

Nottingham Hearing Biomedical Research Unit

Feasibility of implementing motivational tools in an NHS audiology clinic

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Background

Motivational Engagement (ME) has been used to enable change in people with chronic health conditions (e.g. smoking, drug addiction) where the associated risks are clear, yet historically people remain resilient to health recommendations. In particular, its effectiveness has been demonstrated in short appointment times.

More recently, the principles of ME have been applied to people with hearing loss. The Ida Institute has developed a set of motivational tools based on the transtheoretical model of health behavior change, to engage and coach hearing aid (HA) users, with the aim being to improve their acceptance and use of their HAs.

Aims

- (i) To assess the feasibility of implementation of ME within NHS audiology clinics.
- (ii) To identify the challenges in delivering ME and associated solutions.
- (iii) To develop an ethnographic documentary to support the training of audiologists in motivational engagement.

What we learned

When to use the tools

- Introduce at the outset and use at assessment and fitting.
- Important to uncover roadblocks early to ensure patient progress.

Time is not an issue

- The concern that this was too time-consuming was eliminated.
- The tools could replace generic parts of the patient history.

It's not the score, it's what you do with the score

Training

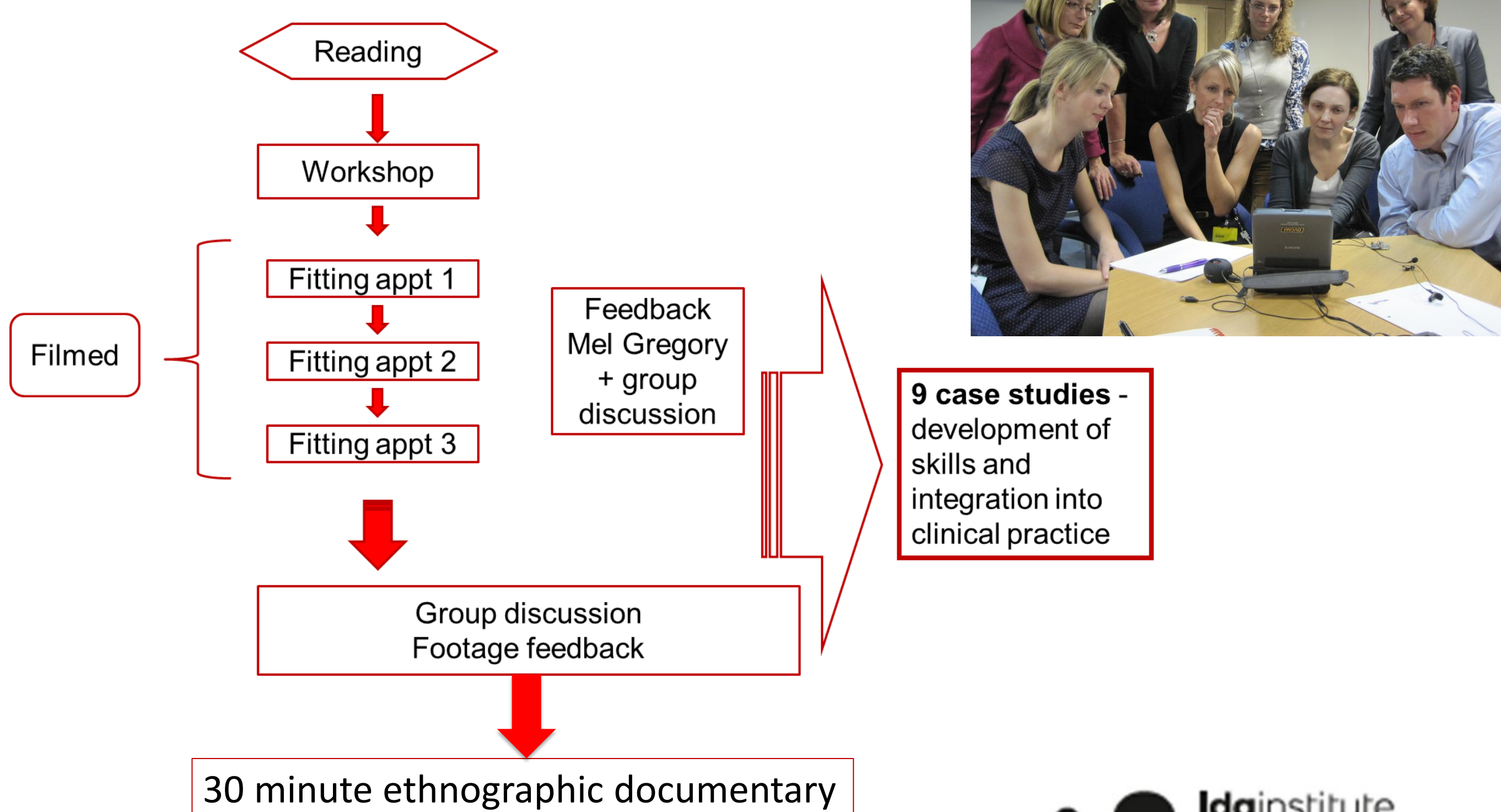
- Staff grasped the motivational engagement concept quickly.
- Understanding underlying theory is essential for effective use.
- Props are useful (e.g. circle of change profiles).
- Iterative process of feedback during training is effective.
- Tools provide a framework on which to tap into motivations.

