ONLINE PATIENT EDUCATION AND COACHING IN OBESITY MANAGEMENT: IMPACT ON KNOWLEDGE, CONFIDENCE, INTENT-TO-CHANGE AND CLINICAL OUTCOMES

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FORMAT

5- to 7-minute

+ HCP video

5- to 7-minute

CONTENT FOCUS

changes for successful + patient video

FIGURE 2

Pharmacologic

Effectively

Diet and Exercise therapy for weight loss text + graphics

INTRODUCTION

An informed, empowered, and participatory patient is necessary to achieve weight loss.

- Obesity continues to be a public health concern on a worldwide scale¹
- In the United States, roughly 1 in 3 adults is obese²
- According to a recent survey by the Gerontological Society of America, patients are getting involved in the obesity treatment push, with 87% of Americans reporting they believe obesity is a problem, and 69% believing Medicare should cover weight loss medications³
- Strategies to improve the patient experience should focus not only on providers but also on improving patients' ability to elicit what they need from their providers⁴
- To improve knowledge and facilitate activation, an online patient education and 12week behavioral health coaching program for obesity management was developed

FIGURE 1

TITLE

Is It My Fault?

Weight Loss

Don't Work

Behavior

Modification

Changes That Work | weight loss

Options: When

ACTIVITY

METHODS

- The initiative consisted of 3 educational activities that were made available on WebMD Education, a website dedicated to patient/caregiver learning (Figure 1)
- Each activity included demographic questions, a pre- and post-activity knowledge question, and post-activity confidence and intent-to-change questions
- Two activities also gave patients the opportunity to participate in a 3-week followup survey to determine if action(s)
- had been taken as a result of the education
- Learners were given the opportunity to enroll in a 12week behavioral health coaching program delivered by Pack Health. The coaching program included a resource kit and digital and telephonic communication from a health coach (Figure 2)
- Learners who enrolled in the Pack program were called once a week by their coach, who also texted or emailed them throughout the week to help them make changes to their behavior. A different topic related to their obesity and their general health and well-being was addressed each week
- Outcomes (change in knowledge) and PACK Health data were collected from October 29, 2015, through May 24, 2016. WebMD Education participation data were collected from October 29, 2015, through August 5, 2016
- Effect size was calculated using Cramer's V to determine the effect of educational modules and coaching program (effect sizes greater than .30 are considered large, between .30 and .16 are medium, and between .15 and .06 are small)

RESULTS

- After 9 months, a total of 38,729 people had participated in the education.⁵⁻⁷ (Figure 3)
- Of these 38,729 individuals, 63% were overweight/obese, 81% were women, 30% were older than 54 years, and 62% were white/non-Hispanic. (Figure 4)
- Within the Pack Health participant population, 100% had type 2 diabetes, 77% were women, and 35% were over 54 years of age. (Figure 4)

IMMEDIATE PRE-/POST-ASSESSMENT:

Significant improvements in knowledge and confidence resulted from participation (Figure 5):

- 32% increase in understanding that obesity can have a biologic mechanism (P < .001; V = 0.32, large effect)
- 22% increase in recognizing effective strategies to add exercise to daily life (P < .001; V = 0.21, medium effect)
- 5% increase in recognizing that obesity needs a long-term management plan (P < .001; V = 0.06, small effect)

text + patient video incorporating lifestyle 5- to 7-minute text HCP = healthcare practitioner

Virtual, personal

Health Advisor

Disease-specific

coaching

Focused on

outcomes

FIGURE 3

ACTIVITY TITLE	LEARNERS (Participated in the Activity)	COMPLETERS (Completed Pre and Post Questions)
I'm Overweight. Is It My Fault?	4025	2279
Weight Loss Options: When Diet and Exercise Don't Work	15,012	5667
Behavior Modification Modified: Lifestyle Changes That Work	19,692	10,581
Totals	38,729	18,527

