

Health Coach Certification for Health Care Practitioners

Sanford “Sandy” Bates, M.S.

Course Objectives

- Identify issues and conditions affecting the client's optimal health and wellness.
- Recommend strategies and develop a Health Improvement Plan for the client to achieve optimum health through physical activity, nutrition, stress management, disease prevention, and healthy lifestyle habits.
- Understand the role of the Health Coach as part of the interdisciplinary health care team.

Course Objectives cont.

- Use evidence-based health practices to help the client attain optimal health and wellness.
- List tools and strategies used by the Health Coach.
- Successfully pass the United States Health Foundation “Certified Health Coach” certification exam. (optional)

Introduction

- How many of you feel there is something more you could be doing to improve your health?
- If you are like me, you are very good at telling patients what to do!
- Is it possible you say too much?
- Is it possible you tell patients information that is not important to them?
- Is it possible you tell patients information they have no confidence in doing?

Introduction cont.

- Two words to never use!
- EXERCISE
- DIET

Introduction cont.

- PHYSICAL ACTIVITY
- NUTRITION

Introduction cont.

- My Goals for This Course
 - Learn something for your patients
 - Learn something for yourself
 - Pass the “optional” Health Coach Certification exam

Introduction cont.

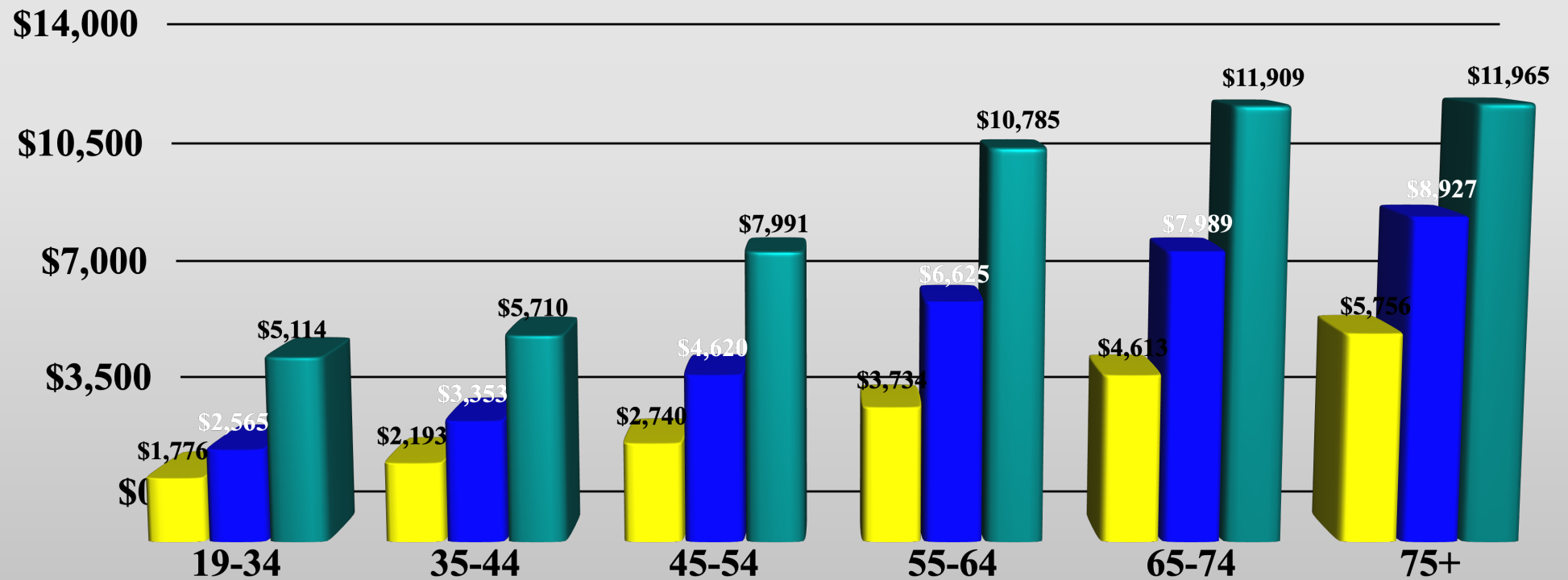
- Practical application
- Client is overweight, sedentary and smokes cigarettes.
- What do you have them work on first?

