




Empower Patients to Take Action on Their Hearing


Ida Motivation Tools



About the Ida Institute




- Established as an independent non-profit organization in 2007
- Funded by the Oticon Foundation
- Global organization with about 7000 members world-wide
- All Ida tools and resources are freely distributed and publicly available at www.idainstitute.com
- Strategic partnership with William Demant since 2014



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Mission for the Ida Institute

To foster a better understanding of the human dynamics associated with hearing loss



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Paradigm Shift



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Collaborative Approach



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Ethnographic Videos

A chance to reflect



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Understanding Patient Motivation



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Motivational Engagement

- A means to identify where the patient is in their journey
- Build a dialogue and reach core issues in limited time
- Let the patient do the talking to uncover internal motivation



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Assumptions We Often Make in Clinical Encounters



Following Recommendations = Habit change

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It is Hard to Change Habits

Personal:
✓ Losing weight
✓ Taking adequate exercise

Medical:
✓ Taking vital medication
✓ Controlling sugar intake

Audiology:
✓ Using hearing devices
✓ Adopting effective communication strategies

Knowing is not automatically followed by doing...



Persuading to Change Habits



"You should wear your aids every day"

"Hearing aids will improve your quality of life"

"An FM system is just what you need"



Motivational Interviewing

- A protocol that can be used to increase patient adherence to audiologic recommendations
- Patient-centered counseling approach
- Lack of motivation on a patient's behalf, (ambivalence) is seen as a state that is open to change
- Facilitates behavior change by helping patients to explore and resolve their ambivalence about behavior change


(Miller & Rollnick, 2002)



Roles in Motivational Interviewing


Patient's task:

- to articulate and resolve his/her own ambivalence



Practitioner's task:

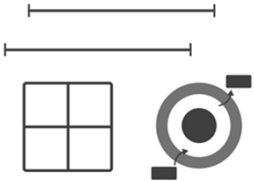
- to expect and recognize ambivalence and
- to be directive in helping the patient examine and resolve the ambivalence



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The Process of Changing Habits

- Changing habits is fundamental in audiology
- People follow a well-recognised pattern, when changing *any* habits
- Some simple tools can support the change process



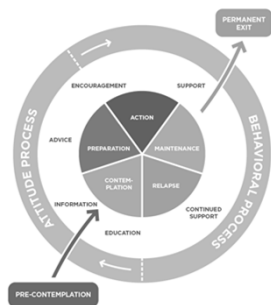
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The Circle



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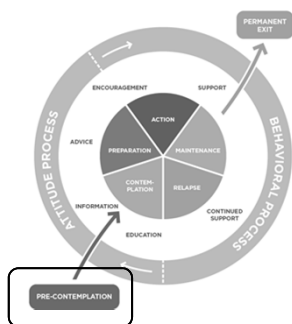
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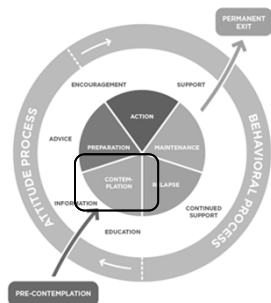
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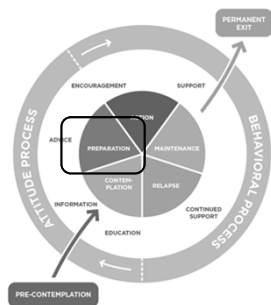
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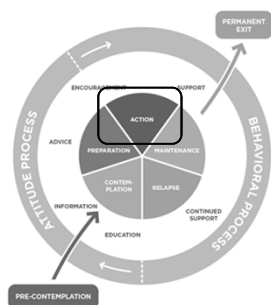
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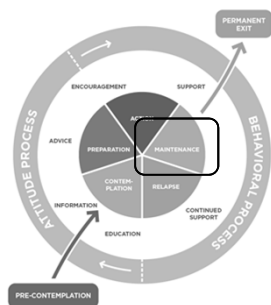
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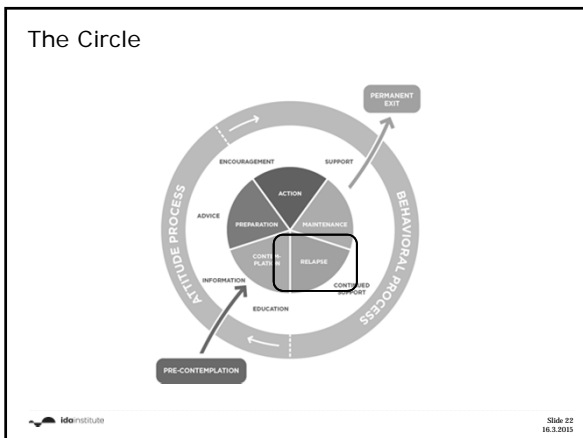
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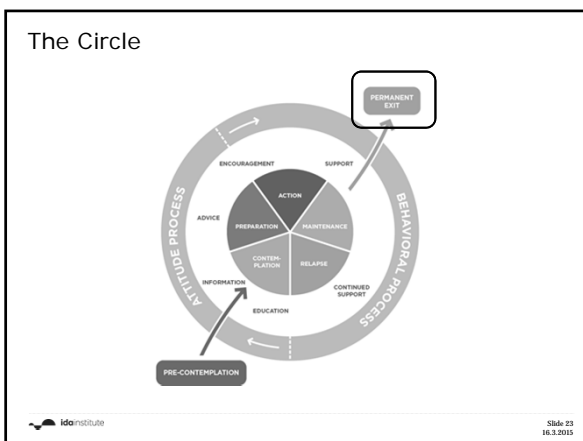
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Let the Patient Tell You.....

