



Agenda

- The Economic Burden
- The Treatment Gap
- Population-Based Management
- The Evidence
- Emerging Trends

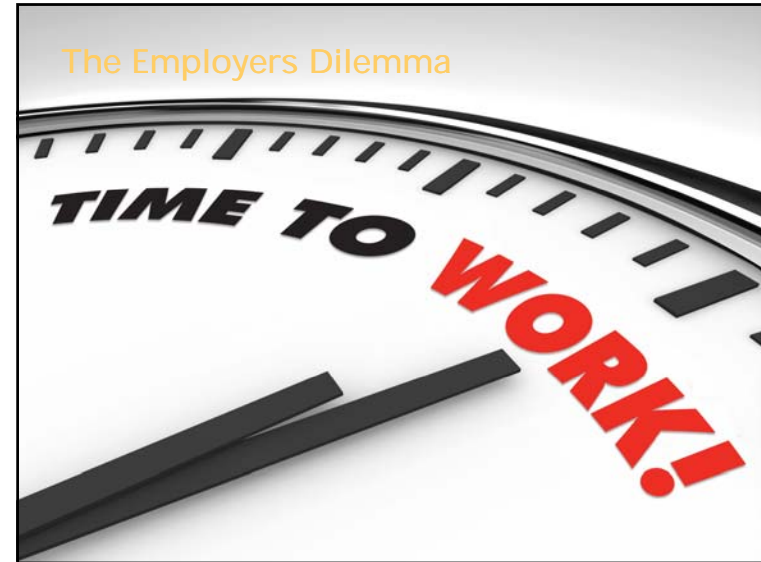


Chronic Care Costs



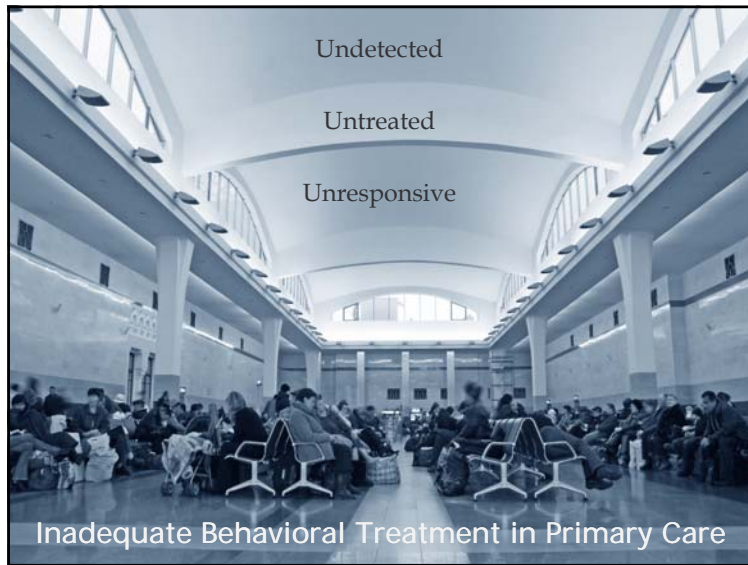
78% of total spending
72% of physician visits
88% of prescriptions filled
76% of hospital admissions

The Employers Dilemma




TIME TO WORK!

Inadequate Behavioral Treatment in Primary Care



Undetected
Untreated
Unresponsive

Limitations of the PCP as Behavioral Care Provider



- Time
- Training
- Referral to Specialty Behavioral Health

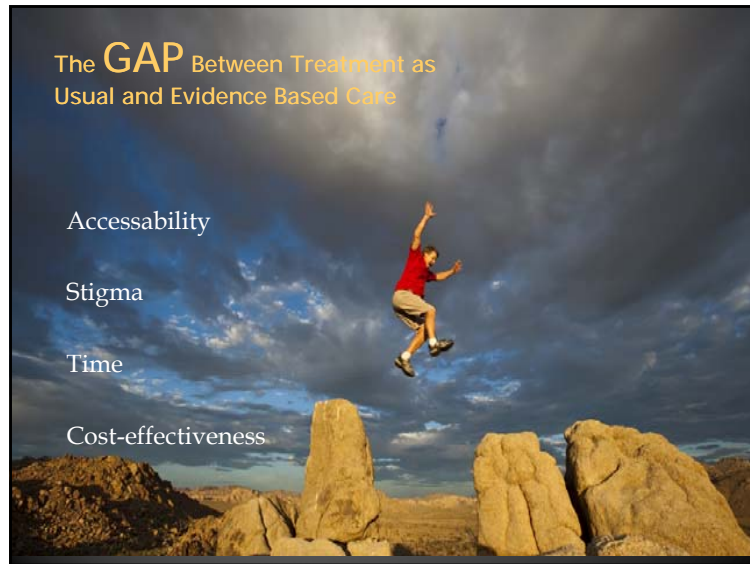
The **GAP** Between Treatment as Usual and Evidence Based Care