Chapter 1: Overview of Evidence-Based Health Coaching

- Baby Boomers
 - 78 million
- Life Expectancy
 - Female = 79
 - Male = 73
- Healthcare Costs
 - 4.5 Trillion Dollars
 - \$13,500 per person/per year
 - Two thirds to three quarters related to daily behaviors and lifestyle

Chapter 1 cont.

Cost by age and risk level



Chapter 1 cont.

- Medical Model
- Wellness Model
- Health Coaching Defined
 - Health Coaching is a relationship between the client and the coach with the objective of assisting the client with achieving his or her personal health and wellness goals.

Chapter 1 cont.

- Behavior change science studies suggest that it will take six months to become a part of and maintain his or her healthy lifestyle.
- The goal of the Health Coach is to make the client self-sufficient in making necessary changes in his or her lifestyle.

Chapter 1 cont.

- WHO
 - 80% of Heart Disease, stroke and type 2 diabetes
 - 40% of cancer

Chapter 1 cont.

- Johns Hopkins Study
 - Number 3 leading cause of death in US is medical errors
 - 1 out of 3 medications prescribed needlessly
 - Medical errors may be killing off patients faster than the chronic disease itself

Chapter 1 cont.

- Motivational Interviewing
 - Is the only technique to have been fully described and consistently demonstrated as causally and independently associated with positive behavioral outcomes.

Chapter 1 cont.

- Coaching-based approaches have value in that they put the focus squarely on the patient and his or her goals.
- This is clearly an improvement over the patient education-oriented approaches that have historically been used in health care.
- It is essential that health coaching be based on a formal, structured practice model.

Chapter 2: Effective Communication

- The importance of developing and using good communication skills is the difference between *advising* your client versus *coaching* your client.
- When communicating with your client, the focus should stay on the needs, desires and goals of the individual being coached.
- Coaching clients isn't easy when you are in the expert position.

Chapter 2 cont.

- Active Listening
 - Means hearing with the proper understanding of the message that is heard.
 - Knowing the answer barrier causes a listener to pre-judge what the speaker is saying. I call it “listening to talk”.

Charter 2 cont.

- Teaching and Learning Styles
 - Visual - V
 - Aural/Auditory - A
 - Read/ Write - R
 - Kinesthetic - K

Charter 3: Motivational Interviewing (Active Listening Skills)

- Questions are powerful
- Tie downs
- Porcupine Technique
- Open-ended questions

Chapter 3 cont.

- Reflective Listening
 - Repeating back to the client what was just said.
- Parroting
 - Reflecting back just the facts of statement without feelings.
- Decision Balance
 - Weighs the pros and cons of your client's motives and their resistance to change.

Chapter 3 cont.

- Importance Scale
 - Not Important 1 2 3 4 5 6 7 8 9 10 Extremely Important
- Confidence Scale
 - Not at all Confident 1 2 3 4 5 6 7 8 9 10 Extremely Confident
- It's most important that the client starts off with a behavior change that they score 8 or above on each scale.

Chapter 3 cont.

Motivational Interviewing Summary:

- Collaboration (vs. Confrontation)
 - Collaboration builds rapport and facilitates trust.
- Evocation (Drawing Out, Rather Than Imposing Ideas)
 - Motivation to change is much stronger when it comes from within.
- Autonomy (vs. Authority)
 - This empowers the client, but also makes them accountable for the results.

