

Community of Practice (CoP) Interventions for Integrated Behavioral Management of Chronic Conditions

Tuesday, November 4, 2025

2:00 p.m. to 3:00 p.m. ET

Office Hours

3:00 p.m. to 3:30 p.m. ET

Disclaimer

This webinar was produced for the Health Resources and Services Administration (HRSA), Bureau of Primary Health Care under contract number 47QRAA18D00FZ/75R60224F80097. This publication lists non-federal resources in order to provide additional information to consumers. Neither HHS nor HRSA has formally approved the non-federal resources in this manual. Listing these is not an endorsement by HHS or HRSA.

Session Two

Leveraging the Entire
Clinical and Support
Team to Influence
Health Behavior Change

Your Facilitator



Amber Murray, RN, BSN, MA, PMP

CoP Session Objectives

Participants in this CoP session will:

1. Understand the role of motivation in behavior change and how all staff members can influence it.
2. Consider and discuss how to share and/or split team roles to more effectively and efficiently provide care to patients with chronic conditions.
3. Discuss strategies for engaging various staff levels across different phases of the clinical workflow:
 - Scheduling, check-in, and check-out
 - Screening and assessment
 - Clinical interventions
 - Follow-up
4. Use a Plan, Do, Study, Act (PDSA) continuous process model to apply learnings to their health centers.



