans to improve its use.

Diffusion of Innovation Theory Lifecycle

Early Majority

Late Majority

Early Adopters

Innovators

Laggards

2.5%   13.5%   34%   34%   16%

INNOVATION **ADOPTION LIFECYCLE**

Graphics: Recchia, C. (2022). Diffusion of Innovation: How the Adoption of New Ideas Spreads. *QAD*. Retrieved from https://www.qad.com/blog/2022/08/diffusion-of-innovation-how-adoption-of-new-ideas-spreads.

Key Principles of Diffusion of Innovation Theory

- In order for users to adopt an innovation, they need to know:
  - It is better than other options available.
  - It is compatible with their way of practicing.
  - How complex it is to use and understand.
  - They can test it out first.
  - They can observe tangible results.
- Understanding this theory can help organizations implement and support uptake of motivational interviewing.

Integrating Motivational Interviewing with SDOH Techniques in Screening

- Understanding the impact of SDOH is essential in motivational interviewing, as it acknowledges how individuals' social and environmental contexts shape their health behaviors.

- Motivational interviewing provides a framework for addressing these influences in the pursuit of positive behavioral change and improved health outcomes.

- Motivational interviewing can be effectively integrated with SDOH techniques during screening processes to enhance response and retention rates, while also accounting for systemic factors that impact individuals' health.[5]

5. VirtualHealth. (2023). How Healthcare Payers Can Unlock More Effective Motivational Interviewing. Retrieved from https://www.virtualhealth.com/uncategorized/how-healthcare-payers-can-unlock-more-effective-motivational-interviewing/#:~:text=Some%20best-practice%20motivational%20interviewing%20techniques%20include%3A%201%20Open-ended,Respecting%20resistance.%20...%204%20Encouraging%20%E2%80%9Cchange%20talk.%E2%80%9D%20

Graphics: Centers for Disease Control and Prevention. (2022). Social Determinants of Health at CDC. Retrieved from https://www.cdc.gov/about/sdoh/index.html.

Benefits of Motivational Interviewing in SDOH Screenings

- Building Rapport and Trust
  - By creating a supportive environment, individuals are more likely to share accurate information, leading to improved screening response rates.
- Exploring SDOH and Motivation for Change
  - By understanding individuals' perspectives, values, and goals, practitioners can tailor interventions that address SDOH barriers and increase engagement in health care.
- Eliciting Intrinsic Motivation
  - By utilizing open-ended questions, affirmations, reflective listening, and summarizing, practitioners can help individuals recognize the broader societal and environmental factors that shape their health, fostering motivation to address SDOH and work toward positive health outcomes.

Examples of the Benefits of Motivational Interviewing in SDOH Screenings

- Collaborative Goal Setting and Empowerment Solutions
  - Example: A health care practitioner discusses housing instability with an individual. They collaboratively set a goal of securing stable housing by exploring solutions such as connecting to local housing assistance programs.

- Enhancing Self-Efficacy and Empowerment
  - Example: A health care practitioner recognizes and celebrates an individual's resiliency in managing their chronic illness despite limited resources, fostering empowerment and instilling confidence to overcome SDOH barriers.
  - Example: A practitioner validates an individual's efforts to seek employment opportunities and assists them in creating a practical action plan to enhance employability, fostering empowerment and self-efficacy.

- Sustained Engagement and Empowerment for SDOH
  - Example: Practitioners actively support individuals in implementing changes to address SDOH, navigate resource systems, and advocate for their rights, fostering sustained engagement and empowerment on their journey toward improved health outcomes.

Motivational Interviewing and Meeting SDOH Needs

Gladys Antelo-Allen, LPN

Associate Director of Education and Training, Camden Coalition

Brian Thompson
Housing Coordinator, Camden Coalition

COACH Engagement Framework

- COACH is a mnemonic device, with each letter describing behaviors, tools, and techniques that care team members use to work with our program participants toward sustained behavior change and to track progress in supporting them to reach their goals.

- Camden Coalition designed COACH for their care management intervention for individuals living with complex health and social needs.

