**Abstract title**

Applying motivation theory to diabetes management for improved individualised care

**Aim**

In 2004, Professor H.M. Kehr of UC Berkeley published the ‘Compensatory Model’ which provides an evidence-based framework for aligning workplace outcomes to individual motivations and skills.

Previous studies considering the dynamic between the health care professional (HCP) and the person with diabetes (PWD) have focused on self-determination theory and had limited clinical success. Therefore, we propose an alternative approach using Kehr’s model.

The model can be applied to optimise diabetes management and gives an insight into the individual’s desires and capabilities. The model incorporates concepts such as volition (willpower), implicit/explicit motives, and burnout and gives guidance for motivational interventions to align the individual to desired outcomes.

**Methods**

While intrinsic motivation has been considered before, this is the first time a comprehensive, proven corporate motivational model has been considered. Studies reviewing feedback from ‘Patient Experts’ inform us of the factors a model needs to consider to be relevant. Our proposed model addresses these factors.  
  
The model helps HCPs understand the PWD and their motives (heart), goals (head), and skills (hands) and determine which management strategies to use when there is misalignment between the desired management plan and the person’s needs and skills.

Periodic follow-up ensures continued alignment and the opportunity to intervene if required.

**Results**

The result is a framework for discussion between the HCP and PWD, allowing an understanding of the individual’s goals and circumstances, and viable clinical management options, while reducing stress, the need for willpower, and the risk of burnout.

**Conclusion**

With a proven motivational framework, discussions between HCPs and PWDs can be focussed on outcomes with a maximum chance of success, aligning the management approach with the individual.

The next steps are to translate the model into the context of diabetes management and assess its effectiveness of bringing together the health care professional and the person with diabetes.