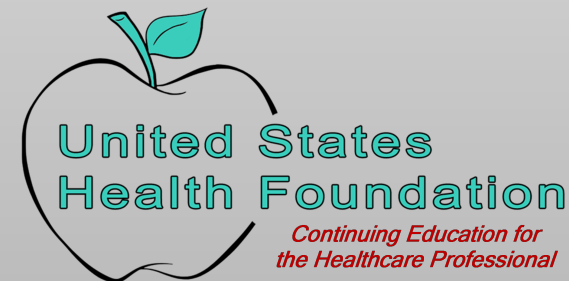


# Health Coach Certification for Health Care Practitioners

Sanford “Sandy” Bates, M.S.

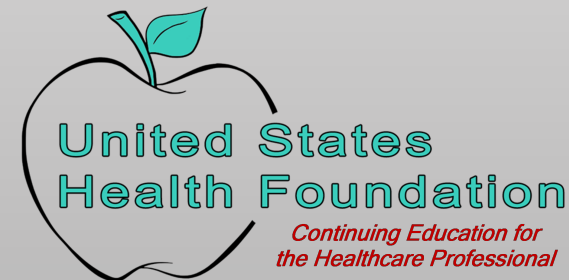
# Course Objectives

- 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 health lifestyle habits.
- Understand the role of the Health Coach as part of the interdisciplinary health care team.



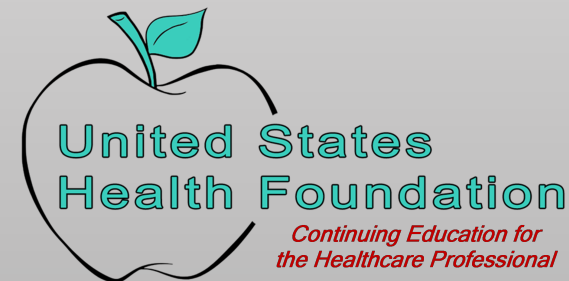
# Course Objectives cont.

- 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)



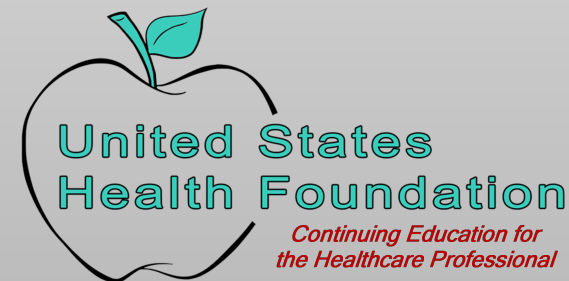
# Introduction

- 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?



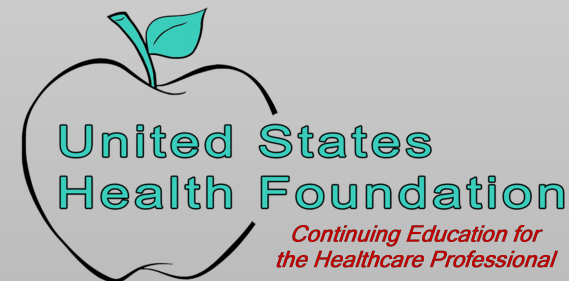
# Introduction cont.

