

How to Adopt a Coach Approach

Two Pathways of Self-Care: For Practitioners and For the Underserved

2019 Integrative Medicine For the Underserved 2019

Meg Jordan, PhD, RN, NBC-HWC, ACC

Sarah DeVincenzi, MA, RN, NBC-HWC, BC-NC, BC-CCN

Disclosures. (Meg Jordan)

- Prof, Chair, California Institute of Integral Studies,
- Author, *How to Be A Health Coach*
- Faculty, Arizona Center for Integrative Medicine, Integrative Health Coaching program
- Faculty, Institute of Functional Medicine Coaching Academy
- Consultant, International Health Coach University
- Consultant, Adventist Health, Human Performance Coaching
- Emeritus Board member, National Board of Health & Wellness Coaching

Objectives for Part 1 and 2

- Identify how Integrative Health Coaching is a useful strategy for both the underserved and for health care providers
- Describe the impact between care provider and client on the client's health outcomes
- Experience the coach approach and brainstorm coaching statements for various scenarios with the group.

What we'll cover now...



What is health and wellness coaching (HWC)? What is a coach approach?



How can it benefit underserved populations?

Where is it most useful?

* How has it taken a giant leap forward in the last few years?



How you can access support and professional coaches in the field?

Experiment yourself

Part I: Coaching the Underserved and Homeless

2019 Integrative Medicine for the Underserved

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Prof., Chair, Integrative Health Studies,

California Institute of Integral Studies



First...Acknowledge and Thank

- Aetna Foundation Grant
- Kaiser Permanente Researchers
- Mercy Housing and Catholic Charities, San Francisco
- National Board for Health & Wellness Coaching
- 36 Street-dwelling and insecurely housed adults

Perfect Storm of Contributing Factors

- Untreated Chronic Illness
- Social Isolation & Loneliness
- Perceived Lack of Access to Care and Treatment
- Uneven Results Behavior Change with traditional educating methods



Two-Phase Project



Two Phases

2012-2014

1. ETHNOGRAPHIC Research shared at IM4US in 2014
2. What is the lived experience of underserved/marginalized individuals as they encountered coaching models?
3. CASE REPORTS (n 12)
“To what degree did health coaching affect your behavior or your decision making?”

2014-2019

- FOLLOW-UP OBSERVATIONAL STUDY
- 1. Has health coaching entered the health arenas that were recommended in the first report? (access, point of contact)
- 2. Where has health coaching addressed social injustice and health inequities?
- 3. What happened to past coaches?

Question #1: Has health coaching entered recommended point of contact areas?

NOT REALLY



WHERE DID IT PROGRESS?

- ❑ DIGITAL PLATFORMS
- ❑ HOSPITAL NETWORKS
- ❑ CLINICS
- ❑ ONE MEDICAL
- ❑ SOME COMMUNITY CENTERS
- ❑ COMMUNITY COLLEGES
- ❑ UNIVERSITY WELLNESS PROGRAMS

Findings from Phase 2

- Bring coaching to proven and trusted nonprofit organizations
- Coaches no longer able to connect on regular basis with street-dwelling adults
- Much more transient, no consistent communication
- Housing remains a first priority before health challenges are addressed with coaching





Project Homeless Connect
Project 20

Get community service hours

Friday, June 7th

Meet at the Bay View
Opera House
4705 3rd Street, SF

7:00 am to 11:00 am

Make sure to arrive
by 7:00 am in front
of the Opera
House

Help set up

Please make
sure to sign in
and sign out
with a Project 20
representative to
receive your
community service
hours

