



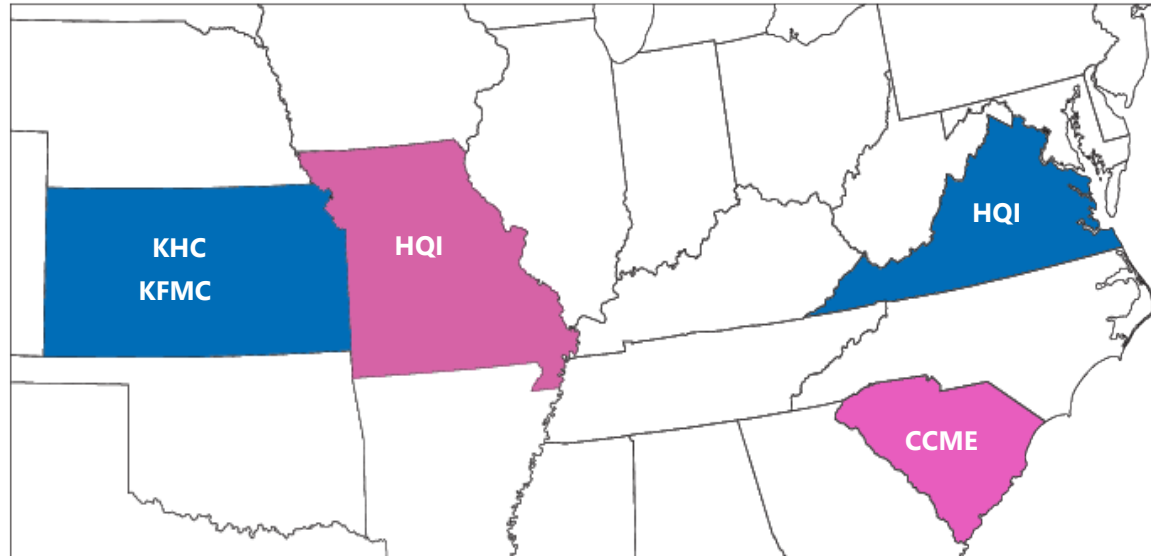
Health Quality Innovation Network

*Simple Strategies Stand-Up*

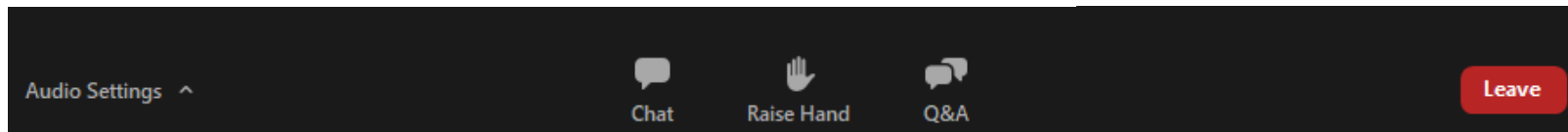
# Mining for Motivation: Finding Others' Internal Motivation with Person-Centered Interviewing

9/13/2022

# Health Quality Innovation Network



# Logistics – Zoom Webinar



To ask a question, click on the **Q&A** icon.

**Raise your hand** if you want to verbally ask a question.

Resources from today's session will be posted in **Chat**.

You may adjust your audio by clicking **Audio Settings**.

You have been automatically muted with video turned off.

# Your Team



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## Goals for this Series:

- Assist attendees in gaining knowledge related to updates associated with COVID-19 vaccines and boosters
- Assist attendees in meeting CMS regulatory expectations



*The content presented in this webinar is based on COVID-19 information and guidance as of the date of this session.*



# Learning Objectives

- Discuss resources and principles for motivational interviewing for patient/caregiver communication
- Review benefits of person-centered interviewing
- Observe a plan of honoring autonomy
- Apply updated knowledge to motivational interviewing to improve vaccination uptake



# What is Motivational Interviewing?

- In use over 25 years, originally used with addiction treatment
- Empirically validated as an effective approach across multiple health behaviors in various populations
- Evidence continues to grow, supporting its use in other treatments
- Takes time, practice and coaching to learn
- Takes time, usually several sessions to implement



# Resolving Ambivalence

MI is different than a traditional medical model

- Ambivalence is expected
- The conversation is patient-centered (or person-centered)

Motivational interviewing (MI) is a set of principles and skills that take time, practice and discipline to learn.