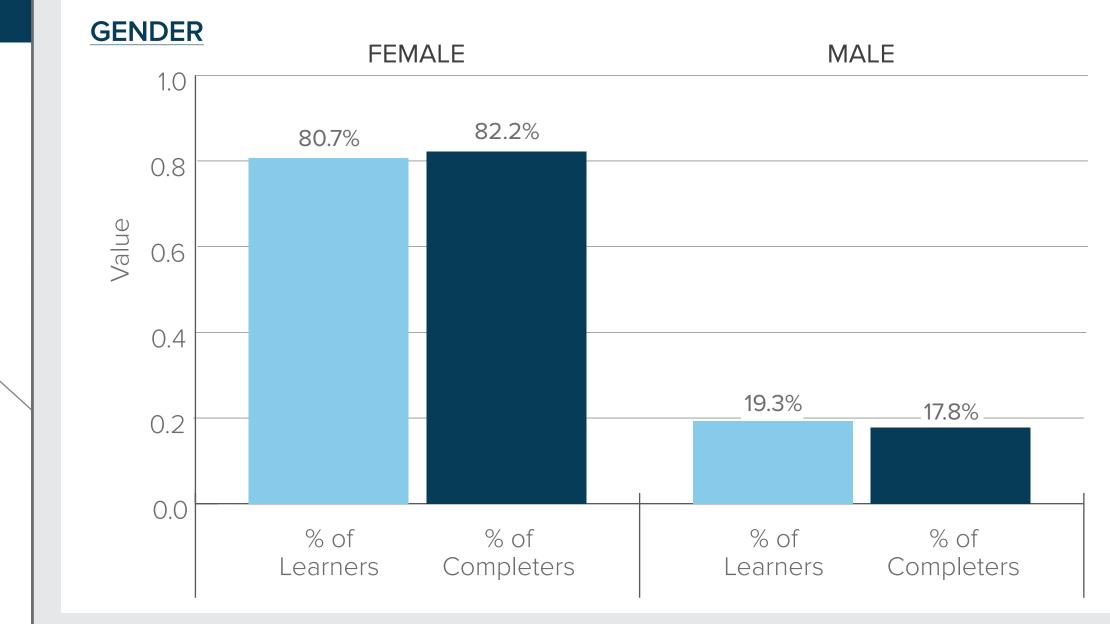
FIGURE 5

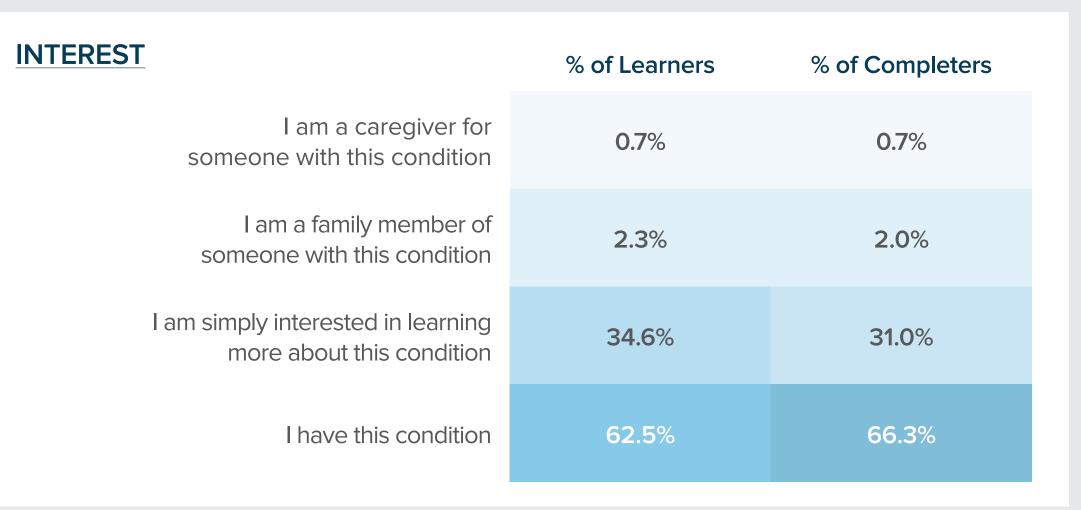
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QUESTION	ANSWER OPTIONS (Correct answer highlighted in yellow)	PRE- (no.)	PRE- (%)	POST- (no.)	POST- (%)
Which of these is a common cause of obesity?	Changes in the body's signaling system	1983	51.3%	1937	83.2%
	Lack of willpower	1014	26.2%	114	4.9%
	Not setting the right weight loss goals	688	17.8%	199	8.5%
	Sleeping too much	183	4.7%	80	3.4%
An effective way to add exercise to your weight management plan is to:	Exercise for the recommended 90 minutes every day	5733	31.1%	2142	19.9%
	Join a gym	4224	22.9%	1556	14.5%
	Pick an activity or exercise that a lot of people are trying, even if you don't enjoy it	1471	8.0%	591	5.5%
	Take a bike ride with your family	7026	38.1%	6448	60.1%
	Obesity needs a long- term management plan	11,089	81.8%	5000	86.7%
Which statement is true	Over-the-counter weight loss medicines work just as well as pills your doctor prescribes	140	1.0%	110	1.9%

Which statement is true regarding treating obesity?	Obesity needs a long- term management plan	11,089	81.8%	5000	86.7%	
	Over-the-counter weight loss medicines work just as well as pills your doctor prescribes	140	1.0%	110	1.9%	
	Weight loss medicine is a short-term solution	2179	16.1%	608	10.5%	
	You don't need to diet or exercise when you take weight loss medicine	142	1.0%	47	0.8%	