Chapter 4: The Four Steps of Health Coaching

- Step 1 – Health Risk Assessment (HRA)
- Step 2 – Health Risk Review (HRR)
- Step 3 – Health Improvement Plan (HIP)
 - Wellness Vision & SMART Goals
- Step 4 – Follow-Up Coaching

STARTED OF FLOW AMOUNT LIGHT A
YOUR PREGNANCY HISTO
TOTAL NO. OF PREGNANCIES NO. OF LIVE BIRTHS NO. OF MATURES MISCARRIAGES
NO. OF CHILDREN ALIVE AGES OF OLDEST YOUNGEST
Painful Intercourse? ☐ Yes ☐ No
B. MEDICAL HISTORY
Please answer ALL questions by checking "YES"
s No es No Yes
☐ Heart Trouble ☐ Cortisone Medicine ☐
☐ Heart Murmur ☐ Diabetes ☐
☐ Mitral Valve Prolapse ☐ Blood Transfusion ☐
☐ Rheumatic Fever ☐ Ulcers ☐
☐ Heart Surgery ☐ Kidney Trouble ☐
☐ Stroke ☐ Liver Disease ☐
☐ High Blood Pressure ☐ Glandular Disease ☐
☐ Low Blood Pressure ☐ (Thyroid, etc.) ☐
☐ Breast Problem ☐ Hepatitis B (serum) ☐
☐ Abnormal Pap Smear ☐ Yellow Jaundice ☐
☐ Epilepsy or Seizures ☐ Drug Addiction ☐
☐ Cancer ☐ Smoking ☐
☐ Difficulty in Swallowing ☐ Change in Molar Teeth ☐
Medical problem ☐ Yes ☐ No Describe _____
ever had operations? _____
nd _____ care? _____
Medic _____ when regulary _____
C. FAMILY HISTORY:
relative ever had... YES NO Who
Breast ☐ ☐ _____
Uterus ☐ ☐ _____
Ovary ☐ ☐ _____
Diabetes ☐ ☐ _____
Heart Trouble ☐ ☐ _____
High Blood Pressure ☐ ☐ _____
Stroke ☐ ☐ _____
Nephritis ☐ ☐ _____
Asthma ☐ ☐ _____
Lung Disease ☐ ☐ _____
Phlebitis ☐ ☐ _____
Blood Clots ☐ ☐ _____
Hypertension ☐ ☐ _____
Tuberculosis ☐ ☐ _____
Chest Pain ☐ ☐ _____
Shortness of Breath ☐ ☐ _____
Blood in Stool ☐ ☐ _____
Rapid Weight Change ☐ ☐ _____
Bladder Problems ☐ ☐ _____

Chapter 4 cont.

- Step 1 HRA
- Biometrics

Total CHOL

HDL CHOL

Total CHOL /HDL CHOL Ratio

Fasting Blood Sugar (Glucose)

Body Mass Index (BMI)

Resting BP

Chapter 4 cont.

- HRA cont.
- Self Reported Behaviors
 - Physical Activity
 - Tobacco
 - Stress
 - Nutrition
 - Alcohol
- Client's Readiness to Change

Chapter 4 cont.

- Step 2 HRR
- KNOW YOUR NUMBERS
 - Blood Pressure <120/80
 - Cholesterol <200
 - Fasting Glucose <100
 - Body Mass Index <25 >30 = OBESITY

Chapter 4 cont.

- HRR cont.
- The two most important influences on one's health is their Genetics and Lifestyle
- Health Risk Review Consent Form
 - Health Risks Discussed
 - Information is Confidential
 - Not an evaluation by a Physician

Chapter 4 cont.

- STEP 3 HIP
- **“With the information just reviewed, what more do you feel you could be doing to improve your health?”**
- Discover Priority
- Reasons to Change
- Identify Obstacles
- Solutions
- Vision
- Time Frames

Chapter 4 cont.

- HIP cont.
- SMART GOALS
 - Specific
 - Measurable
 - Attainable
 - Realistic/Relevant
 - Timely
- Outcome vs. Behavioral Goals – Long Term vs. Short Term

Chapter 4 Cont.