- Two words to never use!
- EXERCISE
- DIET



# Introduction cont.

- PHYSICAL ACTIVITY
- NUTRITION

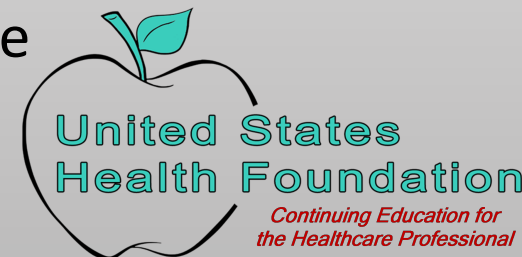


# Introduction cont.

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

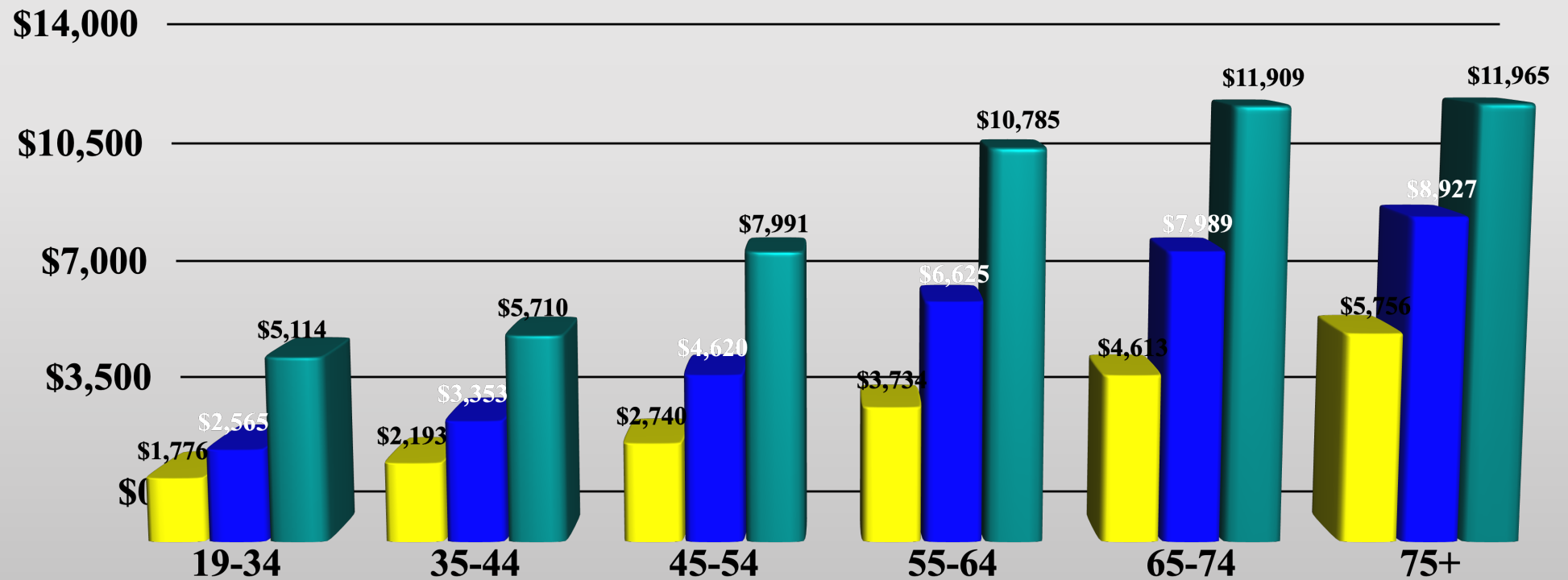
# Chapter 1: Overview of Evidence-Based Health Coaching

- Baby Boomers
  - 78 million
- Life Expectancy
  - Female = 81
  - Male = 76
- Healthcare Costs
  - >3 Trillion Dollars
  - Two thirds to three quarters related to daily behaviors and lifestyle



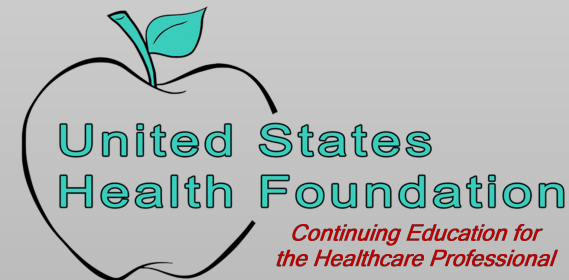
# Chapter 1 cont.

## Cost by age and risk level



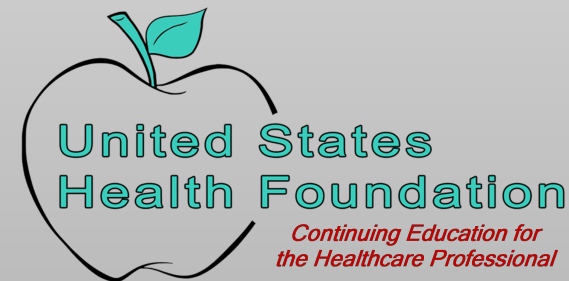
# Chapter 1 cont.

- 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.



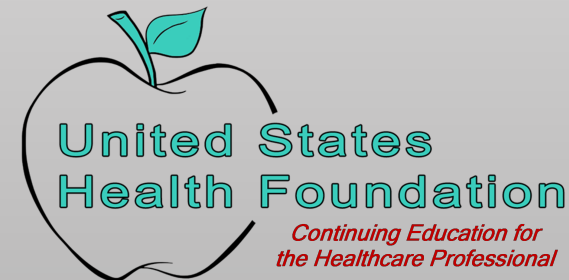
# Chapter 1 cont.

- 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.



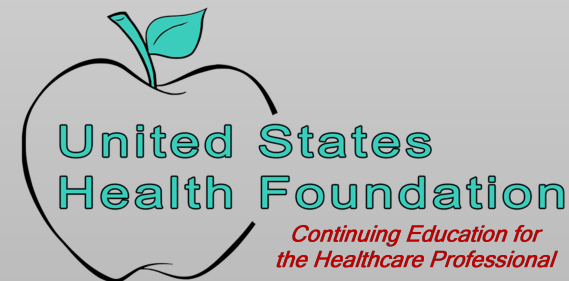
# Chapter 1 cont.

