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Integrating Chronic Disease Self-Management into Primary Care

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Objectives of this Presentation

- To describe the set of self-management tools and resources developed based on the transtheoretical model
- To present the documentation of organizational system changes that occurred during the process of integrating self-management into the primary care system
Behavior Change Materials

Key Messages

• **Balance your plate**

• **Choose to move**

• **Kick the habit**
Behavior Change Model: Readiness to Change

- Pre-contemplation
- Contemplation
- Preparation
- Action
- Maintenance
Pre-contemplation Stage

Are you Ready?

Balance Your Plate
Choose to Move
Kick the Habit

Ask Us How

For more information about how you can enjoy a healthier life with a chronic condition, Call:
Contemplation Stage

- Crossword puzzles and word games
- Buttons: Are you Ready?
- Self-Assessment of readiness to change
Preparation Stage

- Training to counsel on behavior change
- Educational booklets with basic information
Balance Your Plate

½ Veggies

¼ Protein

¼ Carbs
Action Plan Example ——
This week I will
Increase vegetables ___ (What?)
One serving _____ (How much?)
At lunch and dinner ___ (When?)
5 days _________ (How many?)
How confident are you? _____ 9
(0 = not confident 10 = totally confident)
Maintenance Stage

• “I am ready” PASSPORT

• Individuals have possession of health status data and can monitor their goals
“Help Yourself” Chronic Disease Self-Management Program

- Developed at Stanford University
- A six-session course; weekly 2-hour sessions with a focus on skills training
- Leaders follow a detailed leaders manual
- Designed to be led by non-health professionals and individuals with chronic conditions
Project Goal

• Determine the key ingredients to successfully integrate self-management into a clinics system of care
West Virginia Rural Health Centers

West Virginia Chronic Disease Management Partnerships
Robert C. Byrd Center for Rural Health
Marshall University

- Cabin Creek Health Center (Kanawha County)
- New River Health Association (Fayette County)
- Lincoln Primary Care Center (Lincoln County)
- Community Health Foundation of Man (Logan County)
Cabin Creek Health Center

- Dawes, WV (Kanawha County)
- Serves 4 counties
New River Health Association

Scarbro, WV (Fayette County)  3 clinic locations
New River Gorge National River
Lincoln Primary Care Center

Hamlin, WV (Lincoln County)  Serves 6 counties
Community Health Foundation of Man

Man, WV (Logan County)

Serves 5 Counties
Methods

• 4 clinics in rural West Virginia participated
• Initial focus group with key clinic staff
• Key informant interview for follow-up every other month
• Clinic staff included CEO, Medical Director, Chronic Disease Manager, RN, LPN, Black Lung Staff, Social Worker
Questions

• How were the behavior change materials used in the clinic?
  – Who is using and how
  – Location of materials

• How are the materials integrated into the clinic’s system of care?
  – Staff meetings
  – Designated roles of staff
  – Use of referral cards
  – Recommendation of goal-setting/monitoring
Questions, cont.

- Have staff been trained on self-management?
  - Help Yourself Course
  - Marshall 1 hour staff training
- Do you offer employee wellness programs? Do staff participate?
- What are the staff and patient opinions of self-management materials and resources?
Findings

• Acute care overwhelms the medical encounter
  – Challenging to move from acute to chronic care model
  – Physicians are extremely busy

• It takes a champion from within the organization for change to occur
Findings, cont.

- Support of upper management and providers is linked to successful integration

- Organizational change is linked to staff and provider behavior changes
  - Staff training on self-management skills
  - Employee wellness programs
Findings, cont.

• Help Yourself self-management materials are useful in assisting with behavior change

• Other factors that contribute to success
  – Referral cards
  – Designated roles for clinic staff
Conclusion

Integration of self-management into a system of care can occur.

Key Ingredients

• Champion from within
• Upper management support
• Employee wellness/staff self-management training
Contact info & Funding

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