Practical advice

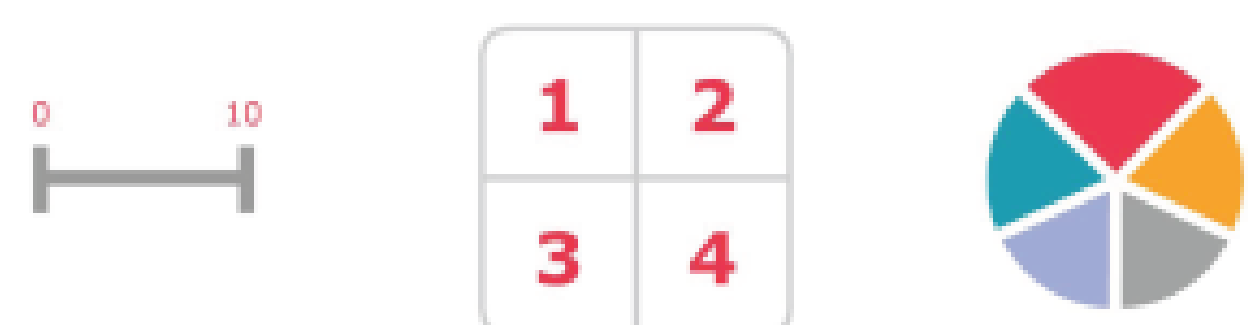
- Patients respond best when recording their own scores.
- Scores were less important than the information revealed by patients to validate them.
- The unique patient specific information needs to be recorded in the management plan.
- Tools may not work on all patients.
- Just do it!