T- Shirt will be provided

contact | contact@sfpreftrial.org | 415.626.4995





Mike Kepka / The Chronicle



Isolation, Loneliness and Mortality Risk

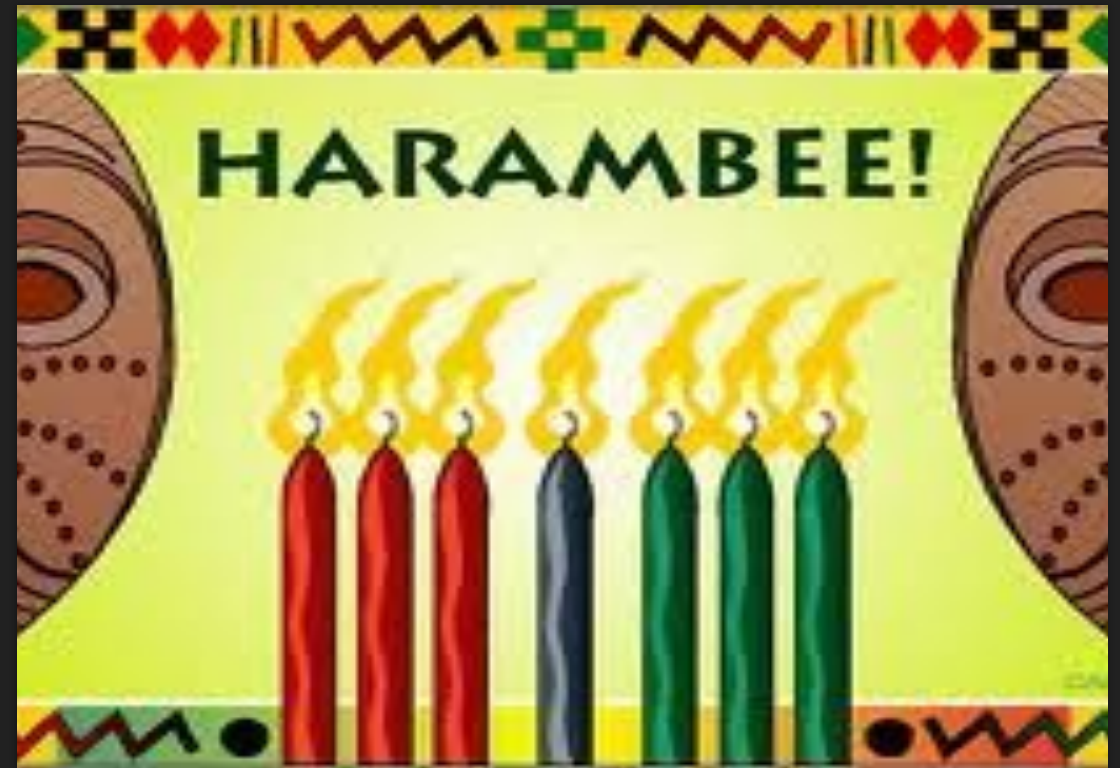
- Populations-based research on mortality risk – last 20 years
- Social-environmental exposures
- Multiple behavioral problems
- Physiologic dysfunction
- Unfulfilling and troubled relationships
- Relocation/significant separations
- Social marginality
- Developmental deficits

□ Source: Soc Sci Med. 2012

Social Belonging

- “There is now a substantial body of evidence that indicates that the extent to which social relationships are strong and supportive is related to the health of individuals who live within such social contexts.”

- Psychosomatic Medicine. (1995). (57)3:256-254,
- Walton, G. & Cohen, G.L. (2011)



Primary task of coaching partnerships

- To break the social isolation and loneliness that has been reported by homeless individuals in previous studies and discovered in the ethnographic research.



Coaching = non-clinical approach to asking
“How can you be supported to do what is good for
you?”



Social Determinants of Health

Psycho-emotional determinants

Findings “Worth the Effort” survey

- Excuses: no time, inconvenient, too busy
- Gave way to “It’s not worth the effort”
- Gave way to I’m not worth it.
- Source: (“Worth the Effort” study/Jordan 2000, n- 1299, 60% female, ages 25-55)

It's a matter of trust.

Percentage of US residents with confidence in medical leaders

□ 1966 73%

□ 2012 34%

□ 2017 18%

Why are Health Coaches Needed?

- Current models for getting people to improve health are not working
 - Epidemic of obesity and diabetes
 - Chronic disease requires lifestyle changes
 - Addiction: fat, salt, sugar
- Greater ambivalence from high-jacked motivation centers
- Need to “rewire brain” in order to change unhealthy habits – neuroscience of health behavior change requires more supportive alliances and behavioral change models
- Help people achieve intrinsic motivation and see behavior change as “gifts” not “chores”
- Serve as a communication bridge with medical providers to assist their patients facing chronic health conditions, to improve wellness
- Turnaround health care crisis; 7/10 hospitalizations are lifestyle-related chronic disease -- all requires healthy lifestyle improvement

What is coaching?

