Meaningful Engagement
Through Behavior Change
The Problem With “Patient Engagement”

• Whose goals?
• For whose benefit?
• And with what consequences if I don’t?
Behavior Change Design Has Engagement At Its Core
Motivational Interviewing
Transtheoretical Model (Stages of Change)
Self-Determination Theory of Motivation
Motivational Quality, Not Quantity

AMOTIVATED
I have no desire to do this.

EXTERNAL
Someone told me I have to do this.

INTROJECTED
I’ve internalized the nagging: Better do this.

IDENTIFIED
Doing this will help me achieve goals I really value.

INTEGRATED
Doing this is part of who I am.

INTRINSIC
I love doing this; it feels great!

CONTROLLED AUTONOMOUS


Basic Psychological Needs

- Autonomy: “I can make my own meaningful choices”
- Competence: “I am learning, growing, and succeeding.”
- Relatedness: “I am part of something bigger than myself. I belong.”

Motivation
By providing patients the right type of support for their needs, we can help them achieve autonomous forms of motivation.
"When people use decision aids, they improve their knowledge of the options and feel better informed and more clear about what matters most to them. People who use decision aids may achieve decisions that are consistent with their informed values. Decision aids do not worsen health outcomes, and people using them are not less satisfied."

Stacy, D., et al. (2017). Decision aids to help people who are facing health treatment or screening decisions. Cochrane Database of Systematic Reviews, 2017(4).
What Can Designing for Engagement Look Like?
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