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



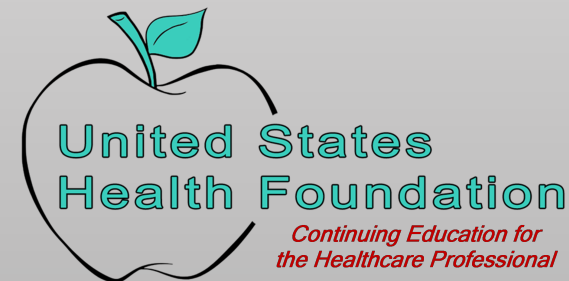
# Chapter 1 cont.

- 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



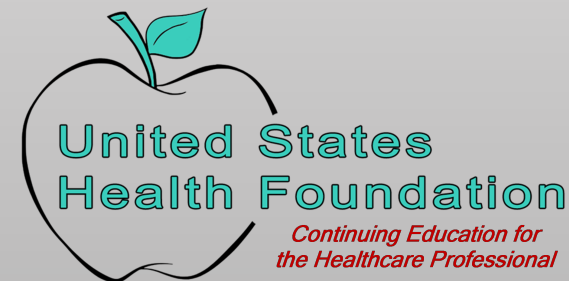
# Chapter 1 cont.

- 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.



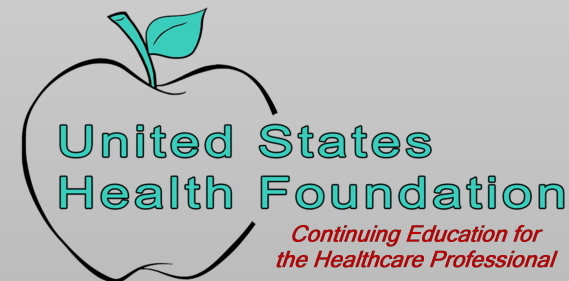
# Chapter 2: Effective Communication



- The importance of developing and using good communication skills is the difference between *advising* your client versus *coaching* you client.
- When communicating with you 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.

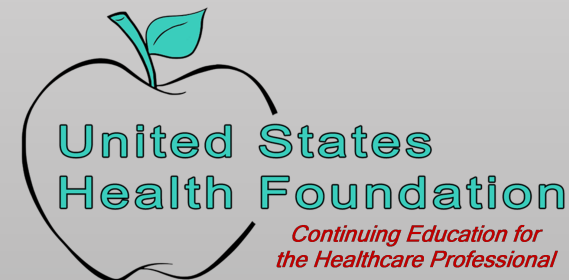
# Chapter 2 cont.

- 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”.



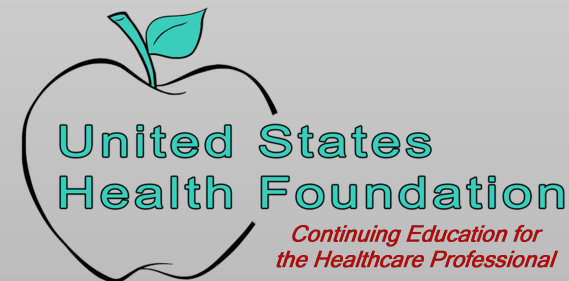
# Charter 2 cont.

- 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



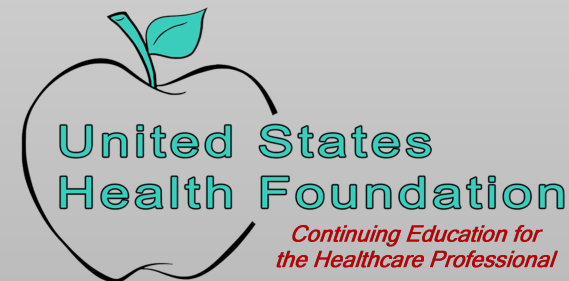
# Chapter 3 cont.



- 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.



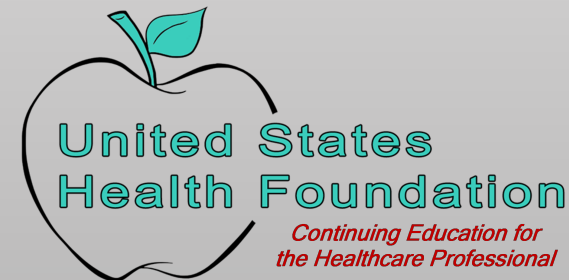
# Chapter 3 cont.