*“Directive, patient-centered counseling style for eliciting behavior change by helping patients explore and resolve **ambivalence** about change.”*

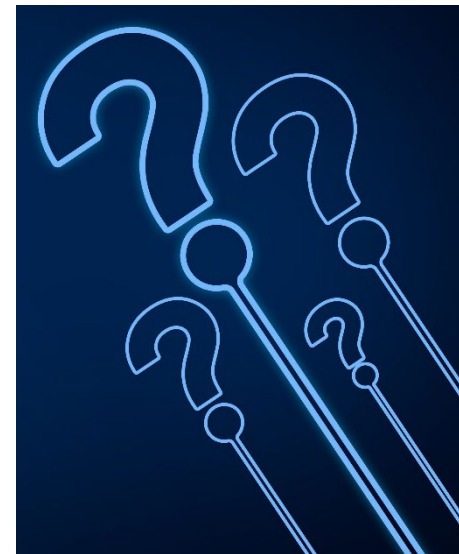
– Miller & Rollnick, 2002



# Polling Question

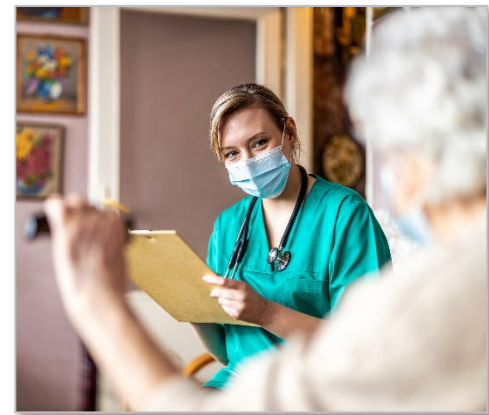
Which of the following demonstrates person-centered interviewing?

- A. "I know it is hard to change but it is important for you."
- B. "If you aren't ready, I can't help you."
- C. "You understand that the vaccine could help you, but you have worries about getting it today."



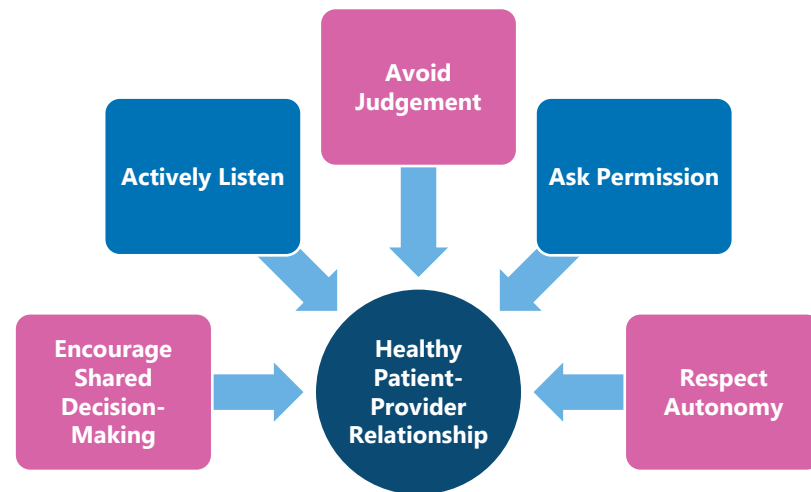
# Why Should We Use These Methods?

- Staff, residents and families still have concerns and lack knowledge of COVID-19 and about the safety and usefulness of the COVID vaccines
- Nursing homes must report vaccination status and will be reviewed
- COVID-19 vaccine hesitancy is more common than expected and we do our best to meet our patients' needs
- It builds patients' internal motivation to adopt treatment recommendations



# What We've Learned Along the Way

- Many people do not like being told what to do and U.S. vaccination booster far below other countries
- People like to make their own decisions and come to their own conclusions
- Decreased access to health care workers may have changed reliance on their advice
- With pocket-sized computers in everyone's pockets, people rely on them to guide these decisions



# What Goes Wrong in a Traditional Directive Counsel

- Confrontational
- Increased resistance to change
- Person not ready to change
- Leading questions with only “yes” or “no” answers
- Too directive/telling person what to do
- Labeling the person makes them feel judged