- Launched in 2014, Camden Coalition, in partnership with the Children's Hospital of Philadelphia's PolicyLab, codified the COACH framework into a manual in 2016.

6. Camden Coalition. (2022). *COACH Handbook*. Retrieved from: https://camdenhealth.org/wp-content/uploads/2023/04/CCH-004-COACH-HANDBOOK.pdf.

COACH Engagement Framework

- **C**reate a care plan: Use motivational interviewing to conduct a conversation to develop a care plan and next steps.

- **O**bserve the normal routine: Observe the individual without intervention or judgment and ask open-ended questions to understand how the individual manages their health condition, social issues, and barriers.

- **A**ssume a coaching style: Choose a style ("I do," "We do," "You do") and model behavior based on the individual's level of independence and social support to better equip them with the skills to promote long-term strategies.[6]

- **C**onnect tasks with vision and priorities: Use empathetic and reflective language and open-ended questions to understand what the individual truly wants for themself beyond being healthy and staying out of the hospital; use short-term and broader vision to motivate the individual throughout the intervention.

- **H**ighlight effort with data: Use a care plan to monitor the individual's progress; highlight small wins and progress toward larger goals, as well as the effort put in, to continually motivate the individual.

6. Camden Coalition. (2022). *COACH Handbook*. Retrieved from: https://camdenhealth.org/wp-content/uploads/2023/04/CCH-004-COACH-HANDBOOK.pdf.

Care Planning Domains

- Care planning domains are health-related social needs that may affect the individual, such as transportation, legal issues, and medication support.
- To create a care plan, the frontline staff member reviews "domain cards" with the individual, which are a set of cards with one card for each care planning domain.
- Individuals and frontline staff have a meaningful discussion around priorities and develop a mutually agreed upon care plan.
- During the discussion, Camden Coalition uses open-ended questions and reflections to better understand the needs and strengths of the individual.

Graphics: Camden Coalition. (n.d.). *Care Planning Domains*.
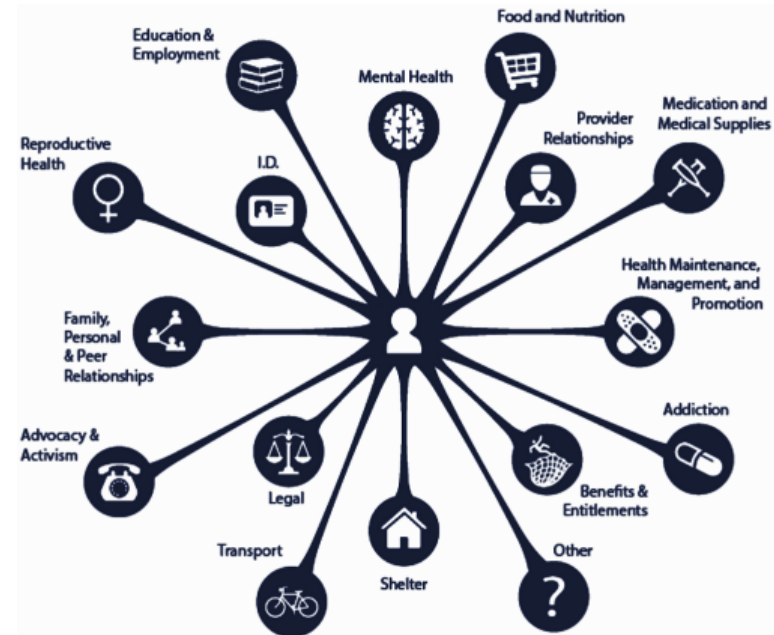
Care Plan Discussions and Best Practices

- Ask open-ended questions to evoke more information and to better understand the individual's goals and priorities
- Remain non-judgmental
- Show empathy
- Demonstrate unconditional positive regard
- Shift the power dynamic between the provider and individual
- Develop a clear and realistic focus on the areas that are important to the individual
- Gain a better understanding of the individual's experiences and connections
- Highlight the individual's strengths
- Continue ongoing discussions as life and circumstances change
- Understand what motivates or drives the individual
- Employ active listening skills