Wellness Vision & SMART Goals

Name: _____ Date: _____

Interests: With the information just reviewed, what more do you feel you could be doing to improve your health?

Priorities: In which area would you like to work on first?

Benefits: Why is this important to you? How would this make you feel?

Obstacles: Have you tried to improve on this before? What can get in the way of achieving this?

Solutions: What will you do to prevent this from happening again? Would being in a specific program, group class or being accountable to someone else help?

Vision: What will you look and feel like when you reach your goals?

Time: In your estimate, how large is the gap between where you are today and your vision?

SMART Goals: *The goals must be behavior related. i.e. walk 1 mile in 20 mins 3 times this week (weekly goal) or drink two 12oz bottles of water each day (daily goal).*

S = specific M = measurable A = attainable R = realistic T = timely

3 Month Goal: _____

Weekly Goal: *(physical activity related)* _____

Daily Goal: *(nutrition and/or stress management related)* _____

Chapter 4 cont.

- Step 4 Coaching
- Review Goals
- Review Know Your Numbers
- As the client's self-efficacy increases, which will occur as they master experiences, they will become more confident.
- Further sessions should be scheduled weekly for the first month.

Chapter 5: Core Elements of Health Coaching

- LIFESTYLE FACTORS RELATED TO HEALTH INCLUDE:
 - Negative Thinking and Worrying
 - Stress and Tension
 - Nutrition
 - Physical Activity
 - Sleep

Chapter 5 cont.

- Increasing VO₂
- FITT Principle
 - Frequency
 - Intensity
 - Type
 - Time
- Karvonen Formula
 - $220 - 60 (\text{age}) = 160$
 - $160 - 60 (\text{resting heart rate}) = 100$
 - $100 \times .70 = 70$
 - $70 + 60 (\text{resting heart rate}) = 130$ Target HR at 70%



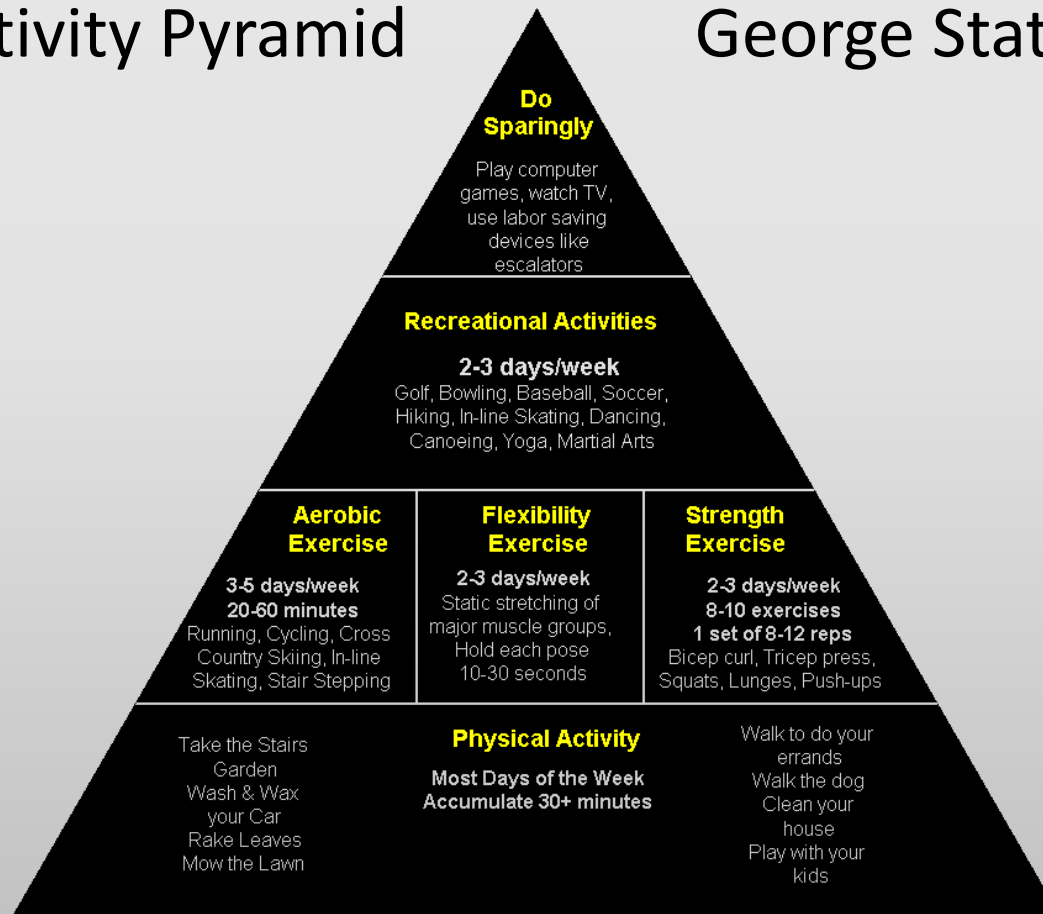
Chapter 5 cont.