- A brief quiz. Test your C.I. (coaching intelligence)

Is it a talk with a best friend?



Is it a talk with a professional cheerleader?



Is it convincing someone to do what you know is best?



Is it pushing someone towards the goal?



Transformative Experiences



A coach is more of a guide, less of a teacher

1

Facilitates exploration and self-learning and client's agenda

2

Partners with client to co-create a plan of action based on values, interests
Identify strengths to overcome obstacles

3

Evaluate progress
Celebrate successes

....But then a coach also knows when to share information



- Assess readiness, Transtheoretical Model (Stages of Change)
- Know when to share information
- Elicit – Provide – Elicit
- Motivational interviewing
- Self-Determination Theory
- Self-Efficacy
- Growth Mindset
- Multiple dimensions of Wellbeing

Aligned Definitions

Integrative Medicine

- Personalized
- Systems-oriented, holistic
- Partners with patients for empowered decision-making
- Collaborates with multi-modalities
- Addresses the underlying causes of disease or illness

Health and Wellness Coaching

- “Health and Wellness Coaches partner with clients seeking self-directed, lasting changes, aligned with their values, which promote health and wellness and, thereby, enhance well-being.
- In the course of their work health and wellness coaches display unconditional positive regard for their clients and a belief in their capacity for change, and honoring that each client is an expert on his or her life, while ensuring that all interactions are respectful and non-judgmental.” (NBHWC)

What is the importance of health coaching for behavior change and lifestyle improvement?

Compendium of the Health and Wellness Coaching Literature

Abstract: Health and wellness coaching (HWC) for lifestyle behavior change is emerging as a practice, role, and profession, in diverse health care, employee wellness, and community settings. Health care professionals apply HWC as a behavior change methodology for the prevention and treatment of diabetes, hypertension, hyperlipidemia, heart disease, cancer, and other chronic disorders. The purpose of this systematic review

The resulting HWC compendium organizes and describes the quantity and quality of available literature for the use and benefit of HWC practitioners and researchers.

Keywords: behavior change; chronic disease management; risk factor management; lifestyle medicine; health behaviors; cancer; diabetes; heart disease; hypertension; obesity; wellness

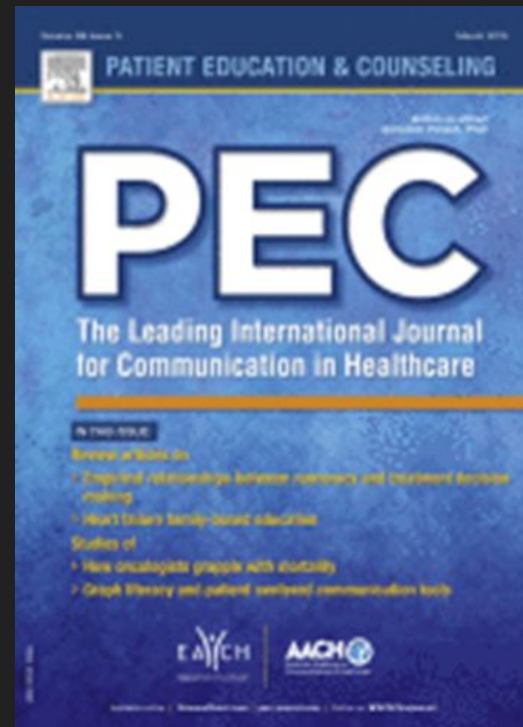
HWC research is not easily evaluated.² Developing a comprehensive compendium of literature, while examining related strengths and weaknesses, represents an important step in the evolution of the HWC profession. Such a unifying body of information can assist HWC practitioners in their work and encourage researchers to frame relevant HWC study questions.

For a HWC compendium to be developed, a common definition of

Quality

- It took ten years for the first 15 randomized controlled studies to emerge.
- More than doubled in the past three years.