**Long relationship  
with many residents  
and families?**

**You already have  
rapport.**

# Skills for Motivational Interviewing

**O**pen questions  
**A**ffirmations  
**R**eflections  
**S**ummaries



# OARS + Model for Motivational Interviewing

Open-Ended Questions	Affirmative Statements	Reflections	Summary Statements	+ Offer Information with Permission
<ul style="list-style-type: none"> <li>Ask open-ended questions that can't be answered with 'yes/no'</li> <li>Engage in two-way dialogue</li> <li>Goal is to understand their barriers, concerns and expectations</li> </ul>	<ul style="list-style-type: none"> <li>Recognize and support their values, perspective, strengths and efforts</li> <li>Goal is to promote a collaborative relationship</li> </ul>	<ul style="list-style-type: none"> <li>Use reflective listening</li> <li>Respond thoughtfully by paraphrasing</li> <li>Validate their point of view</li> <li>Goal is to confirm they have been heard or acknowledged</li> </ul>	<ul style="list-style-type: none"> <li>Use statements that recount and clarify what the person said</li> <li>Identify specific areas that they can act on</li> <li>Goal is to clearly and respectfully conclude the conversation</li> </ul>	<ul style="list-style-type: none"> <li>You may offer your own experience and/or information – ALWAYS ask for permission</li> <li>Goal is to foster openness and connect based on respect, not to persuade or convince</li> </ul>
<ul style="list-style-type: none"> <li>✓ How are you feeling about the vaccine?</li> <li>✓ What concerns do you have?</li> <li>✓ What reasons do you see to get the vaccine?</li> <li>✓ On a scale of 1 – 10, how important are those reasons to you?</li> <li>✓ What could you do to get more information?</li> <li>✓ What would help you feel better about the vaccine?</li> </ul>	<ul style="list-style-type: none"> <li>✓ I can see that you really care about this</li> <li>✓ I can see that you have done a lot of research</li> <li>✓ Thank you for being honest with me</li> <li>✓ I am hearing that you have really been weighing this out carefully</li> </ul>	<ul style="list-style-type: none"> <li>✓ What I hear you saying is...is that correct?</li> <li>✓ Sounds like you are feeling worried about...</li> <li>✓ Sounds like you want what the vaccine promises, but you're not sure because....</li> <li>✓ You sort of want to do it, but have reservations</li> </ul>	<ul style="list-style-type: none"> <li>✓ So, you mentioned several things that you could do to find out more...</li> <li>✓ You also said that you would talk to your friends and family...</li> <li>✓ You said that you would like help with ____ and you want to _____. You also want _____. Have I missed anything?</li> </ul>	<ul style="list-style-type: none"> <li>✓ May I share my own experience?</li> <li>✓ I am/was also really afraid, but I ultimately decided to do it; would it help if I shared my reasoning or what helped me?</li> </ul>

# Start with Open-Ended Questions

I see you aren't up to date with the vaccine yet, can you share where you are with that?

I took the first shot, but I'm really scared of needles and having to take so many shots is making me so nervous.

## Open-Ended Questions

- Ask open-ended questions that can't be answered with 'yes/no'
  - Engage in two-way dialogue
  - Goal is to understand their barriers, concerns and expectations
- 
- ✓ How are you feeling about the vaccine?
  - ✓ What concerns do you have?
  - ✓ What reasons do you see to get the vaccine?
  - ✓ On a scale of 1 – 10, how important are those reasons to you?
  - ✓ What could you do to get more information?
  - ✓ What would help you feel better about the vaccine?

# Affirm Response and Support Values

I can understand that. Many people are really scared of needles, sometimes even thinking about them makes people nervous, so thank you for sharing that with me.

I also don't want to have any side effects. I can't miss any more work and when I get home, I need to take care of my family. I don't have help.

## Affirmative Statements

- Recognize and support their values, perspective, strengths and efforts
- Goal is to promote a collaborative relationship

- ✓ I can see that you really care about this
- ✓ I can see that you have done a lot of research
- ✓ Thank you for being honest with me
- ✓ I am hearing that you have really been weighing this out carefully



# Rephrase and Validate Content

So you are worried about side effects making you sick enough that they interfere with your being able to do what you need to do. Is that right?

Yes, the needles and being sick, one of my friends had a bad headache after and had to stay home and another was really tired after their shot. I didn't have that with my first shot though.

It sounds like you want the vaccine, but you aren't sure because you would need a couple more shots to be up to date and you might feel unwell after.

## Reflections

- Use reflective listening
- Respond thoughtfully by paraphrasing
- Validate their point of view
- Goal is to confirm they have been heard or acknowledged

- ✓ What I hear you saying is...is that correct?
- ✓ Sounds like you are feeling worried about...
- ✓ Sounds like you want what the vaccine promises, but you're not sure because....
- ✓ You sort of want to do it, but have reservations

# Summarize with Respect

I understand you have had a fear of needles for a long time. And you are worried that you may miss work and not be able to do everything you want and need to do if you have some side effects. Can I share my experience?

Sure.