## 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



A close-up photograph of a silver stethoscope resting on a medical form. The stethoscope's chest piece is on the right, and its tubing loops across the form. The form contains various medical questions and checkboxes, including sections for pregnancy history, medical history, and family history. The text on the form is partially obscured by the stethoscope but clearly legible in several areas. The lighting is bright, highlighting the metallic sheen of the stethoscope and the texture of the paper form.

# Chapter 4 cont.

- Step 1 HRA
- Biometrics

Total CHOL

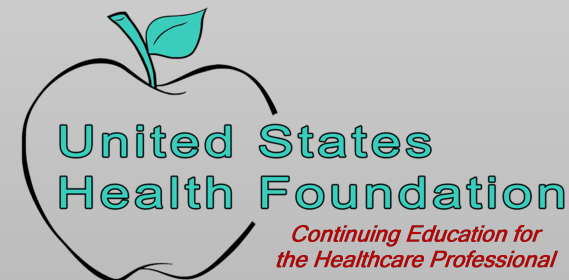
HDL CHOL

Total CHOL /HDL CHOL Ratio

Fasting Blood Sugar Glucose

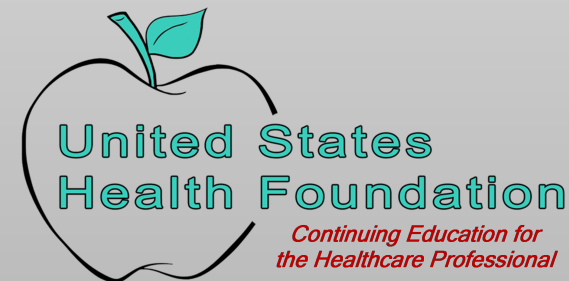
Body Mass Index (BMI)

Resting BP



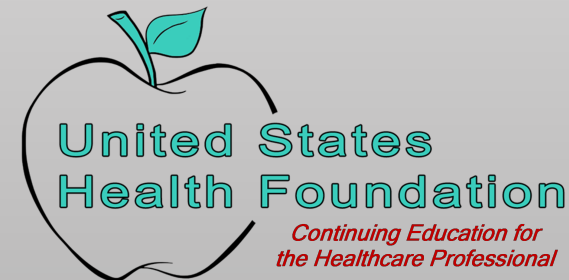
# Chapter 4 cont.

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



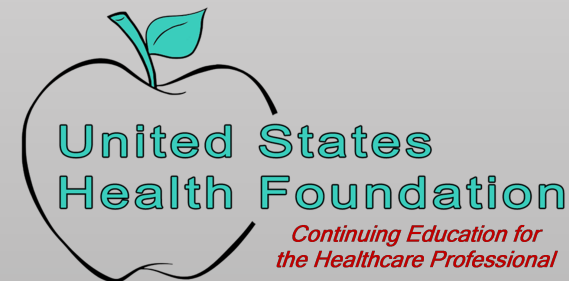
# Chapter 4 cont.

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



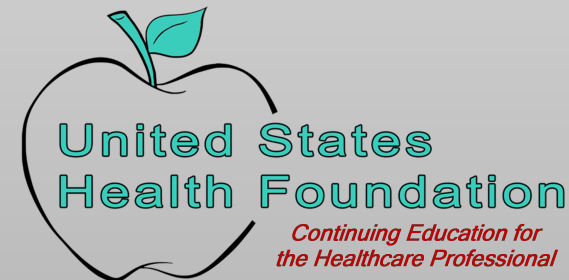
# Chapter 4 cont.

- 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



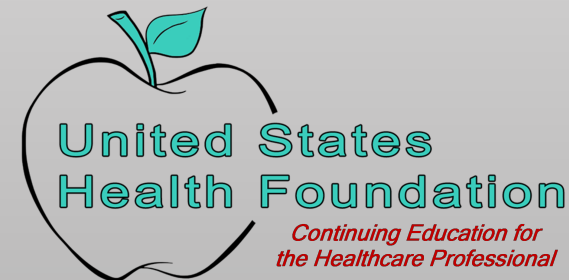
# Chapter 4 cont.