Accessibility

Stigma

Time

Cost-effectiveness

A person in a red shirt and khaki pants is jumping over a gap between large, yellowish-brown rocks. The background is a dramatic, cloudy sky. The text is overlaid on the left side of the image.

The Chronic Care Model

A laptop computer is shown with a photograph of three healthcare professionals (two women and one man) on the screen. The man is in the center, wearing a white lab coat and a stethoscope. The two women are on either side of him, also in professional attire. The laptop is open and viewed from a slightly elevated angle.

Behavioral eHealth is Inevitable

A baby wearing a white dress shirt, a blue and white striped tie, and dark pants is sitting on the floor, leaning over a laptop computer. The baby is looking at the screen with a focused expression. The background is a plain, light-colored wall.

Population Based Health Management

aka Disease Mgmt

Case ID

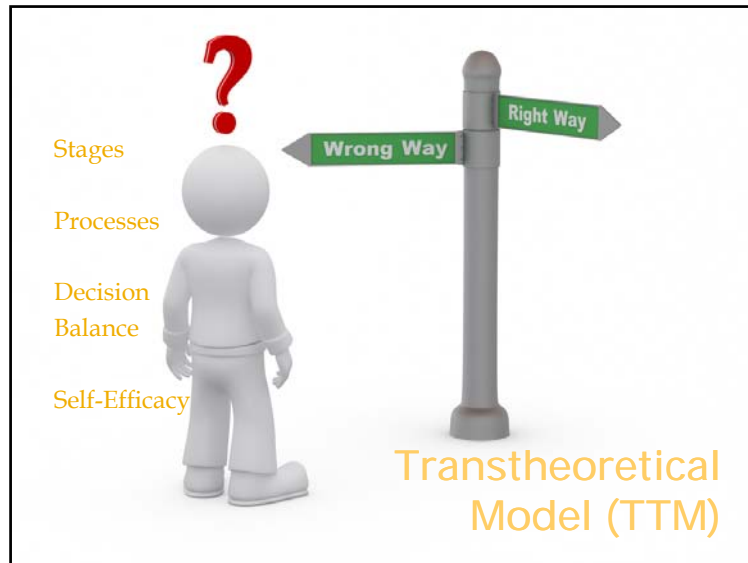
Outreach

Enrollment

Intervention

A group of four call center operators (three women and one man) are sitting at a desk in a call center. They are all wearing headsets and looking at computer monitors. The background shows large windows with a view of a city.





Stages

Processes

Decision Balance

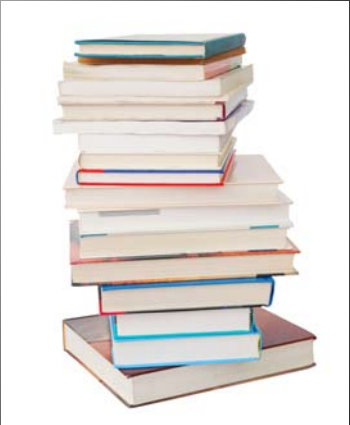
Self-Efficacy

Transtheoretical Model (TTM)

The Evidence for DM

Meta-analysis DM:

- Improves clinical outcome
- Improved disease control CHF, CAD, CM and Depression
- Long-term benefit inconclusive
- ROI inconclusive




Stepped Care in Action

UBH Depression DM

Improved symptoms

Higher job retention

Increased hours worked



Wang et al, 2007

Kaiser Permanente and HealthMedia I

Balance expert system

Significant weight loss

30% - month follow-up

20% 6-month follow-up

Rothert et al, 2006



Kaiser Permanente and HealthMeida II

Balance
Balance + Nourish
Balance + Achieve
Balance, Nourish and Achieve

Personalized letter from MD

Enrollment: 2.4% - 5%

Results mixed

Rothert et al, 2006



ProChange (TTM)