When I was giving second and third vaccines, most people said they didn't have side effects with the one before and if they did, a little acetaminophen or an ice pack helped. But I can't make any promises! If anyone told me they were afraid of needles I would offer for them to lie down in a private area or use distraction techniques. Would you want to talk more about that or things that have helped in the past for you?

Summary Statements	+ Offer Information with Permission
<ul style="list-style-type: none"> <li>• Use statements that recount and clarify what the person said</li> <li>• Identify specific areas that they can act on</li> <li>• Goal is to clearly and respectfully conclude the conversation</li> </ul>	<ul style="list-style-type: none"> <li>• You may offer your own experience and/or information – ALWAYS ask for permission</li> <li>• Goal is to foster openness and connect based on respect, not to persuade or convince</li> </ul>
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# MI Phrases for Your Pocket

"We've been talking about COVID and vaccines, are there any things you would like to do about that in the next week or two?"

"Would it be okay if I shared what some other people I have worked with have done?"

"Just to make sure we understand each other, can you repeat back what you have decided to do?"

"It sounds like you are not interested in making a plan today. Would it be ok if I ask you about this again at our next visit?"

# What Are Some Questions You Might Ask? Share Your Ideas in Chat

- Have you taken your influenza shot every year?
- Was there ever an experience with a needle that scared you?
- How did you feel with other vaccinations?



# Talking with a NH Resident

**Mr. Augie, may I  
talk with you  
about the COVID  
vaccine?**

**I guess.**

**I noticed you  
haven't had your  
boosters, what are  
you thinking about  
regarding taking  
them?**

# Talking with a NH Resident, continued

**Thank you for telling me that. I can tell you have thought about it. So, you are thinking the boosters aren't necessary to protect you from COVID, is that right?**

**I just don't see the point in taking so many shots for one thing.**

**Right, two shots seems like plenty. I don't need two for the flu.**

# Which Response is Most Appropriate?

1. "I get it, I didn't want to take the shots either, but I did it because we had to."
2. "Yeah, you might not have two for the flu, but you have it every year and you had two for shingles and a bunch when you were young!"
3. "Accepting another vaccination can feel overwhelming, especially while you are coping with everything that has happened with COVID the past couple of years."

# Make a Choice About How to Proceed

## Elicit-Provide-Elicit

Ask an open-ended question about what he knows and wants to know:

- *What would you most like to know about boosters for vaccines?*
- *What do you already know about COVID-19 and the boosters?*

Provide information in a neutral way that the patient will understand.

Follow-up with an open-ended question:

- *What do you think of that?*

## Ask-Provide-Ask

Ask permission:

- *May I share some information about vaccines with you?*

Provide information objectively, not with suggestions.

Ask Mr. Augie how this applies to him.

If you search these two phrases, there are many short videos modeling the method.



# What Not to Say: Share Examples in Chat

When are you going  
to drink the water?

I'm here to give you your vaccine,  
your doctor knows what is best for  
you and you need to comply.