- 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





## 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).*

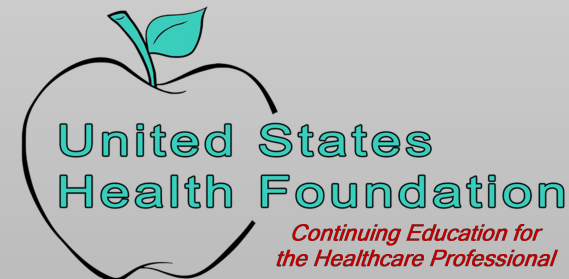
**S** = specific **M** = measurable **A** = attainable **R** = realistic **T** - timely

**3 Month Goal:** \_\_\_\_\_

**Weekly Goal:** *(physical activity related)* \_\_\_\_\_

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

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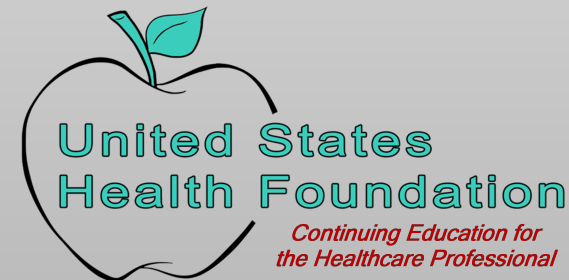
# Chapter 4 cont.



- 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

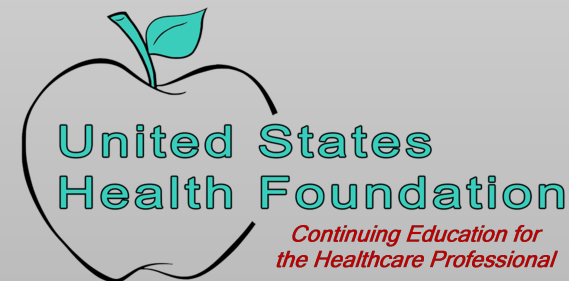
- Increasing VO2
- FITT Principle
  - Frequency
  - Intensity
  - Type
  - Time
- Karvonen Formula
  - $220 - 60 (\text{age}) = 160$
  - $160 - 60 (\text{resting heart rate}) = 100$
  - $100 \times .70 = 70$
  - $70 + 60 (\text{resting heart rate}) = 130$  Target HR at 70%





# Chapter 5 cont.

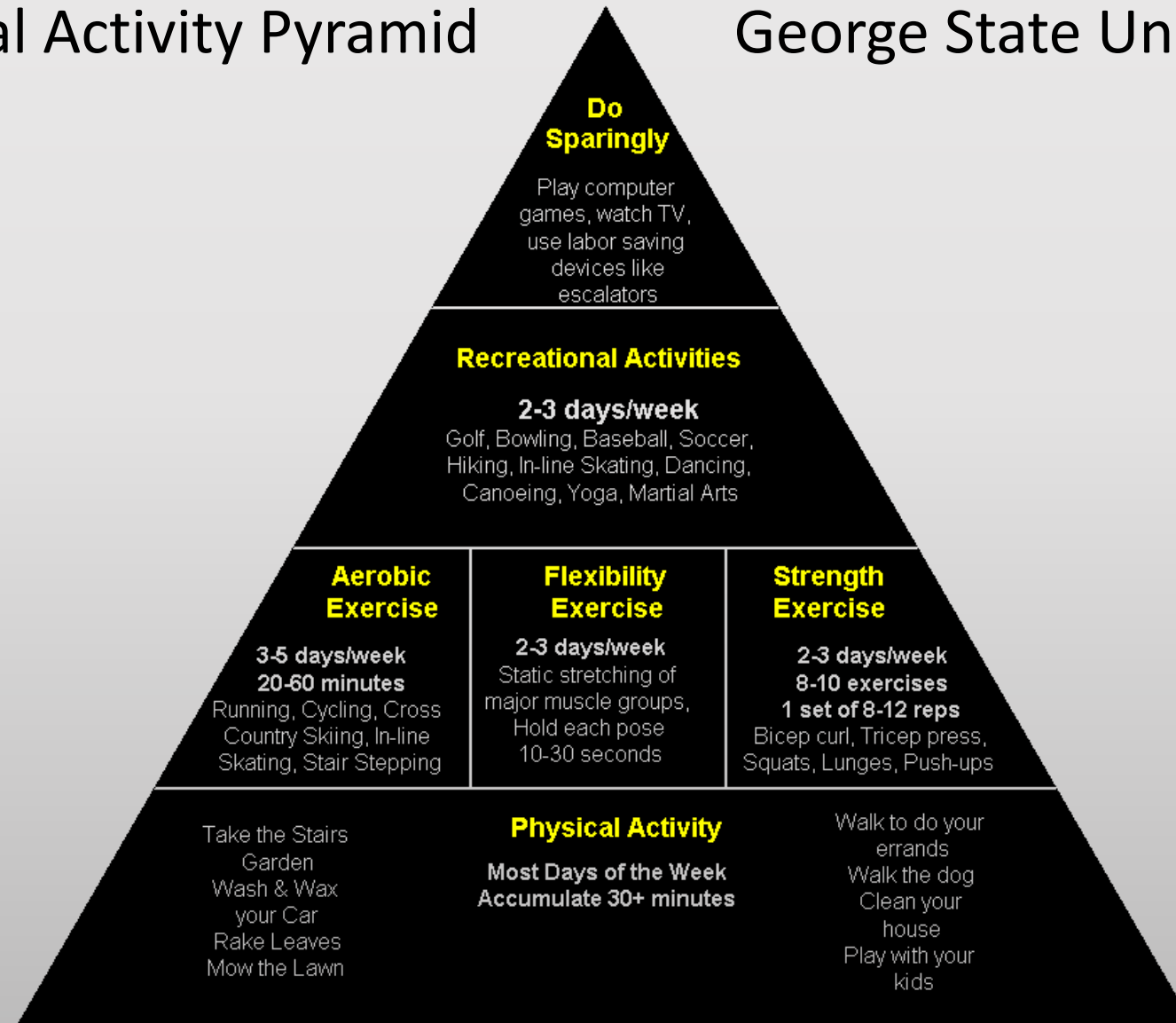
- Health Benefits of VO<sub>2</sub> Increases
  - Blood Lipid Profile
  - Blood Pressure
  - Body Composition
  - Increase Insulin Sensitivity
- Health Benefits of Increasing Skeletal Muscle
  - Functional Status
  - Bone Density
  - Insulin Action
  - Energy Metabolism