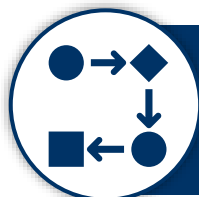
Today's Agenda



Check-in and Between-Session Debrief



The Power of Motivation in Behavior Change



Incorporating Behavior Change Principles into Clinical Workflows

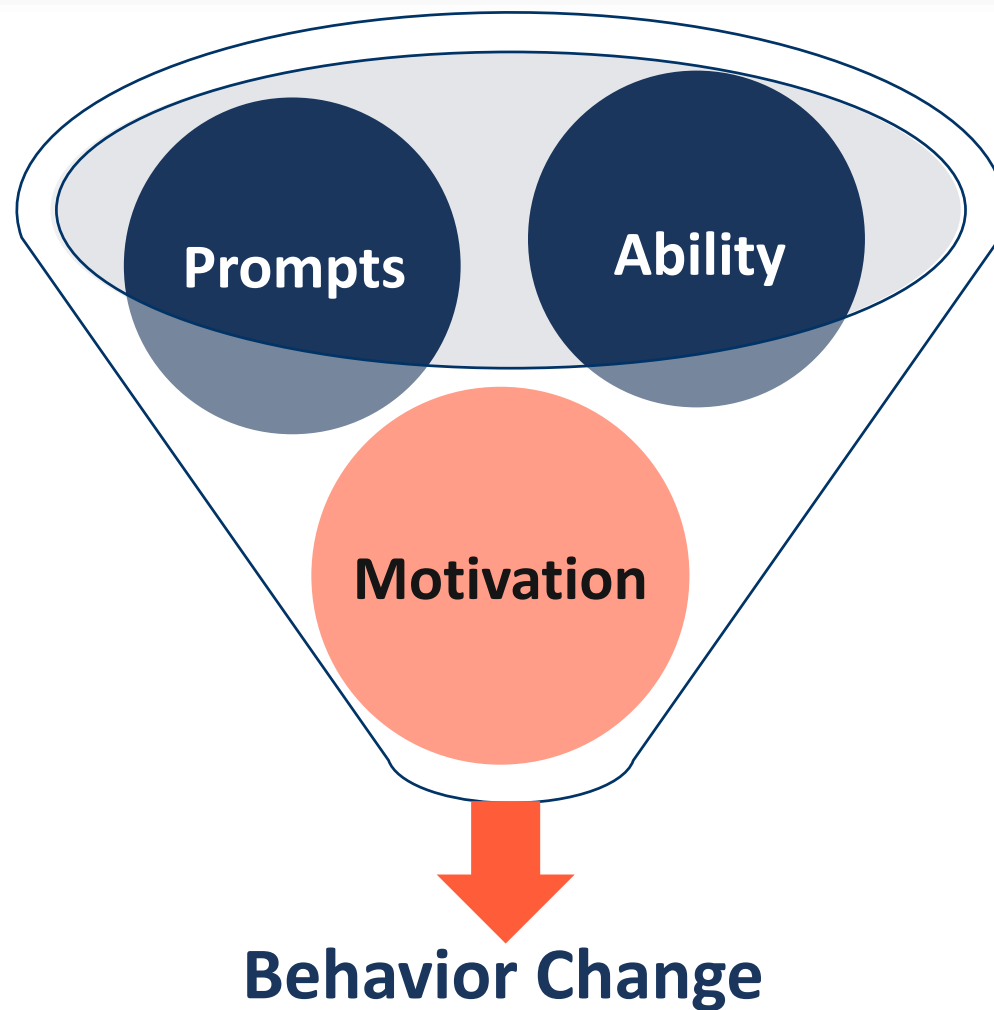


Reflection and Assessment: Interactive Discussion and PDSA Activity



Session Wrap-Up, Questions, and Between-Session Activity

The Ingredients for Behavior Change



About Prompts and How to Effectively Use Them

- Prompts or triggers are external cues, environments, and/or social relationships that make change easier or harder.
- Prompts can trigger healthy and unhealthy behaviors.
- To effectively use prompts, explore a patient's environment and relationships to identify supportive and unsupportive cues.
- Strategies to effectively use prompts:
 - Set reminders, alarms, or alerts (e.g., phone alarm to take medications)