- Health Benefits of VO₂ Increases
 - Blood Lipid Profile
 - Blood Pressure
 - Body Composition
 - Increase Insulin Sensitivity
- Health Benefits of Increasing Skeletal Muscle
 - Functional Status
 - Bone Density
 - Insulin Action
 - Energy Metabolism

Chapter 5 cont.

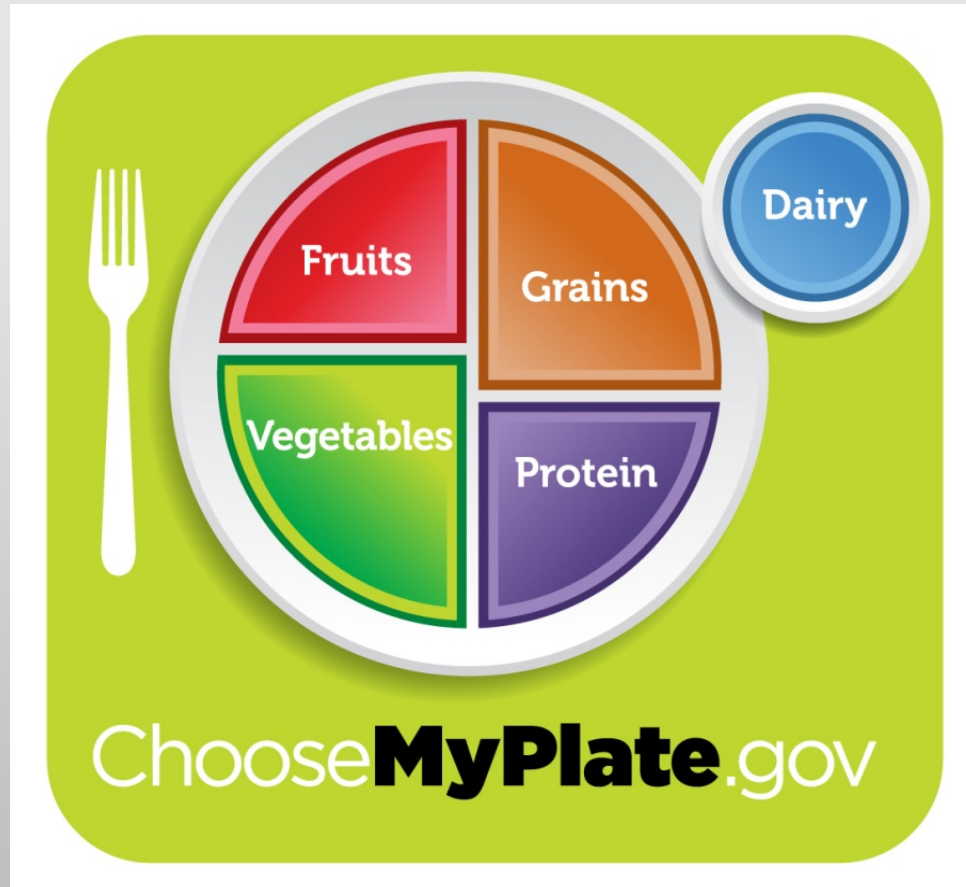
- Physical Activity Pyramid

George State University



Chapter 5 cont.