Sample Conversation Points and Key Questions

- **Leverage open-ended questions to further the conversation**
  - I noticed you checked off food security as a priority. How are you feeding yourself?
  - Could you tell me more about your current living situation?
  - What is your uncertainty with transportation?
- **Reflective listening supports better engagement**
  - I hear you saying you want…
  - It sounds like…
  - It seems as if…
  - I get the sense that…

Motivational Interviewing Best Practice Considerations

- The use of motivational interviewing requires organizational considerations for implementation and sustainability.
  - Consider current and potential opportunities within your organization to use motivational interviewing by reviewing workflows, specific projects and programs, and supervision practices.
  - Consider long-term investments to support implementing motivational interviewing, such as:
    - Continuous training and skill-building of frontline staff (not just a one-time training)
    - Cross-training supervisors to support frontline staff with continued learning and implementation
    - Evaluating the impact of motivational interviewing for staff and plan members (e.g., impact on quality of life, connection to resources)

Case Study: Motivational Interviewing and Care Coordination Interventions

- James is a 34-year-old male living with various complex health and social needs.

- He has a history of trauma and was admitted to the hospital various times due to an infection in his bone secondary to intravenous drug use.

- The hospital team and the Camden Coalition educated James various times on the importance of staying for his full course of treatment. Despite their efforts, James leaves against medical advice.

Case Study: Outcomes

- Camden Coalition changed the approach from telling James what he needed to do and instead asking and listening to what he wanted and what was important to him.

- James felt heard, validated, and not judged.

- Camden Coalition developed a better understanding of his priorities and goals.

- Camden Coalition supported the care team in creating a plan or roadmap to address James' goals with him.

- The updated approach helped James reflect on the connection that the treatment had on his ability to meet his goals and change his behavior.

- James was able to connect that if he does not finish his course of antibiotics, he will likely need to return to the hospital. This could potentially set back his goal of acquiring stable housing due to missed appointments.

![Resources for Integrated Care logo]

What are best practices for utilizing motivational interviewing to address SDOH?

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How can health care leaders ensure that member voices are heard and incorporated into their care?

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Live Audience Q&A

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Thank You for Attending!

- The video replay and slide presentation will be available at https://www.resourcesforintegratedcare.com

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- Your feedback is very important! Please take a moment to complete a brief evaluation on the quality of the webinar: https://www.surveymonkey.com/r/BSRJJVG.

- We would also like to invite you to provide feedback on other Resources for Integrated Care products as well as suggestions to inform the development of potential new resources: https://www.surveymonkey.com/r/BW2H79Y

Resources

1. Camden Coalition. (2020). *COACH Reference Guide*. Retrieved from https://camdenhealth.org/wp-content/uploads/2023/04/t2bvovczqzm1-COACH-Reference-Guide-10.20202.pdf
2. Camden Coalition. (2022). *COACH Handbook*. Retrieved from https://camdenhealth.org/wp-content/uploads/2023/04/CCH-004-COACH-HANDBOOK.pdf.
3. Resources for Integrated Care. (2019). Integrated Care In Action Podcast: Foundations Of Motivational Interviewing. Retrieved from https://www.resourcesforintegratedcare.com/motivational_interviewing_podcast/.
4. Resources for Integrated Care. (2023). Launching an Enrollee Advisory Committee. Retrieved from https://www.resourcesforintegratedcare.com/launching-an-enrollee-advisory-committee/?csrt=8919903644355489588.
5. Resources for Integrated Care. (2023). Enrollee Advisory Committees: Navigating The Feedback Process. Retrieved from https://www.resourcesforintegratedcare.com/enrollee-advisory-committees-navigating-the-feedback-process/?csrt=14564714043475677720.
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1. eSym. (2023). Targeted Motivational Interviewing Training. Retrieved from https://esympro.com/what-is-mi%3F#:~:text=According%20to%20the%20founders%20of,more%20focused%20and%20goal%2Ddirected.
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6. Camden Coalition. (2022). *COACH Handbook*. Retrieved from: https://camdenhealth.org/wp-content/uploads/2023/04/CCH-004-COACH-HANDBOOK.pdf.