Which best describes you?

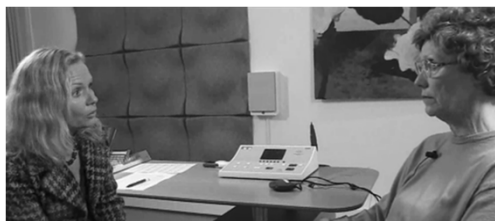
1. I am not ready for hearing aids at this time.
(Pre-contemplation)
2. I have been thinking that I might need hearing aids.
(Contemplation)
3. I have started to seek information about hearing aids.
(Preparation)
4. I am ready to get hearing aids if recommended.
(Action)
5. I am comfortable with the idea of wearing hearing aids.
(Maintenance)

(Bageau, Kricos et al., 2004)

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Use the Circle



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The Lines



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The Lines

Identify the *patient's* views with respect to:

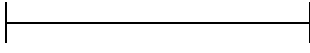
- how important is it to change their habits?
- how strongly do they believe in their ability to change?

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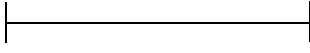
The Lines

1. How important is it for you to improve your hearing right now?




0 10

2. How much do you believe in your ability to use... hearing aids, a cochlear implant, communication strategies...



0 10

The lines go from '0 = not at all' to '10 = very much'.




The Core Part of the Dialogue

ASK:
What is the reason for giving yourself 6 and not 1 ?

RESPONSE:
The patient begins to articulate their reasons, perhaps thinking deeply about this for the first time

You are always more likely to be convinced by listening to your own arguments and voice




Don't Stop There...

Typical follow-up questions:

ASK:
What would it take to increase the importance from 6 to 9 ?

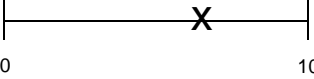
ASK:
What would it take to increase your belief in your ability to change habits from 3 to 8 ?

ASK:
What can I do to help you go from 1 to 7?

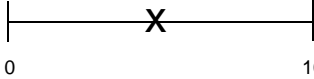


Use the Lines

1. How important is it for you to improve your hearing right now ?




2. How much do you believe in your ability to use... hearing aids?



The lines go from '0 = not at all' to '10 = very much'.


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The Box



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The Box



Cost

Benefit

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The Box: Decisional Balance

1) What are the benefits of no action? <i>I look normal</i>	2) What is the cost of no action? <i>I feel left out and isolated</i>
3) What are the potential costs of taking action? <i>People will know I'm deaf</i>	4) What are the potential benefits of taking action? <i>I'll be able to join in family conversation</i>

Adapted from Janis and Mann 1977

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Fill in the Box....

What could our patient have put into the box?

1) What are the benefits of no action? <ul style="list-style-type: none"> No one can see I have a hearing loss I will not need to spend money on hearing aids No trouble handling technical problems 	2) What are the costs of no action? <ul style="list-style-type: none"> Cannot hear husband Cannot hear grandchildren Cannot hear neighbour on the phone
3) What are the potential costs of taking action? <ul style="list-style-type: none"> Technical trouble with the hearing aids People will see that I have a hearing loss 	4) What are the potential benefits of taking action? <ul style="list-style-type: none"> Can hear the important people in my life Can help my husband better

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Using the Tools in Practice



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Summary

- Taking action on hearing compares to changing habits
- Internal motivation is the most powerful source for behavior change
- Motivational Interviewing facilitates behavior change
- Motivation tools can be used to empower patients to take action on their hearing and make appropriate behavioral changes
- The Ida motivation tools consist of the circle, the lines and the box



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For More Information

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Thank You for Listening!