Program for High Blood Pressure

Retention:

71.6% at 6 mo's

63.2% at 12 mo's

63.3% at 18 mo's

More in Action Stage

Better Adherence



Obesity

Weight loss Internet only vs. Internet plus in-person support

Both = Significant weight loss at 12 months

No significant difference

E-mail
Homework
Monthly chat room

Micco et al, 2007



Highmark

Health Promotion

HRA, on-line, on-site, biometrics, fitness center

81% Participation

ROI \$1.65

Naydeck et al, 2008



Add one Trusted Clinician

Telephonic DM Vs. worksite based clinician

Retained:

66% vs. 19%



Obesity in HMO Setting

- Workbook
- Wkbk + computer
- Wkbk, Computer and in-person

81% completions

2.2, 4.7, 7.4 lbs. lost

\$12.33, 41.99, #133.74 cost

Wylie-Roset et al, 2001



The Challenge of Engagement



Summary

Advantages
Disadvantages

Cost-Benefit

ROI



the MoodGYM
TRAINING PROGRAM / Week 10

WORK BOOK (PART 1) Your Workbook Explained

CONTENTS Your Depression and Anxiety Quiz Results

The Workbook exercises and diaries which you have uncovered are listed as links below:

ASSESSMENT MODULE

- Depression Quiz
- Anxiety Quiz
- Worried Thoughts Quiz

FEELINGS MODULE

- Identifying Negative Thoughts
- Auto Talk Quiz
- Bad Hair Day
- Three Encounters of an Emotional Kind
- Feelings Module Summary

THOUGHTS MODULE

- Depression Quiz
- Anxiety Quiz
- Identify the Warped Thoughts
- Unwarping the Warp Using Straight Talking
- Worried Thoughts Quiz
- My Scores on the Worried Thoughts Test
- What Do I Think of Myself?
- Bring Nice to Yourself for a Change
- Thoughts Module Summary

Unwarping Module

- Depression Quiz
- Anxiety Quiz
- The Reporter's Notebook
- I Do Have some Positive Features
- Surveying the Scene
- It's Not My Fault I Want To
- The Phantoms and the Phantoms
- Near Death Experience
- Weekly Plan to Overcome Perfectionism
- Seeing the Alternatives
- Pleasant Events Quiz
- Activity Scheduling
- Unwarping Module Summary

De-Stressing Module

- Depression Quiz
- Anxiety Quiz
- Life Whirls
- Analysing your wary thoughts
- Your Plan of Action
- Mum and Dad Quiz
- Analysing Worry Thoughts About Your Parents
- What Leads to Bad Interactions With My Parents
- De-Stressing Module Summary

Relationships Module

- Depression Quiz
- Anxiety Quiz
- Relationships Module Summary

Final Quizzes

- Final Depression Quiz
- Final Anxiety Quiz
- Final Worried Thoughts Quiz

Pro-Change
Behavior Systems

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Our Products

Our health behavior change products improve lives, reduce health care expenses, and are easy and cost-effective to deliver. Built on over 30 years of research on how people change, our programs meet the needs of entire populations—the small segment (about 20%) that is ready to take action plus the large majority who are not ready. We believe: "Wherever you are at, we can work with that."[™]

A key differentiator of our products is that they use all of the **ITM** constructs for tailoring found to produce greater effects (Noar et al., 2007:3). By using multiple constructs, our programs can deliver interventions carefully tailored to the needs of each individual participant. Read our 3-page [program effectiveness summary](#) to see the high impact of our products.

Our programs are available in [online](#), [off-line](#), and in [coaching](#) versions for flexible delivery.

Behavior Change Programs

- Healthy LifeStyles for Adults**
 - Proactive Health Consumer
 - Health Risk Intervention
 - Depression Prevention
 - Eating a Healthy Diet
 - Exercising Regularly
 - Medication Adherence
 - Smoking Cessation
 - Stress Management
 - Weight Management
- See our [Healthy LifeStyles program demo](#) for more information.
- Youth Obesity Prevention**
 - Getting Regular Physical Exercise
 - Reducing TV Time
 - Eating More Fruits and Vegetables
- Anger and Violence**
 - Domestic Violence
 - Bullying
 - Teen Dating Violence
 - Teens Keeping out of Trouble with the Law (Juvenile Justice)
- Other Behaviors**
 - Consumer Credit Debt
 - Counseling



Thanks



Questions?