- Evidence Based Nutritional Counseling



Chapter 5 cont.

- Carbohydrates 45% to 65%
 - Simple
 - Complex
 - Fiber 25 to 30 grams/day
- Fats 20% to 35%
 - Monounsaturated
 - Polyunsaturated
 - Saturated
 - Trans Fat

Chapter 5 cont.

- Protein 10% to 30%
- Vitamins & Minerals
 - Fat Soluble = A,D,E,& K
- Water



Chapter 5 cont.

- Sandy's Nutritional Concepts
 - Non-Caloric Fluid Intake
 - Do Not Go Long Periods of Time Without Refueling
 - Energy Balance
 - Portion Control
 - Mindfulness
 - Sustainability

Chapter 5 cont.

- Stress
 - The body's reaction to stressors
- Stressors
 - Real or Perceived
- Hans Selye – “Father of Stress”
- General Adaptation Syndrome
 - Alarm Reaction Stage
 - Resistance Stage
 - Exhaustion Stage

Chapter 5 cont.

- Stress Management Tools
 - Physical Activity
 - Breathing
 - Imagery/Visualization
 - Prayer/Meditation
 - Bio Feedback
 - Neuromuscular Relaxation
 - Dr. Edmond Jacobson
 - A technique that induces nerve and muscle relaxation by contracting muscles and relaxing them.



Chapter 6: Evidence Based Interventions for Chronic Conditions

- Chronic illness is a **lifestyle issue**. Lifestyle is the cause of chronic illness and lifestyle is the only evidence-based solution for the prevention of, and recovery from, chronic illness.
- Diabetes
 - CDC estimates that obesity and diabetes now cost \$1 billion/day
 - Hemoglobin A1C
- Cardiovascular
 - Proper Nutrition and Physical Activity are two of easiest ways to decrease risks
 - Tobacco

Chapter 6 cont.

- New England Journal of Medicine
- November 13, 2016
- 55,685 Participants
- Genetic & Lifestyle Factors were independently associated with susceptibility to Coronary Artery Disease = High Genetic Risk
- Favorable Lifestyle was associated with nearly 50% lower relative risk of coronary artery disease

Chapter 6 cont.

