
POSTER ABSTRACT**Influencing patient behaviors in coordinated care based on behavioral patterns.**23rd International Conference on Integrated Care, Antwerp, Flanders, 22-24 May 2023Mariusz Zamylo¹, Marika Guzek, Anna Kordowska, Artur Prusaczyk, Sabina Karczmarz,
Joanna Oberska

1: Medical University of Warsaw, Poland

Healthcare providers on primary healthcare teams have to know how to effectively encourage patients to change their health behavior to achieve therapeutic goals. When influencing patients' lifestyle and health behaviors, patient's perspective should be at the heart of the discussion so that lifestyle promotion services support better outcomes and experiences. Understanding behavioral patterns and psychological background of implementing change, can help healthcare professionals in delivering interventions with higher success rate. In fact, thanks to enhanced patient engagement, theory-based interventions tend to be more effective in changing behaviors compared to non-theory based interventions. In coordinated care, lifestyle promotion can consist of screening, lifestyle advice and referral to another healthcare professional.

The aim of the study was to evaluate the importance of behavioral patterns in influencing the patient's attitudes and health behaviors.

Changing habits in the context of health promotion could be accomplished by influencing patients' perception. This could be achieved by TRA (Theory of Reasoned Action) and HBM (Health Belief Model) models by convincing the public of susceptibility to a particular disease, disseminating knowledge about effective prevention methods and generating persuasion, support, admiration or recognition in society after positive behaviors such as smoking cessation or regular physical activity.

A more effective technique is cognitive behavioral technique based on the theory of learning. These techniques rely on the assumption that behavior and cognition must be considered together if they are to be effective in causing change. Our thoughts, feelings and behaviors are often connected in cause and effect sequences. Therefore, in order to understand the causes of, for example, self-destructive behaviors, attention should be paid not only to the behavior itself, but also to the cognitive processes related to it.

Successful behavioral interventions must be based on changing the approach of medical personnel to the interpersonal process with the patient. This approach should be patient - centered and collaborative. It is therefore important to establish a relationship that shows genuine interest in the patient. Medical staff should assess the importance that the patient attributes to their health and the treatment process, and thus also their willingness and motivation to comply with the recommendations. Mere provision of information will not guarantee a change in their behavior. Effective ways to reduce patient's resistance include emphasizing

their personal choice and control, making sure the patient is ready for treatment, convincing the patient of the importance of the treatment process and involving the patient in the decision-making process. Medical staff should use active listening techniques (use of open-ended questions, clarifications, reflective statements and summary statements), should encourage patients to express their concerns and should be able to weigh the pros and cons of different therapeutic approaches.