

# **Health Coaching!**

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

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## Patient Self-Management

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

Source: Agency for Healthcare Research and Quality, 2002.

Why is the demand for health coaching skyrocketing?

Who manages 95-99% of chronic condition care?

How well is the patient managing himself today?

If patients are this noncompliant, why is this so?

### **Traditional Patient Teaching**

“Do these things....”

### **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

### **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

We say we're patient-centered, but are we, in reality?

Partnering and Patient Self-Management Support

**Health Coaching includes:**

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

**What is Health Coaching?**

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
- Premise of Health Coaching

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

**A New Language....**

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

**Focus of Health Coaching**

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

**Traditional vs. Health Coaching**

"Do these things . . ." vs. "What is the greatest concern you have?"

## **Tools of Health Coaching**

Active Listening

Adult Learning Styles

Self assessment of Coaching Style

Self assessment of Coaching Style

Stages of Change

Safe Goal Setting

Other Strategies and Techniques, unique to health coaching

Patient Self-Discovery

## **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

Health Coaching starts with giving people your presence, not your expert advice!

This means LISTENING!

## **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?

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?

## **OARS Technique**

Acronym of OARS

Open-ended Questions

Affirmation of strengths

Reflective listening

Summary

## 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.

Integrating patient education into health coaching

### 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

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

How can I become a Certified Health Coach?

[www.nshcoa.com](http://www.nshcoa.com)

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