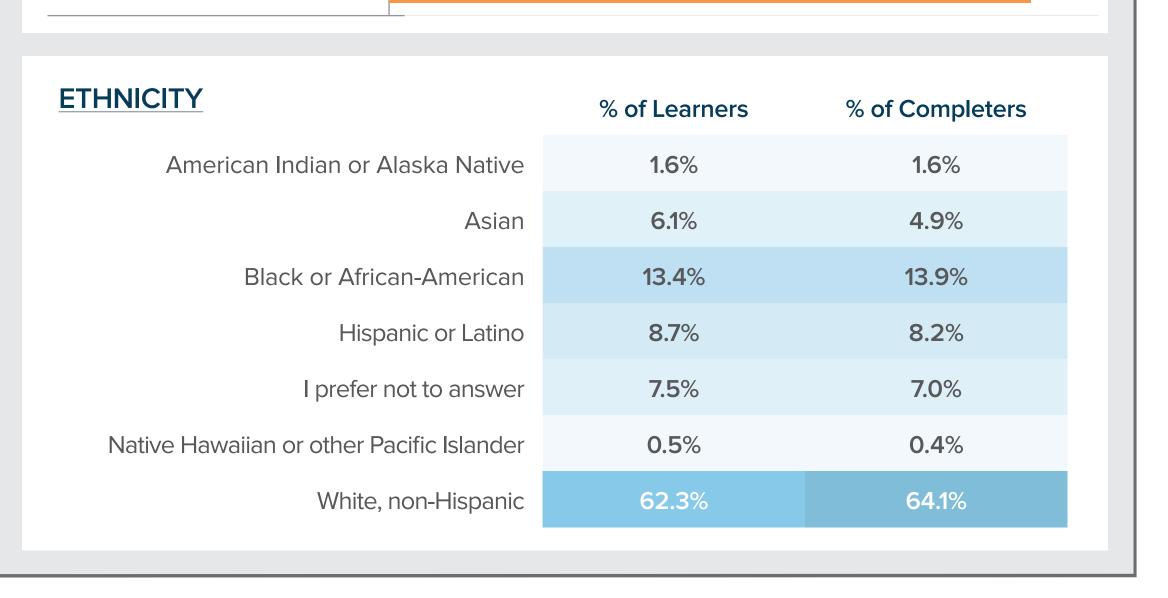
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FIGURE 4





Under 25 Learners, % 25 to 34 Learners, % Completers, % 35 to 44 Learners, % 19.6% Completers, % 45 to 54 Learners, % 23.8% Completers, %



3.84

Graduation

Completers, %

FIGURE 6

Baseline

Baseline

A. QUESTION: How many times

per week do you exercise?

Activity Level (times per week), n=65

C. QUESTION: On average, how many doses of your

Medication Adherence (missed no medications), n=59

medication do you skip (or forget to take) per week?

CONCLUSIONS

For each of the 3 activities, a 5% to 32% (all P < .001) improvement in knowledge and competence was observed among learners. Learners who continued into the behavioral coaching program reported improvements in a wide variety of behaviors related to the management of their obesity and general health and well-being after 3 months. This study demonstrates that online patient education accompanied by health coaching can significantly improve critical success factors for obesity management, including knowledge of effective strategies, confidence in implementation, intentto-change behavior, and clinical outcomes. Such targeted and focused digital education has the potential to empower, engage, and equip patients and their care partners with information needed for self-care condition management.

Source of Support

This initiative was supported by an independent educational grant from Takeda Pharmaceuticals USA, Inc.

FOLLOW-UP:

Self-reported changes at 3-week follow-up (n=21) included:

- 81% made lifestyle changes based on what they learned
- 48% lost weight
- 55% either made an appointment to see a clinician about ways to lose weight or were planning to do so

BEHAVIORAL HEALTH **COACHING PROGRAM:**

- 233 learners enrolled in the coaching program following the education
- Coaches had 8420 touch points with these individuals (an average of 36 touch points per enrollee)

SELF-REPORTED CHANGES **AFTER 12-WEEK COACHING PROGRAM:**

- Exercise increased, on average, from 2.16 to 3.84 times per week (Figure 6A)
- On average, enrollees who completed the program more than doubled the number of healthy meals they were eating each week (Figure 6B)
- Medication adherence increased from 71% to 86% (Figure 6C)
- Patients lost, on average, 6.39 pounds (Figure 6D)
- Enrollees completing the program also reported improvements to their mental and physical health and well-being, using the Patient-Reported Outcomes Measurement Information System (PROMIS) Global Health 10 scale
- Finally, enrollees completing the program also reported improvements in their sleep. On average, these individuals slept 17 more minutes per night

. QUESTION: How many times per week do you eat a meal that looks like the healthy plate? Notes Healthy Eating (meals per week), n=64

Graduation

6D. QUESTION:

What is your current weight, in pounds?

Baseline G

BMI Categories, n=61

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For more information

Disclosures

The authors have nothing to disclose.