 - Put physical cues in your environment (e.g., stock your fridge with fruits and vegetables)
 - Leverage social connections (e.g., walking partner, workout challenge group, etc.)
 - Behavior contract (e.g., put contract in visible place)

Strategies to Effectively Increase Ability

- Ability is the extent to which patients believe they can successfully make a change, based on past experiences, knowledge, and skills.
- Like prompts, be aware that ability can work both ways to motivate or prevent behavior change.
- Strategies to effectively increase ability:
 - Use the 'Goldilocks Rule' to set goals & action plans.
 - Initially set SMART goals that ensure quick wins and immediate success.
 - Use 'readiness & confidence rulers' to assess ability.



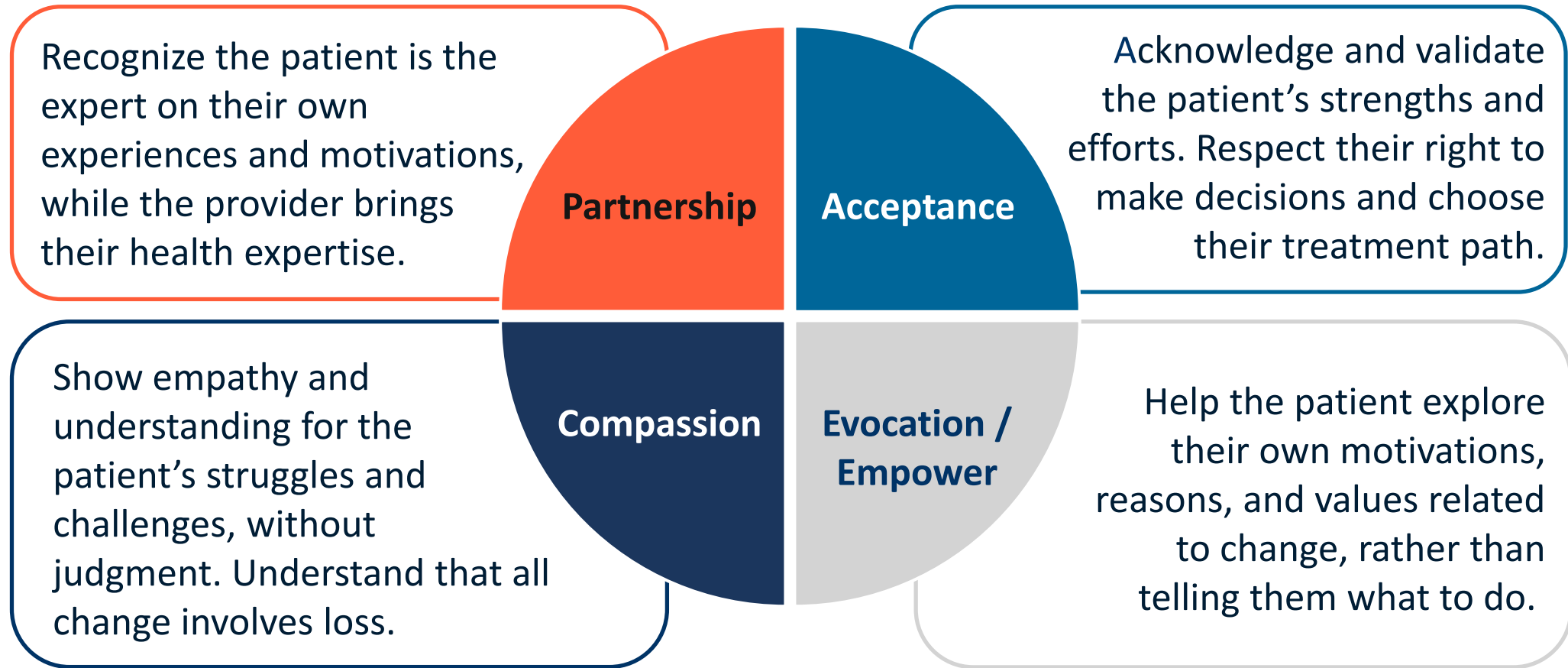
Motivation: Who Can Influence Behavior Change?

