

Health Coaching!



A Fresh, New Approach that
Enhances Patient-Self Management &
Improves Outcomes!

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Why is the Demand for Health Coaching skyrocketing?

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It Improves Outcomes!

Am Family Physician

- Greater reduction: body mass
- ↓ dietary fat intake
- ↑ dietary fiber intake

Mayo Clinic study

- 64% ↑ exercise
- 38% maintained wgt loss
- 61% ↑ healthy eating
- 62% ↑ confidence to manage stress
- 42% quit smoking at 6mo;
- 37% at 12 mo

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Who manages 95-99% of chronic condition care?

Nurses?
Physicians?
Payers?

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The patient!



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Patient Self-Management

“ People who self-manage their chronic diseases can prevent or delay disability, even in HTN, CAD, and arthritis”.

Source: Agency for Healthcare Research and Quality, 2002.

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How well is the patient managing himself today?

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Non-compliance



- 10% of all hosp admits
- 14.5% of all ER visits
- Medication non-compliance- billions/yr
- Med use- 50% take as prescribed
- Med use- 50% never start their regimen
- 30-60% of pts do not follow tx plans as ordered.

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If patients are this non-compliant, why is this so?

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Why do People resist Health Behavior Change?

- Their values don't support it
- They don't think it's important
- They don't think they can
- They haven't worked thru ambivalence
- They aren't ready for it
- They don't have good support or a plan

Butterworth, S. Oregon Health & Science University

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Traditional Patient Teaching

"Do these things...."



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What things?

- Medications and med mgt
- Adverse S/S
- Home Exercise program
- Meal planning
- Nutrition
- Community Resources

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And if you don't "Do these things"

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But what about the Patient's Agenda?

Univ of Iowa study

- Those involved in decisions were more likely to follow tx plan

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What's important to the patient?

- Beliefs (plan or med will/won't work/denial)
- Values
- Fears (of becoming addicted/ or reactions)
- Personal schedule (hindrances)
- Affordability
- Morals

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We say we're patient-centered, but.....

Are we, in reality?

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How do we make the transition from our agenda to the patient's?

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Partner as a Health Coach to enhance Patient Self Mgt and to improve Pt Outcomes!

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Partnering and Patient Self-Management Support

Includes:

1. Engaging the patient (his agenda)
2. Collaborative decision-making
3. Patient Education
4. Outcome quality measures

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Health Coaching!



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Myth:

Patient education = self management

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What is Health Coaching?

Interactive Strategies and Techniques that:

1. Entreats us to LISTEN more than talk
2. Uses only the Patient's Goals
3. Guides SAFE goal-setting
4. Guides Patient Self-Discovery
5. Elicits Change Talk

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History of Health Coaching



Its use began in Psychiatry in the treatment of addicted persons in the early 90s.

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Premise of Health Coaching

- Health Behavior Change comes from the Patient
- All patients have values, beliefs, and priorities about how to manage their health.

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Premise of Health Coaching

Coaching provides motivation, encouragement and health teaching in a supportive atmosphere.

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Focus of Health Coaching

- The coachee, not the material taught
- The goal(s) of the coachee, not the coach
- Coachee's self-discovery of ambivalence or resistance to change

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A New Language....

- 1. Coaching
- 2. Ambivalence to change
- 3. Self-Discovery
- 4. Active Listening
- 5. "Change Talk"

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A Paradigm Shift for Us!



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Traditional vs. Health Coaching



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Example

Patient: "There's no way I can give myself a shot".

Health Professional's Response:

Traditional

"No problem, we'll take care of this for you".
"You're nervous now, but you'll do fine."

vrs.

Health Coaching

"What causes you to feel this way"?

"Tell me if you've had a bad experience before. Please explain."

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Patient Self-Discovery



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Tools of Health Coaching

- Active Listening
- Adult Learning Styles
- Self assessment of Coaching Style
- Stages of Change
- Safe Goal Setting
- Other Strategies and Techniques, unique to health coaching

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Health Coaching Interventions

- Identify what's important to the patient
- Assist patient to set realistic goals
- Identify support systems
- Remove/minimize obstacles to progress
- Guide self-discovery of ambivalence to health behavior change
- Hold "coachee" accountable

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Top 5 Characteristics of Health Coach

What are these?

They are:

- Excellent Listener- 85%
- Coachee-centered 44%
- Non-judgmental 38%
- Knowledgeable 26%
- Insightful 24%

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Health Coaching: How does this Start?



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Health Coaching starts with giving people your presence.....

not your expert advice!

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This means LISTENING!



... Active Listening


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Two Health Coaching Strategies & Techniques

1. Eight Powerful Coaching Questions
2. OARS Technique


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Eight Powerful Coaching Questions

What do these questions help you accomplish?


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Eight Powerful Coaching Questions

- Allows you to engage the coachee in “change talk” and to establish a game plan
- *Questions* are designed to help guide the coachee to set a reasonable goal and to address ambivalence to change
- Each subsequent question enables you to delve deeper.

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Eight Powerful Coaching Questions

1. What do you want to achieve related to your health?
2. What will achieving this goal do for you?
3. How will you know when you have reached it?
4. How will others know when you have reached it?

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Eight Powerful Coaching Questions

5. What stops you from having reached it already?
6. How will your desired outcome affect other areas of your life, health and wellness?
7. What additional resources do you need in order to achieve this goal?
8. How are you going to get there?

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Health Coaching Technique #2

OARS Technique

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Acronym of OARS

- **Open-ended Questions**
- **Affirmation**
- **Reflective listening**
- **Summary**

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1. Open-ended Questions

- What is the most important thing related to your health that we could do to assist you?
- How do you feel about your progress?
- What do you think is hindering you most? Why?
- How would you rate your progress?

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2. Affirm Coachee Strengths

- Talking frankly with your son about your feelings seems a prudent thing to do.
- I trust that you've worked very hard to...
- I know this has been difficult for you....



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3. Reflective Listening

- From your comment, I gather that you're not too happy about...
- It sounds as if you...
- So you became short of breath while making the beds this morning?



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4. Summarizing



- Today we discussed your anxiety about the time of your son's visits and how this affects your sleep and rest.
- You decided to talk to him about this on Sunday when he comes over again.

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Integrating Patient Educ into Health Coaching

- **Foundation of EBP/physician parameters**
- **Realistic goal-setting**
- **Patient/coachee safety**

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Measuring Health Coach Outcomes

Outcomes help demonstrate the value of your efforts, (the end-results) and what is being accomplished by the individual(s) you coach.

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Sample Health Outcomes

Percent of coachees who:

1. Are re-hospitalized for exacerbation of present chronic condition
2. Lose weight (of a certain number of pounds)
3. Maintain their targeted weight over a certain period of time
4. Exercise at least 30 minutes most days of the week

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Why is Health Coaching so Successful?

“It is the truth we ourselves speak rather than the treatment we receive that heals us”.

O. Hobart Mowrer, 1966

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How can I become a
Certified Health Coach?

www.nshcoa.com



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