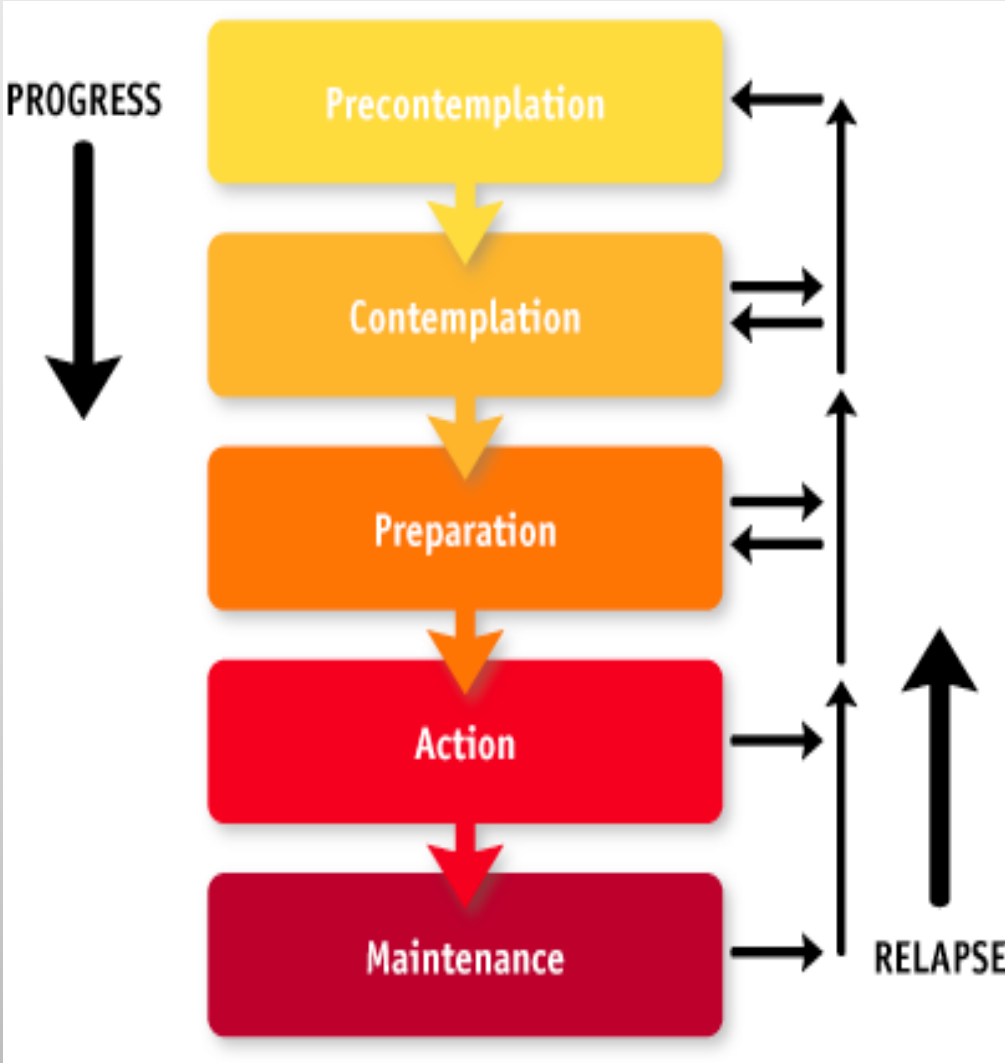
- Cancer
- Orthopedic
- Chronic Pain
 - Psychological Shifts – “Glass half Empty” attitude

Chapter 7: Psychology of Health Coaching

Chapter 7 cont.

- Transtheoretical Model or “Readiness to Change” Model
 - Pre-Contemplation
 - Contemplation
 - Preparation
 - Action
 - Maintenance