- Motivational Interviewing is an evidence-based approach to supporting behavior change.
- We **all** impact patients' motivation—from front desk staff and schedulers, to nurses and medical assistants, to providers, to behavioral health and other specialists.
- Each interaction is an opportunity to influence motivation.
- Remember, patients' view negative health behaviors as solutions to problems and that is why change is hard. This understanding helps us suspend judgement and increase empathy.

Strategies to Build Motivation for Behavior Change

- Build a relationship of non-judgement and trust
- Respect that every change involves loss
- Ask the patient how **they** would like things to be
- Praise willingness to talk about change
- Let the patient decide if, and when, change is right

Increase Motivation by Finding Value & Meaning

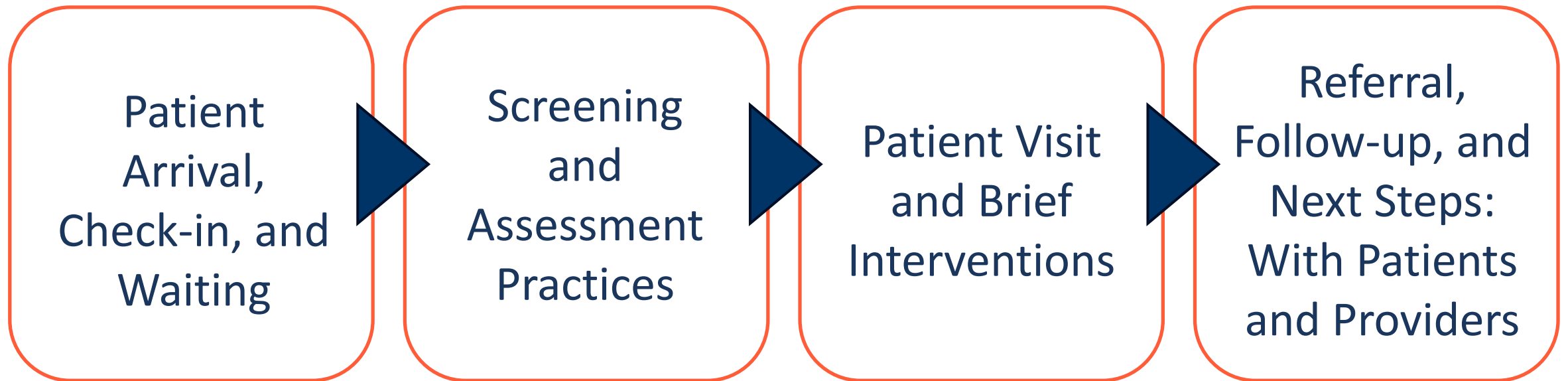


Spirit of Motivational Interviewing

Takeaways about Behavior Change

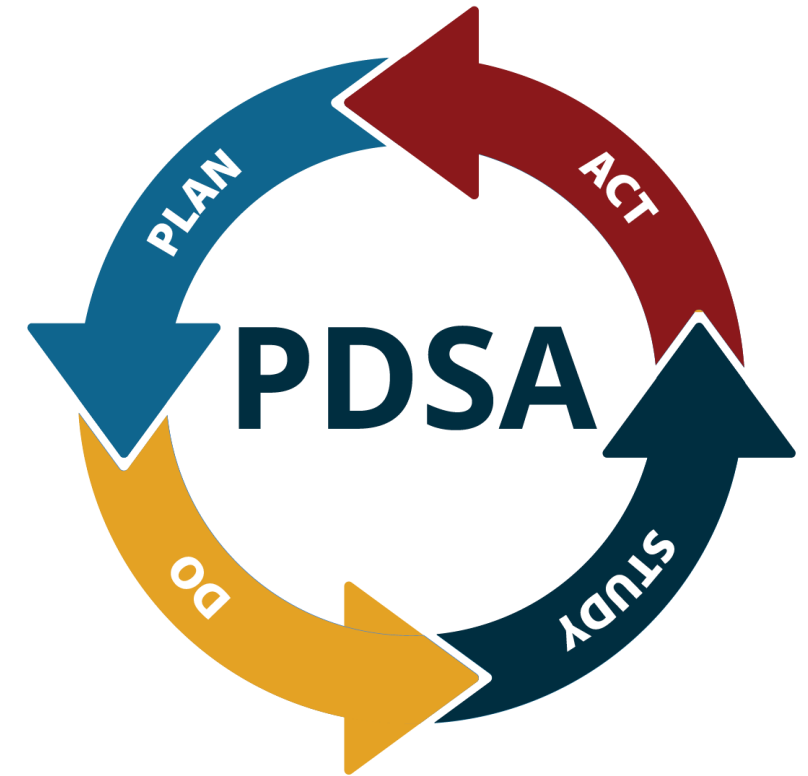
- Behavior change is hard, but not impossible
- Prompts, ability, and motivation can work in a mutually reinforcing cycle to accelerate (or derail) behavior change
- When everyone is trained in principles of behavior change, staff can work as a coordinated team to increase motivation to change and improve health outcomes