**What else?**

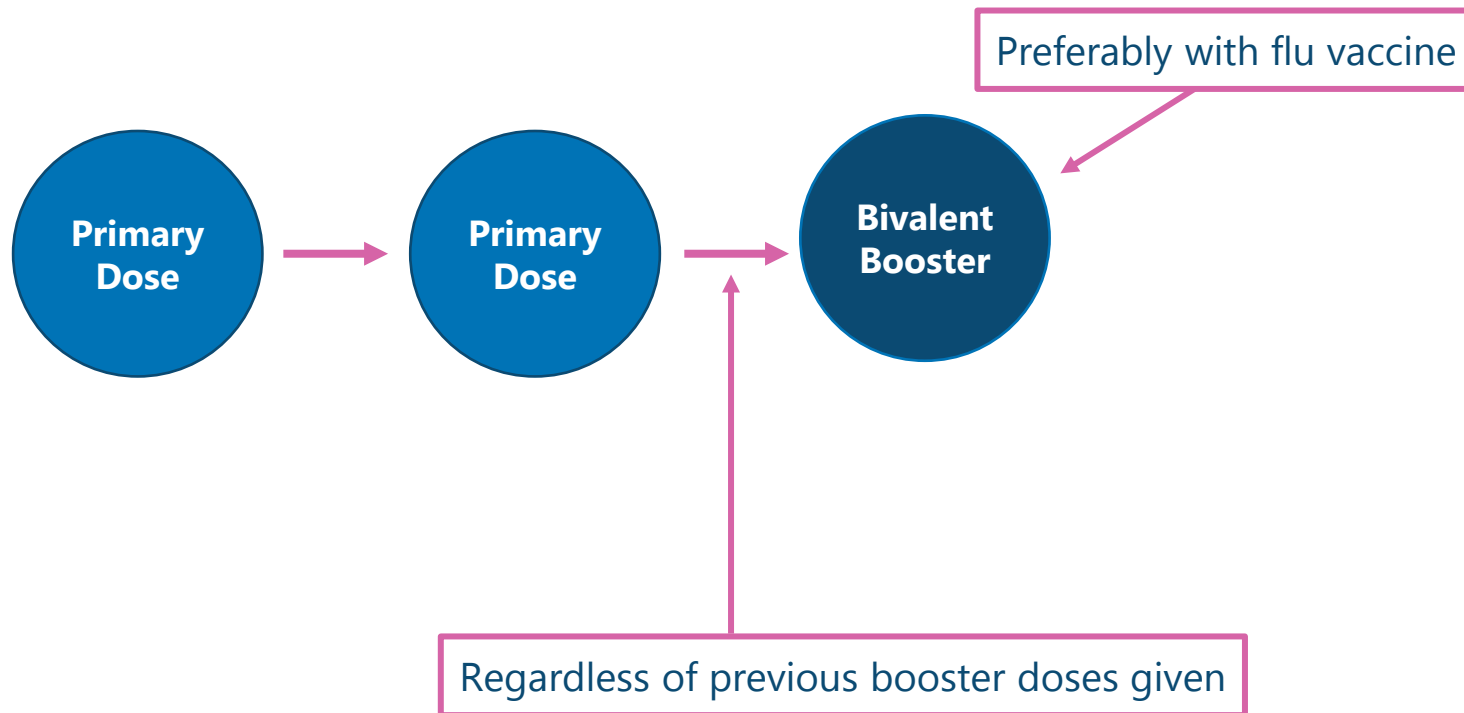
**Share an  
example in chat.**

# Person-Centered

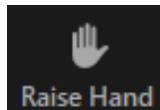
- Motivational interviewing helps us resolve the quandary of "making people" do what we know, as health care workers, is the right thing, which is an impossible task.
- People make choices and are allowed to. We can help them make the choices that are right for them.
- Change doesn't happen without an action plan. MI gives the framework to personalize the plan.



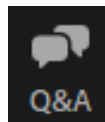
# Clinical Update



# Questions? Comments? Share With Colleagues What is Working or What is Difficult for Your Team!



**Raise your hand** to ask a question



Or you may type a question by clicking the **Q&A** icon

*Don't hesitate to ask a question at any time  
during the presentation of the remaining slides*

# Resources

- [OARS + Model for Motivational Interviewing | HQIN](#)
- [The Effective Physician Motivational Interviewing Demonstration Video](#)
- [The Ineffective Physician: Non-Motivational Approach Video](#)
- [Pause for Prevention Module 8: Caring for Yourself During an Infectious Disease Outbreak or Pandemic | HQIN](#)
- [Workplace Vaccination Program | CDC](#)
- [Clinical Care Considerations for COVID-19 Vaccination | CDC](#)



# Resources, continued

- [Entrance Conference Worksheet for COVID vaccine | LeadingAge MN](#)
- [Infection Prevention, Control & Immunizations | CMS-20054](#)
- [Interim Final Rule - COVID-19 Vaccine Immunization Requirements for Residents and Staff \(QSO-21-19-NH\) | CMS](#)
- [Interim Final Rule \(IFC\) - CMS-3401-IFC, Additional Policy and Regulatory Revisions in Response to the COVID-19 Public Health Emergency related to Long-Term Care \(LTC\) Facility Testing Requirements \(QSO-20-38 NH REVISED\) | CMS](#)
- [Nursing Home Visitation – COVID-19 \(QSO-20-39-NH REVISED\) | CMS](#)



# Resources, continued

- [Long-Term Care and Skilled Nursing Facility Attachment A \(QSO-22-07 ALL\) | CMS](#)
- [Long Term Care Survey Process \(LTCSP\) Procedure Guide Procedure Guide | CMS](#)
- [COVID-19 Focused Infection Control Survey Tool for Acute and Continuing Care Providers and Suppliers \(QSO-21-08-NLTC REVISED\) | CMS](#)
- [Nursing Home COVID-19 Vaccination Booster Action Plan and Resources | HQIN](#)
- [Vaccination Clinic Administration Process Guide | HQIN](#)



# **Next Session: Trauma-Informed Care**

**Tuesday, October 11, 2022  
2:00 p.m. EST | 1:00 p.m. CST**





# FOR MORE INFORMATION

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From HQIN:

To all essential care giving teams  
supporting residents and families,

*Thank you for attending*