



# MICMT Complex Care Management Course

## Paradigm Shift

# Learning Objective

- Describe the care management paradigm shift from the standard medical approach to the patient centered approach.



# Approach to Care Management:

| Standard Medical Approach   | Patient Centered Approach  |
|---|--|
| <ul style="list-style-type: none"><li>• Focused on fixing the problem</li></ul>                   | <ul style="list-style-type: none"><li>• Focused on patient's concerns, perspectives, and values</li></ul>                  |
| <ul style="list-style-type: none"><li>• Paternalistic relationship</li></ul>                      | <ul style="list-style-type: none"><li>• Egalitarian partnership</li></ul>  |
| <ul style="list-style-type: none"><li>• Assumes patient is motivated</li></ul>                    | <ul style="list-style-type: none"><li>• Match intervention to stage of change</li></ul>                                    |
| <ul style="list-style-type: none"><li>• Advise, warn, persuade</li></ul>                          | <ul style="list-style-type: none"><li>• Emphasize personal choice</li></ul>  |
| <ul style="list-style-type: none"><li>• Ambivalence means that the patient is in denial</li></ul> | <ul style="list-style-type: none"><li>• Ambivalence is a normal part of the change process</li></ul>                       |
| <ul style="list-style-type: none"><li>• Goals are prescribed</li></ul> <p>*</p>                   | <ul style="list-style-type: none"><li>• Goals are collectively set in collaboration between patient and provider</li></ul> |



# Stages of Change

## Handout 3

| Stage               | Patient Characteristic/Behavior  |
|---------------------|--|
| • Pre-contemplation | • Not thinking about making a change   |
| • Contemplation     | • Ambivalence about making a change  |
| • Preparation       | • Decision made to change in the near future   |
| • Action            | • Taking definite action to change (<6 months)   |
| • Maintenance       | • Making an effort to maintain new behavior over time (>6 months)  |
| • Relapse           | • Return to old behavior can occur at any stage causing feelings of disappointment, and frustration, focus on why - triggers |





- Patient: Role play a patient where behavior change is a goal...(quitting smoking, losing weight, checking blood sugars, socializing more), you are ambivalent and somewhat resistant to change
- Care Manager: Use instructions on handout to respond to patient

# Persuasion Exercise

## Activity Part A

### Patient:

Role play a client where behavior change is a goal...you are ambivalent and somewhat resistant to change

### Care Manager:

1. Explain why the client should make the change
2. Give at least 3 specific benefits that would result from making the change
3. Tell the client how to change
4. Emphasize how important it is for the client to make the change
5. Tell the client to make the change



# Persuasion Exercise

## Activity Part B

### Patient:

Role play a client where behavior change is a goal...you are ambivalent and somewhat resistant to change

### Care Manager

1. Why would you want to make this change?
2. How might you go about it, in order to succeed?
3. What are the three best reasons to do it?
4. On a scale of 0-10, how important is it for you to make this change?

\*



# Video Example of Paradigm Shift:

The Ineffective Physician: Motivational  
Interviewing Demonstration



# Video Example of Paradigm Shift:

The Effective Physician: Motivational  
Interviewing Demonstration