# Chapter 5 cont.

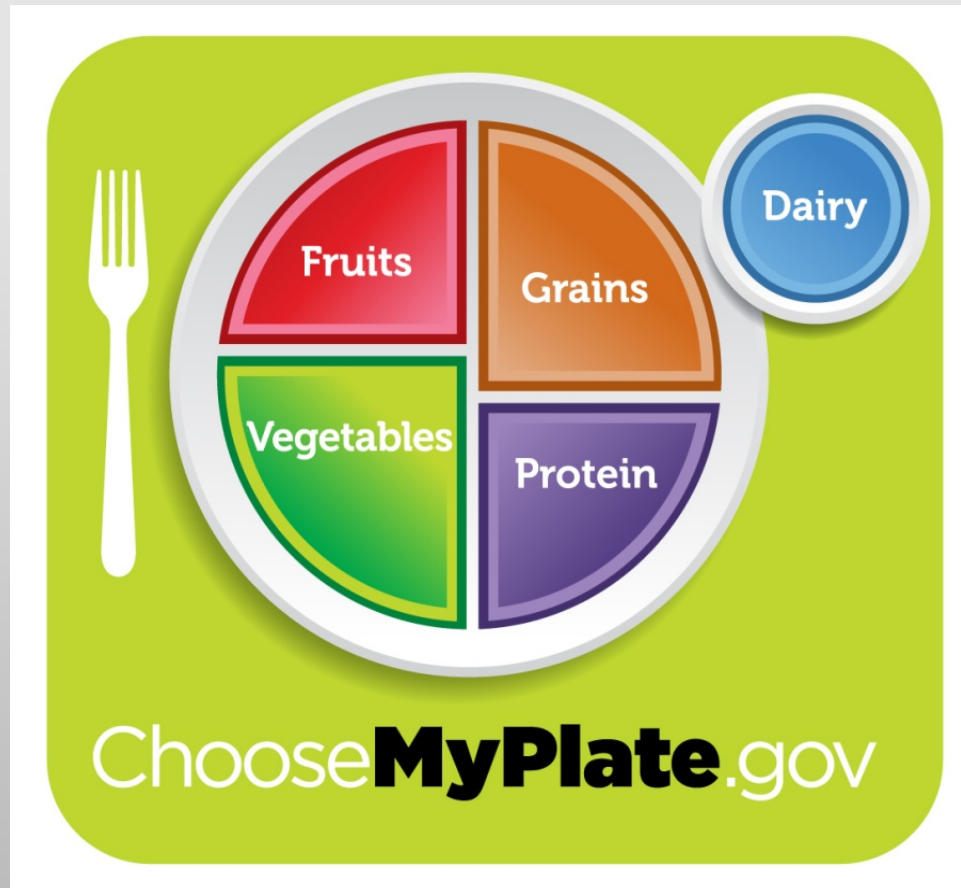
- Physical Activity Pyramid

George State University



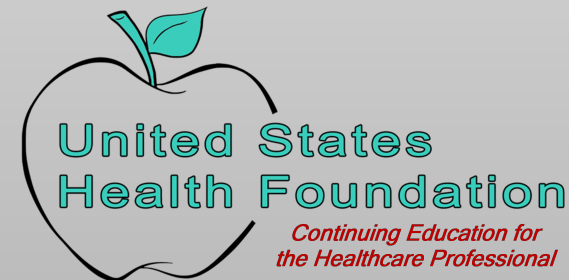
# Chapter 5 cont.