Kivela et al. The effects of health coaching on adult patients with chronic diseases. Patient Education & Counseling 97(2), 147-157, 2014.



Web- and telephonic health care coaching from managed care companies

- 67% of participants report greater self-awareness
 - 62% of participants report better goal-setting
 - 57% of participants report lower stress levels
 - 52% of participants report greater self-confidence
-
- (Source: Beacon Health Options research as national provider of EAP, Work/Life and Health and Wellness coaching within managed habriool health care employer plans)

Cost-Effectiveness of Health Coaching

An Integrative Review

Rachel Hale, BSN, RN, and Jeannie Giese, DNP, FNP-BC, PPCNP-BC

ABSTRACT

Purpose/Objectives: The purpose of this review was to evaluate published literature to distinguish how health coaching influences the cost of chronic disease management in insured adults with chronic conditions.

Primary Practice Setting: An integrated literature review was conducted. MEDLINE, Business Source Complete, and OneSearch were searched for the years 2001–2016 utilizing the following key words: *health coaching, health coaching AND insurance companies, health coaching AND cost, health coaching AND health insurance, and health coaching AND insurance cost*. A total of 67 articles met inclusion criteria and were assessed for applicability. Of those, 27 articles were found to be relevant to the research question. The practice settings of these articles are mostly primary care and wellness programs.

Findings/Conclusions: Throughout the literature, health coaching has been found effective in chronic disease management such as hypertension, diabetes, and hyperlipidemia. Studies evaluating the cost-effectiveness of health coaching are limited. The current literature does not clearly demonstrate that health coaching lowers expenditures and patient copayments in the short term but projects future savings.

**What is the current status of health
and wellness coaching?**

NBHWC

National Board for Health & Wellness Coaching

- 2500 National Board Certified Health & Wellness Coaches in past 3 years
- Published National Standards
- New CPT Codes expected to be released in 2020 specific to health coaching for NBC-HWC.
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Let's try out some coaching

Coaching Process. (Simplified)

- Build Trust & rapport
- Active listening and presence
- Solutions come from the client
- Reflect, reframe
- Use MI techniques (roll with resistance, reflect on discrepancies, maintain client autonomy)
- Increase positive psychological resources
- Identify small action step; inquire about accountability and tracking progress

How does the coach respond to Lydia?



55 y/o Hispanic female / new dx: Type 2 DM
HgA1C 12%

- “I can’t stand thinking I have to change my diet and I hate exercise. I make all the food when my family goes fishing, and I go along for the ride. I’m not about to change my life at this point. “

What can a coach say to Fred?



- 77 y/o divorced, isolated from family suddenly, alcoholic use disorder
- "I've messed up my life, and I don't know where to start. I guess I'm losing my marbles now. Not sure there's any hope for me."z
- Newly dx: Mild Cognitive Impairment, memory loss advancing quickly
- Rx: social interaction, exercise, ketogenic diet, intermittent fasting, substance use treatment protocol

Thank you.

Excellent coaches listen more than they talk, ask powerful questions, and help people come up with the best solutions that already reside within.

Part II: Coaching Health Practitioners in Large Organizations

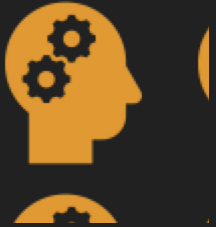
2019 Integrative Medicine for the Underserved
Sarah DeVincenzi, MA, RN, NBC-HWC, BC-NC
CN IV, ICU



Disclosures. (Sarah DeVincenzi)

- Owner, Healthy Connections Coaching LLC
- Supervisor, International Nurse Coach Association
- Clinical Nurse IV, Stanford Hospital and Clinics
- Co-author, *Integrative Health Coaching, A Resource Guide*

A focus on...



Why do healthcare providers need wellness coaching?



How can it benefit the patient populations they take care of?



