## Outcomes Driven Innovation in Obesity Management: Motivational Interviewing Workshops in Primary Care

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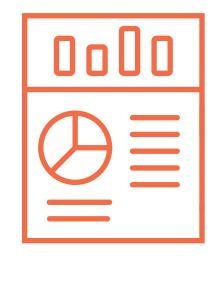
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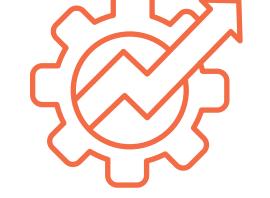
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# Initiative and Outcomes Measurement Overview

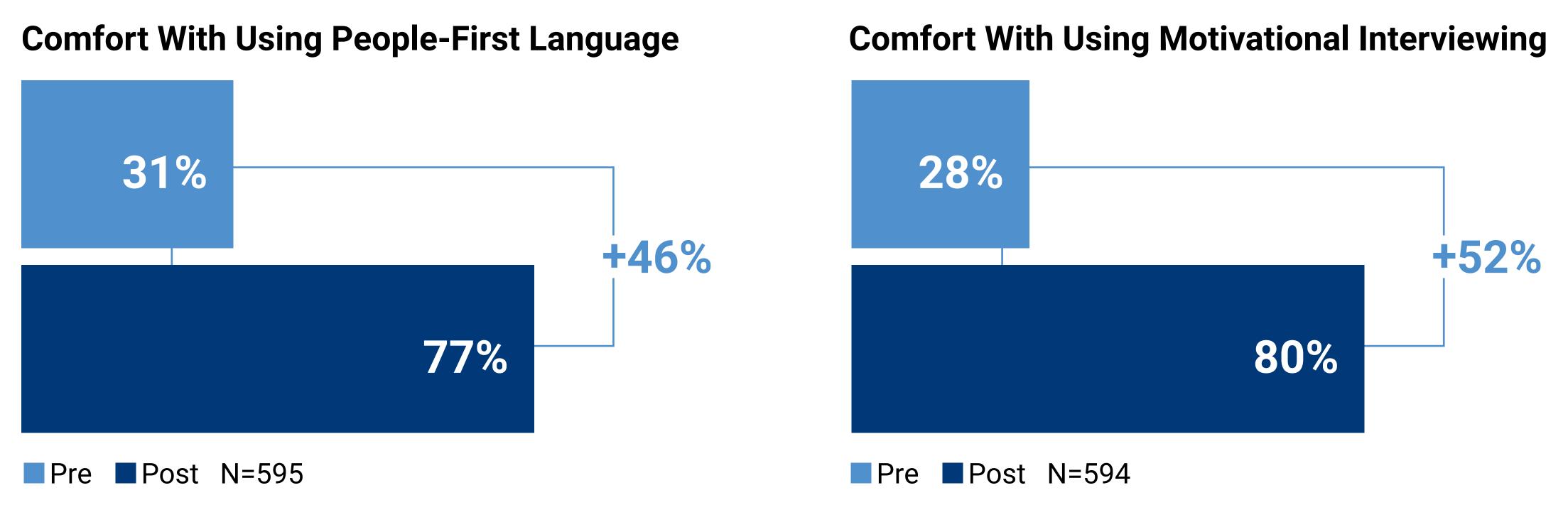
Pri-Med Institute, OMA, and CE Outcomes presented 30 small group, motivational interviewing (MI) workshops, one at each of Pri-Med's Primary Care Updates in-person conferences in 2023 and 2024. 1,044 PCPs (MD, DO, NP, and PA) participated in a workshop, which used role playing exercises, structured peer-to-peer feedback, and expert faculty feedback to educate learners and increase confidence when using appropriate, non-judgmental language, applying MI techniques, and developing patientcentered treatment plans. To understand the impact, we employed a 2-part follow-up outcomes assessment (L5):

- 30-min follow-up interviews 60-90 days post-engagement (2023)
- Case/control follow-up survey 30 days post-engagement (2024)



## Year-Over-Year Improvements

- Revised outcomes measures to better understand the impact of the workshops, including removal of traditional pre/post and incorporating comfort-based assessment around the use of motivational interviewing techniques and people-first language before and after the workshop
- Tailored offerings in each location across the US determined by size of conference, location, learner demand, and engagement



Reporting learners who selected "very" or "extremely" comfortable before and after the workshop



### Interview Highlights

All learners agreed that obesity is a chronic condition that should be managed similarly to other chronic conditions

Truly correct... It's a long-term process, so just even for the patients just to be in terms of mindset, knowing it's not going to be a start and stop like 'I'm going to use this plan for three months and then... it's gonna get back to my normal routine.' This is a lifestyle."