Prochaska & DiClemente



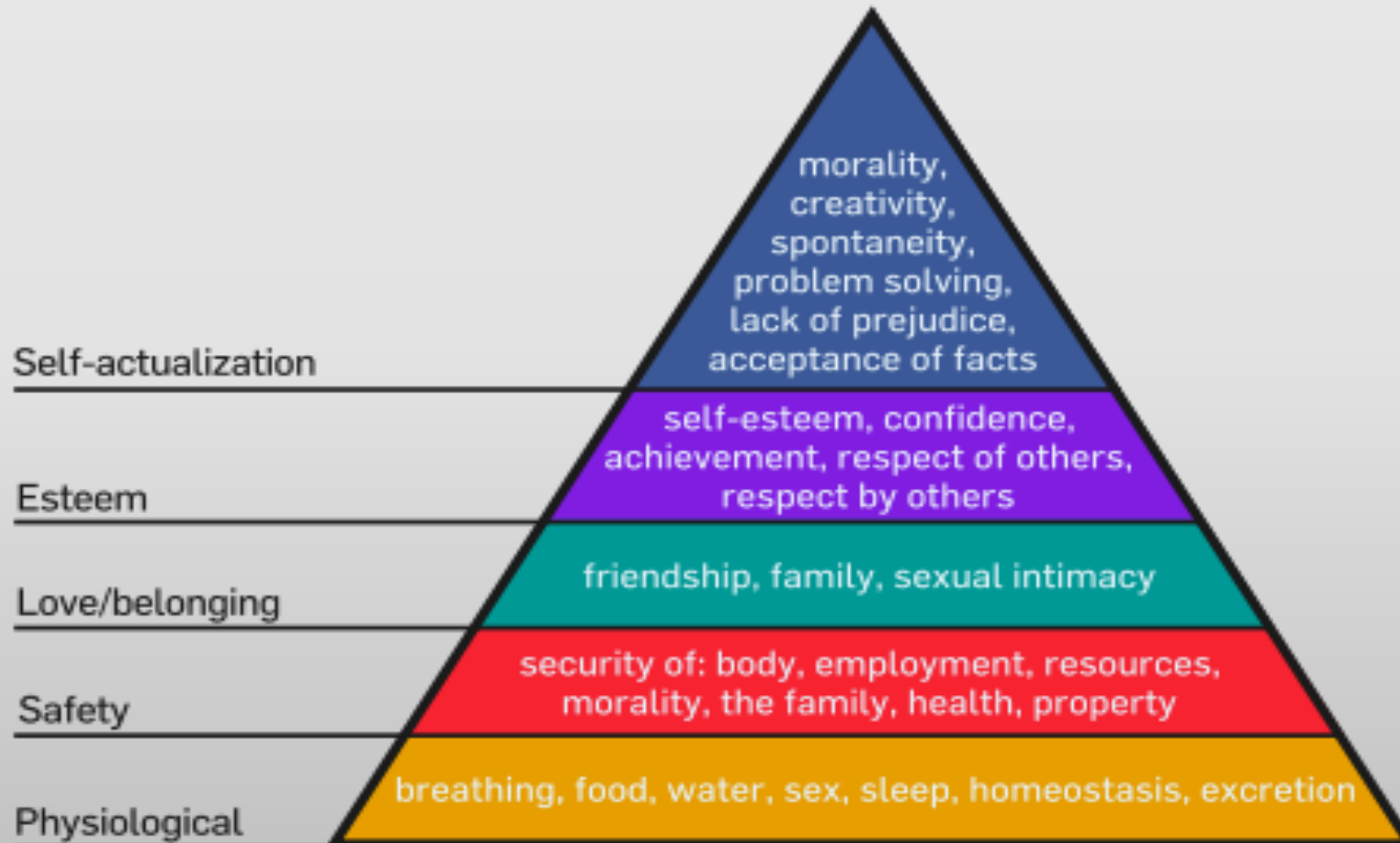
Chapter 7 cont.

- Preparation Stage
 - Great stage to get involved as Health Coach – Client belief system is ready
- Action Stage
 - Client begins working on goals. Most vulnerable to relapse.
- Maintenance Stage
 - Occurs after 6 months

Chapter 7 cont.

- Maslow Hierarchy of Needs:
- Physiological – Air, Water, Food & Sleep
- Safety
- Love & Belonging
- Esteem
- Self-Actualization

Chapter 7 cont.



Chapter 8: The Business of Health Coaching

- Health coaching is becoming more in demand as we move into an age of skyrocketing health care costs.
- When marketing, don't push, pull.
- Best form of marketing is word of mouth!

REQUIRED BY FLORIDA BOARD of PHYSICAL THERAPY PRACTICE

- Accreditation of this course does not necessarily imply the FPTA supports the views of the presenter or the sponsors

Certified Health Coach Exam

- Available on our web site in Login Tab/My Account on top of our home page.
- Certificate mailed upon completion and a passing grade of 80%.
- Good for two years.

Course Evaluation

- Available on our website at Login/My Account on top of our home page.
- Use code 3442 to complete your Evaluation. Please put in your license number, e.g. PT12345
- Must complete to receive your Certificate of Completion.
- We will report to CE Broker for you after the completion of your evaluation.

Sandy's Contact Information

sbates@ushealthfoundation.org

863-370-2727

Thank You and Be Well.