Staff and Workflow Opportunities to Influence Behavior Change

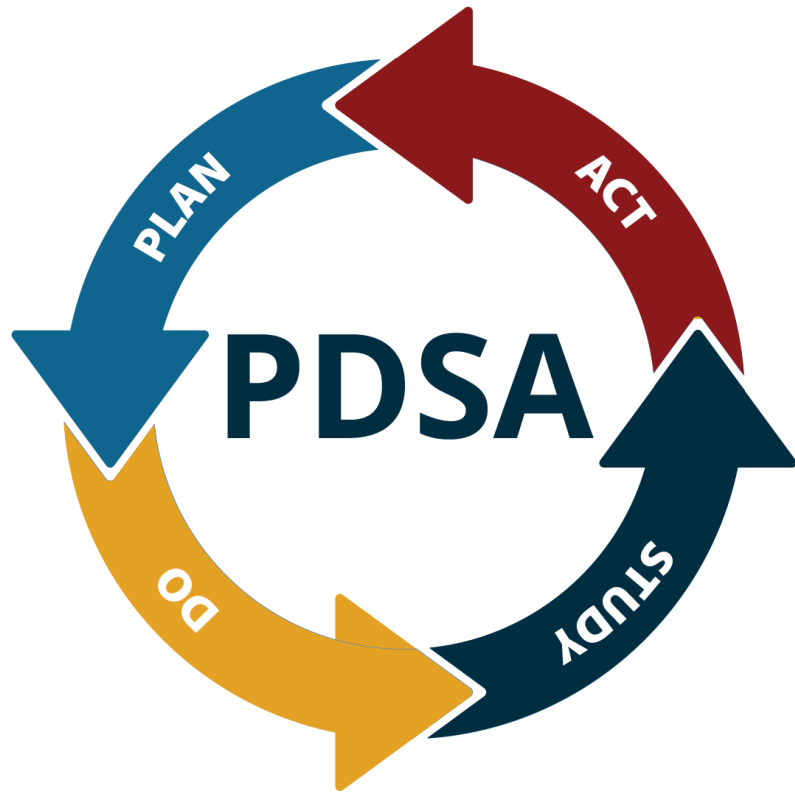


Strategy Discussion: Patient Arrival, Check-in, and Waiting Area

- How can front desk staff, schedulers, and other staff influence patient motivation and engagement when they arrive and are waiting for services?
- How could prompts be leveraged at the front desk, in the waiting area, or during scheduling to increase patient motivation and engagement?
- What could be done to increase patients' sense of ability to make healthy lifestyle choices when they arrive and are waiting for services?



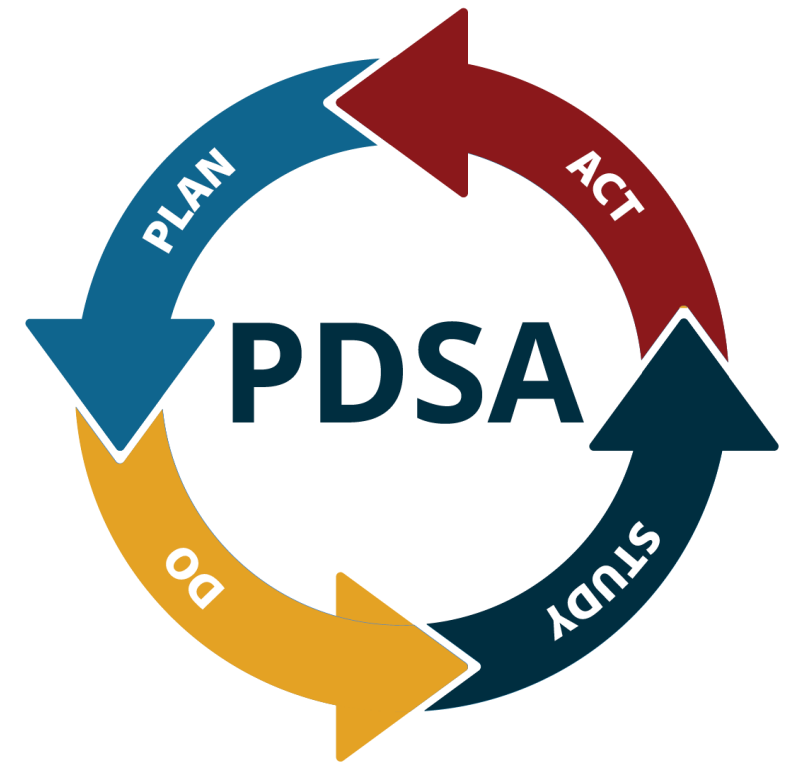
Strategy Discussion: Screening and Assessment Practices



