

Imagine You®

Imagine You: Tools to Reach Personal Health Goals

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Mission: Imagine You educates and supports our partners in the Northern California healthcare and social services sectors to empower their staff and clients in forging their own wellbeing.

Current Challenges in Healthcare:

- Using the diagnosis as the focus of care is not person-centered
- Providers have limited time, and still value and need engaged patients, shared decision making, and time to convey facts about the diagnosis, treatment options, risks
- A power differential informs many/most clinical encounters

Imagine You Model:

Imagine You's current training modules include Asking "What Matters Most", Creating an Image of Wellbeing, and Using Small Steps to form health habits. Imagine You has trained staff in a variety of organizations including:

- Staff in Community Health Clinics, Community Health Workers, Patient Advocates
- Educators in Parenting programs
- Case Managers and Crisis Counselors in Disaster Support organizations

Participants have reported:

- *"Every morning when I leave my house, while I drive, I think about my image and I visualize how to accomplish my goal."*
- *"When I am stressed and tired, I close my eyes and picture my image."*

Methods and Outcomes:

Training sessions ranged from 1 to 8 hrs. Feedback was gathered using quantitative and qualitative tools, including surveys, focus groups, phone interviews.

Parents in a Spanish Language Parenting class

- 97% reported creating the Image of Health made a positive difference in their lives
- 93% made progress toward their goal(s)
- 93% of staff trainees report they would recommend the training to their peers

Disaster Case Counselors and Case Managers

- 92% reported they would likely use the tools from the workshop in their work
- 95% would recommend the training to their peers

Community Clinic Staff - MD, RNs, MAs, Admin

- 75% of trained clinic staff continue to use Imagine You tools 18 months after training

Conclusions: The Imagine You process offers viable tools to engage patients/clients. Trained staff use, value, and recommend the tools. Each organization adapts the tools to their needs. Patients know, deeply, what matters to them. They have rarely, if ever, been asked.