Collaborative learning

Three day training programme



Motivation Tools – the Line, the Box, the Circle



Ida Institute collaborators

Melanie Gregory, senior audiologist
Hans Henrik Philipsen, senior anthropologist

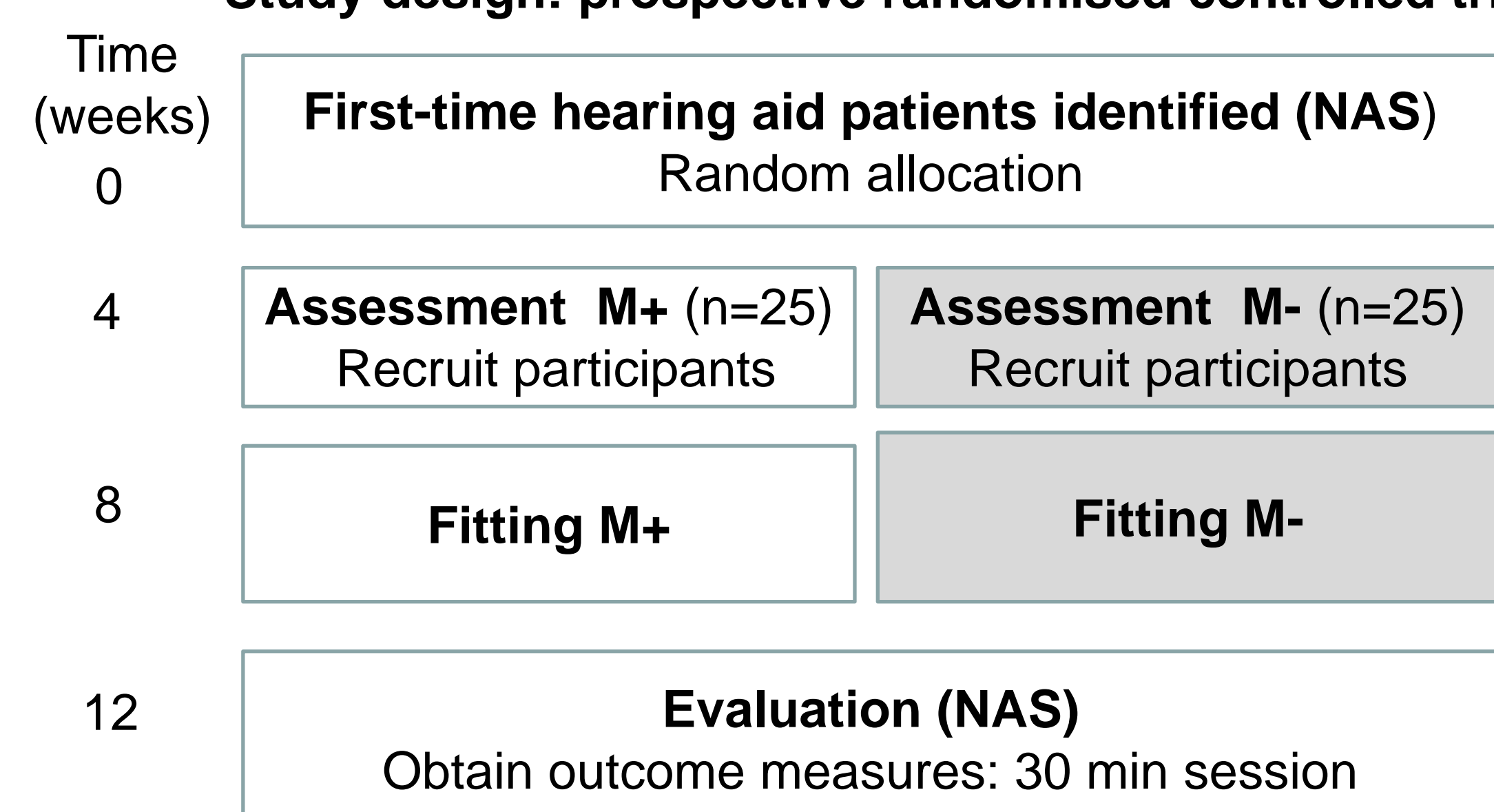
Feasibility study

Research question: Does the use of motivational engagement improve benefit in first-time hearing aid users?

Study aims

- (i) To assess feasibility of implementing the ME tools into an NHS audiology service.
- (ii) To identify the patient benefits of using ME methods.
- (iii) To ascertain supplementary benefits to service provision and delivery.

Study design: prospective randomised controlled trial



Study due to start in Nottingham Audiology Services in December. Outcome measures: HA use and benefit (GHABP), participation (HHIE), self-efficacy (PAM), objective HA use (datalogging), patient perspective (focus groups).

Post-training reflections

Group reflection throughout learning this new process was important to:

- identify challenges and formulate possible solutions
- create new knowledge about the process
- reinforce new skills

"What struck me was the speed at which the audiologists picked it up - by the third attempt it looked really natural."
Mel Ferguson, NHBRU

"We hope we can meet the needs of the patient rather than meeting the needs of the system."
Will Brassington, Head of NAS

"Every time I use the tools I see a different way I can use them with the patient."
Naomi Russell, NAS audiologist

Signs of success

"Collaboration is powerful in heightening motivation and sustaining change."
Mel Gregory, Ida institute

Summary and conclusions

- Tools are best employed at initial assessment, to be followed up at fitting.
- Information can be revealed that affects the direction of the fitting appointment and subsequent counselling, which can potentially improve the patient outcome.
- Elements of the history can be preferentially replaced with the ME tools without detriment to the patient or creating additional time constraints.
- The tools provide a framework that appear to tap into the patient's needs and motivations more readily than a standard history.
- Clinicians were enthusiastic to use these patient-centered tools routinely in clinical practice - you can do the same!

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Ida institute

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NHS National Institute for Health Research