**What might that look like?
Inquiries and insights.**

RN State of Health

ANA  ENTERPRISE

Nurses are **less healthy**, on average,
than the American public:



30% less nutritious diet



5% higher BMI



10% less sleep

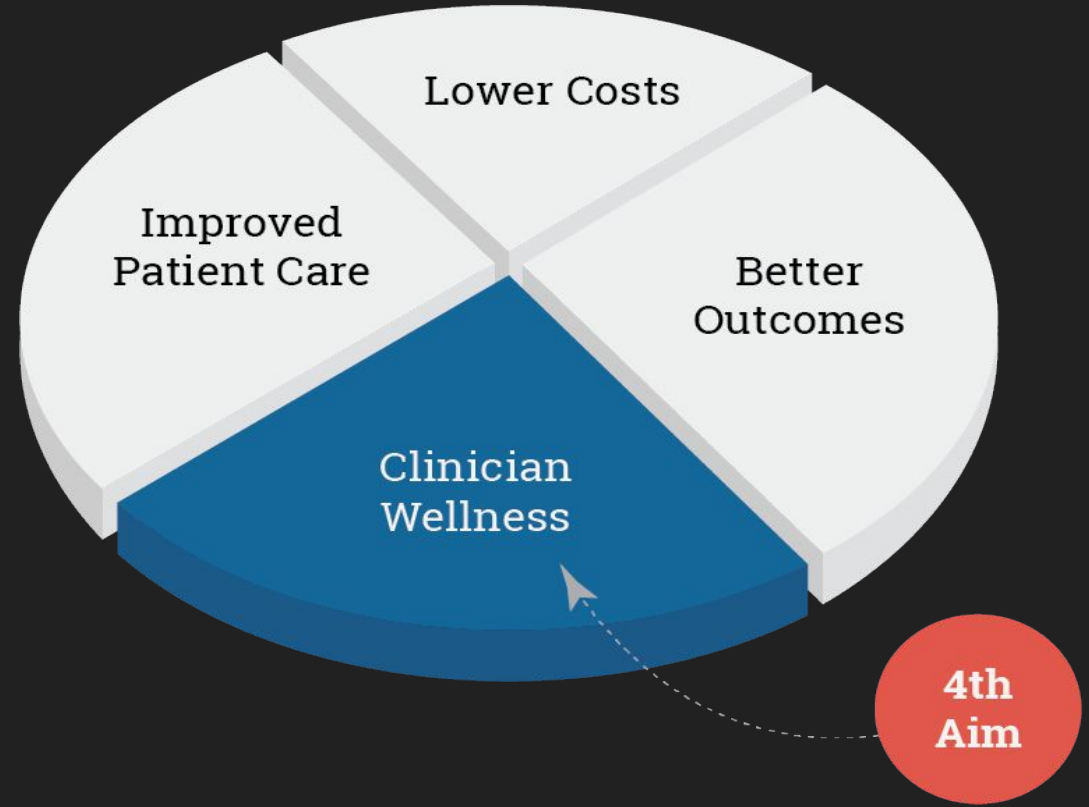


2.8 x more stress

Together, we can improve the health and wellness of
America's nurses and in turn create a healthier nation.

Source: American Nurses Association, 2017

The Quadruple Aim



Resilience and Retention Survey

- 1.) Are you personally interested in expanding your self development, self care, or resiliency?
- 2.) Are you interested in attending a CE conference that fosters: Healthy Nurses, Self Care and Development, Healing, Communication Skills, and Teamwork/Community?
- 3.) Improving our workplace wellness can be assisted by many parties... do you have any thoughts/suggestions on how you, your peers, management, and ancillary staff can improve our resiliency and retention?
- 4.) Do you have any ideas on how to sustain these goals/practices so that they become a part of our unit culture?

Recommendations Reframed as Success Factors

- Leadership support, commitment, and accountability for wellness
- Infrastructure and resources to support wellness
- Regular measurement of wellness/ professional fulfillment
- Recognition and appreciation
- Fairness and inclusiveness
- Transparency and values alignment
- Improved communication
- Teamwork models of practice
- Designing roles to practice at top of licensure
- Self-care assessment and support systems
- Safety net systems for crisis interventions
- Worksite evidence-based health promotion
- Encouragement of peer support
- Financial management counseling
- Life-needs support mechanisms (e.g. child and elder care, after hours meals etc.)

How might a coach start a conversation with Jaime

...?



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