- Evidence Based Nutritional Counseling



# Chapter 5 cont.

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



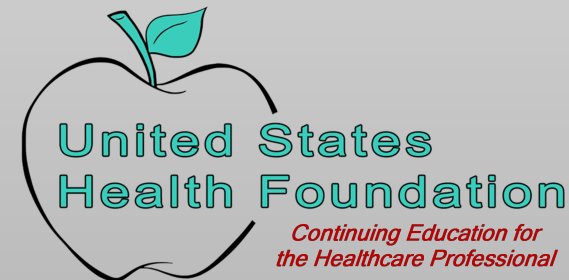
# Chapter 5 cont.

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



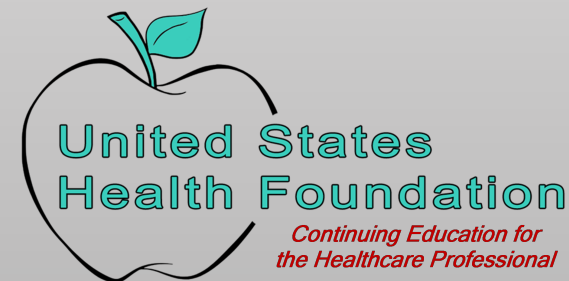
# Chapter 5 cont.

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



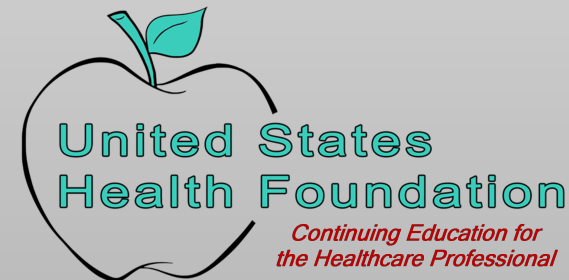
# Chapter 5 cont.

- 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.



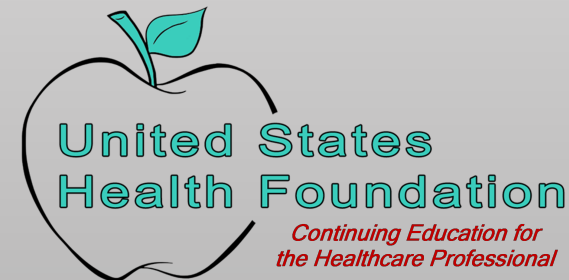


# Chapter 6: Evidence Based Interventions for Chronic Conditions

- 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

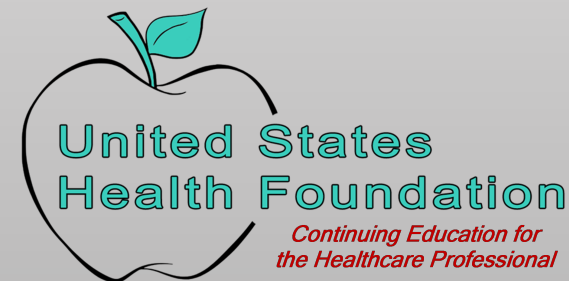
# Chapter 6 cont.

- 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



## Coach Q

Name: \_\_\_\_\_ Date: \_\_\_\_\_

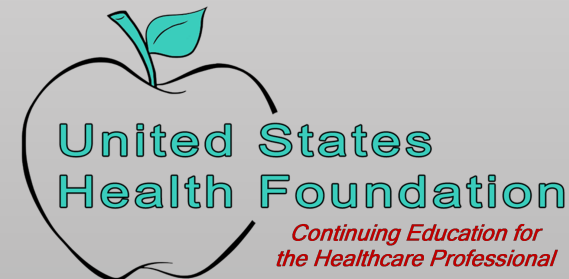
E-Mail: \_\_\_\_\_ Phone: \_\_\_\_\_

Please honestly circle your most correct answer

- |  |         |          |                 |
|--|---------|----------|-----------------|
| 1. How healthy do you feel you are?        | Very    | Somewhat | Not at all      |
| 2. Are you physically active every day?    | Yes     | No       |                 |
| 3. Do you eat a wide variety of foods?     | Yes     | No       |                 |
| 4. Do you drink too much of any one thing? | Yes     | No       |                 |
| 5. Do you smoke?                           | Yes     | No       |                 |
| 6. Do you know your numbers?               |         |          |                 |
| a. Blood Pressure                          | Yes     | No       |                 |
| b. Cholesterol                             | Yes     | No       |                 |
| c. Blood Sugar                             | Yes     | No       |                 |
| d. Body Mass Index                         | Yes     | No       |                 |
| 7. How is your daily energy level?         | Good    | Fair     | Poor            |
| 8. How well do you cope with daily stress? | Good    | Fair     | Poor            |
| 9. Do you sleep well?                      | Good    | Fair     | Poor            |
| 10. Do you have regular aches and pains?   | Yes     | No       |                 |
| 11. Do you feel your health will:          | Improve | Worsen   | Remain the Same |