All learners were able to describe patient encounters where they used MI

"Overall, I'd say it's been going really well. I just had a patient for the first time and her main concern was specifically weight gain. So I think that opened the doors to the conversation and then after doing blood work, she was in the prediabetes range and it was a conversation. Every day at 3:00p.m., she needs a pick me up and she'll drink a Coca Cola. So we made a goal that she would reduce that from every day to just once or twice a week."

Even though the learners were experienced clinicians, the education still presented items that were novel and useful to be incorporated into their practice

"...finding different alternatives to meet the patient where they are" "using specific goals... to figure out a good motivation"

Q. How would you help this patient frame a weight loss goal related to his soda intake?

Obesity

Hyperlipidemia

Open-ended question coded by type of goal written by the learner

General Goal

Learners

Obesity

Hypertension

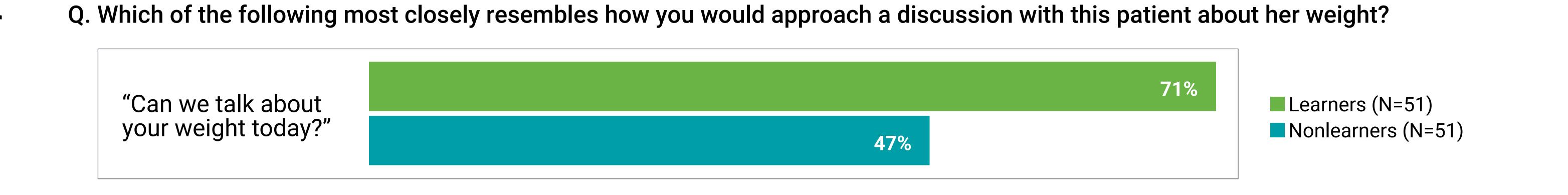
Hyperlipidemia

T2DM

"my eyes are going all over the place… one of the people I was with highlighted that so I've been working on that skill"

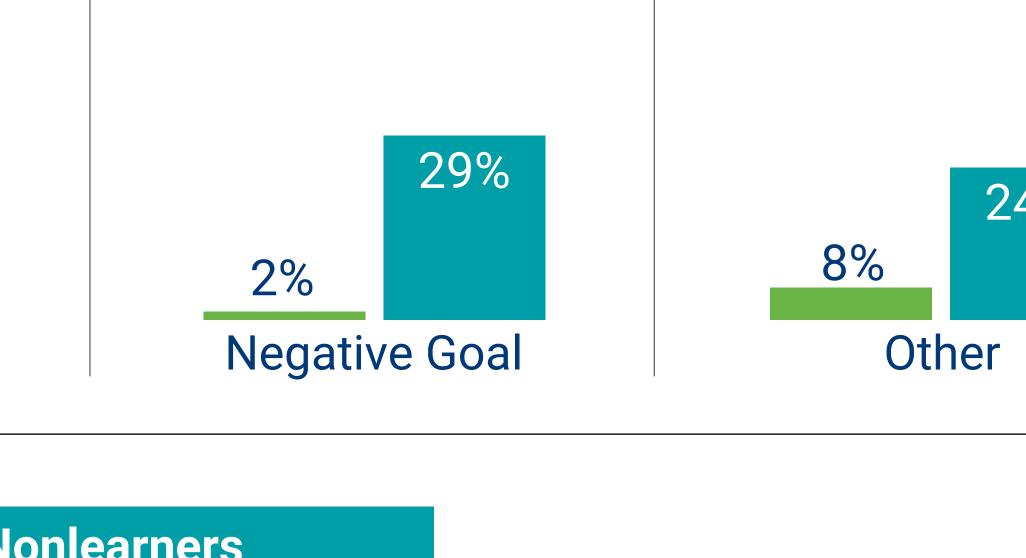
## Survey Highlights Questions were asked in the context of patient cases

Learners were more likely than a nonlearner to ask permission before engaging in a discussion with a patient about weight loss



In simulated patient cases, learners are more likely than nonlearners to use SMART goals to help frame discussions about weight loss

Learners were more likely than a nonlearner control to prioritize obesity management in a short 15-min appointment window



Nonlearners T2DM Hypertension

Learners (N=51)

Nonlearners (N=51)

# Conclusions and Future Direction

Surveyed and interviewed workshop participants demonstrated use of MI techniques, SMART goals, and asking permission to discuss weight in their clinical practice. Although many learners were established clinicians who manage a large number of patients with obesity, the education still included new information.

### Common items were:

- Asking permission
- Increasing specificity of goals
- Insight into how patients perceive the language they commonly used

Continuing barriers to care include lack of time, keeping patients motivated on a long-term scale, and dealing with patient plateaus/lack of progress when they have done everything planned. Future workshops should include increased time for role play and other aspects of obesity management (nutrition, therapeutics, etc.).

In 2025, Pri-Med, OMA, and CE Outcomes will host an additional 17 workshops across the US and provide an on-demand, Al-powered conversation tool for learners who cannot attend in-person or for workshop participants to continue to practice their skills at home.