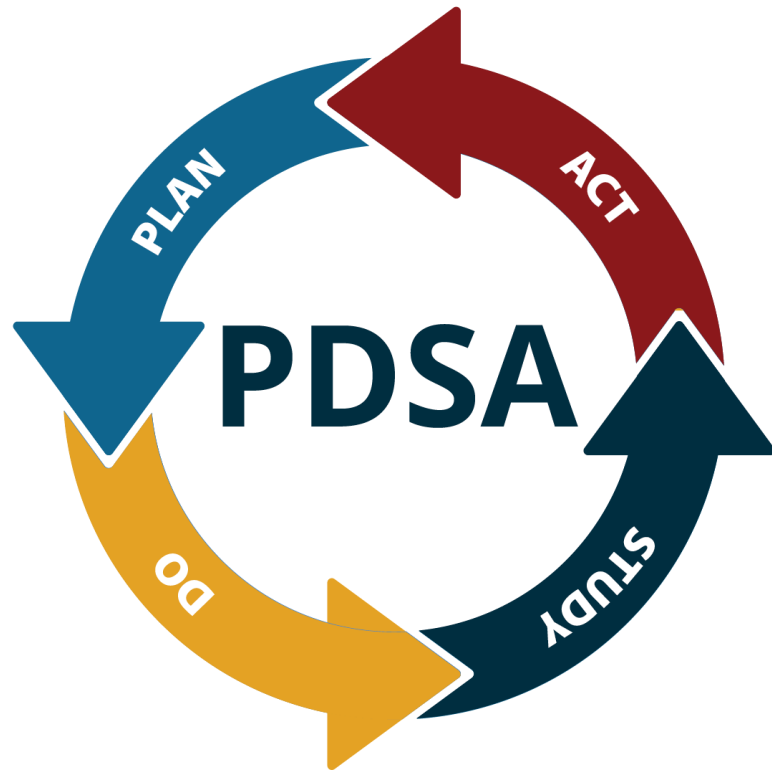
- How can staff who conduct screenings and assessments influence patient motivation and engagement when they arrive and are waiting for services?
- How could prompts be leveraged for screenings and assessments to increase patient motivation and engagement?
- What could be done to increase patients' sense of ability to make healthy lifestyle choices during screenings and assessments?

Strategy Discussion: Patient Visit and Brief Intervention

- How can staff who conduct patient visits and brief interventions influence patient motivation and engagement when they arrive and are waiting for services?
- How could prompts be leveraged during patient visits and brief interventions to increase patient motivation and engagement?
- What could be done to increase patients' sense of ability to make healthy lifestyle choices during patient visits and brief interventions?



Strategy Discussion Referrals, Follow-ups, and Next Steps



- How can staff who conduct referrals, follow-ups, or next steps influence patient motivation and engagement when they arrive and are waiting for services?
- How could prompts be leveraged during referrals, follow-ups, or next steps to increase patient motivation and engagement?
- What could be done to increase patients' sense of ability to make healthy lifestyle choices during referrals, follow-ups, or next steps?

Case Study Discussion: Checking in with Alex

- **History:** 33 years; married; 3 young children; rents a house and lives with family and in-laws; employed as school bus driver
- **Diagnoses/Signs:**
 - Depression—most recent PHQ-9 score = 18, negative response to question #9
 - Anxiety—most recent GAD-7 score = 7
 - Hypertension—most recent BP reading = 182/98
 - Diabetes—most recent A1C = 12%
 - Obesity—most recent weight = 227
- **Care to date:**
 - Despite multiple interventions, Alex has not achieved healthier indicators of wellness.
 - Alex has expressed wanting to lose weight, despite a stabilized weight for the past 2 years.
 - Alex quit smoking 8 years ago; weight increased after.

How could we increase Alex's motivation and behavior change throughout their visit, during:

- Arrival, check-in, and waiting?
- Screening and assessment?
- Patient visit and brief intervention?
- Referrals, follow-up, and next steps?

Q&A



CoP Session 2 Wrap-Up

- What are your main takeaways from today's session?
- The next session will address strategies to leverage your multiple staff roles to support behavior change in patients with chronic conditions.

Next session details:

- November 18 at 2:00 p.m. ET



Resources/References

- National Institute on Drug Abuse (NIDA). (2022, November 23). *The Science of Drug Use: A Resource for the Justice Sector*. <https://nida.nih.gov/research-topics/criminal-justice/science-drug-use-resource-justice-sector>
- NIDA. (2020, July 6). *Addiction and Health*. <https://nida.nih.gov/publications/drugs-brains-behavior-science-addiction/addiction-health>
- National Center for Disease Control and Prevention = National Center for Chronic Disease Prevention and Health Promotion. (Accessed 2025, May 15). <https://www.cdc.gov/nccdphp/>

Health Center Satisfaction Assessment

We'd love your feedback on today's session!

Please take 2 minutes to complete the Health Center TA Satisfaction Assessment.

You must complete the assessment to claim continuing education credit.

Thank you for your time!



<https://www.surveymonkey.com/r/CoP5Session2>

Thank you!

See you next time on Tuesday,
November 18 at 2:00 p.m. ET



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