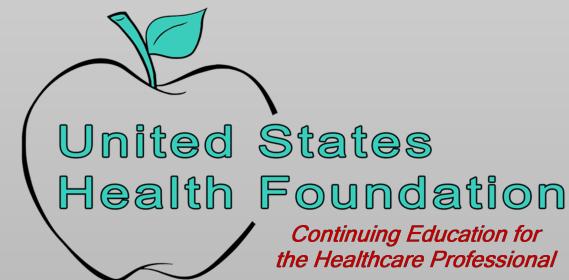
Have you ever felt there is more you could be doing to improve your health?

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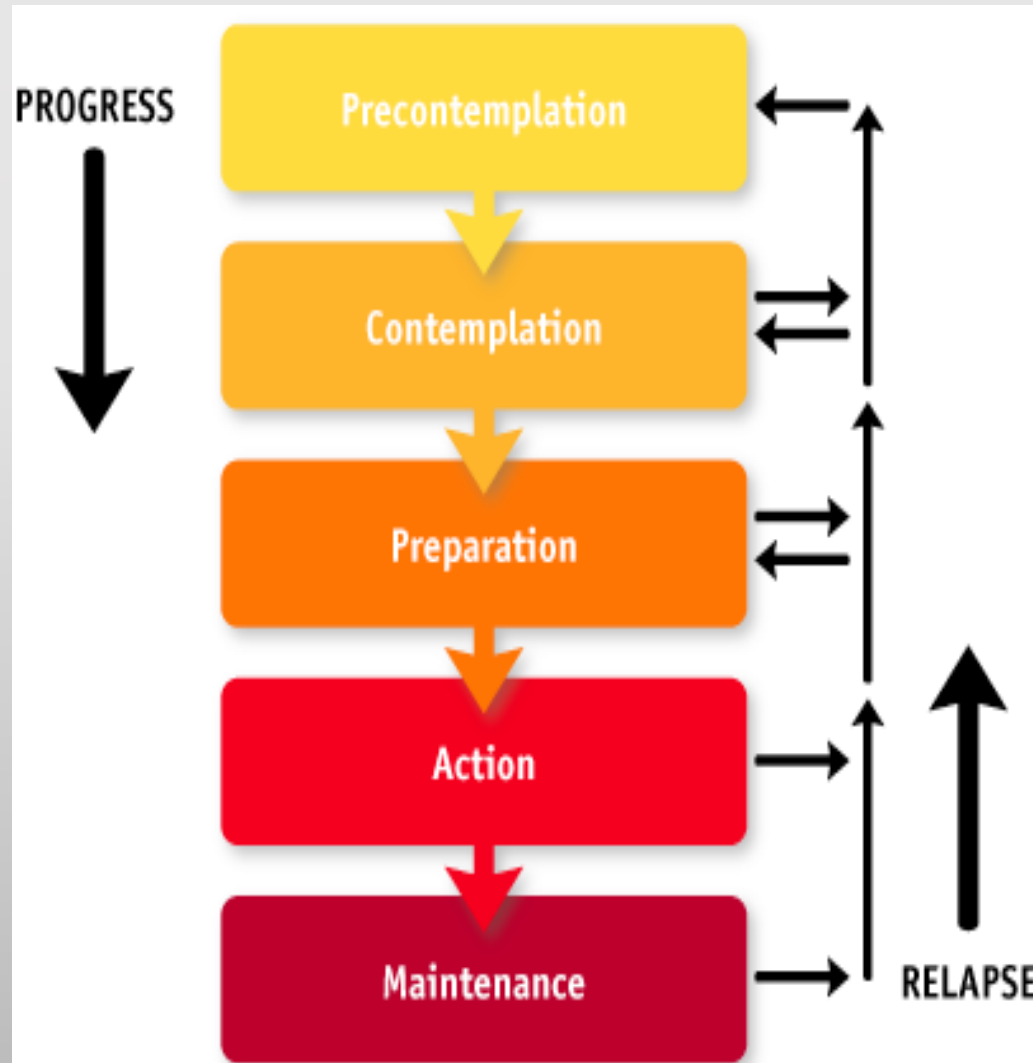
# Chapter 7 cont.

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



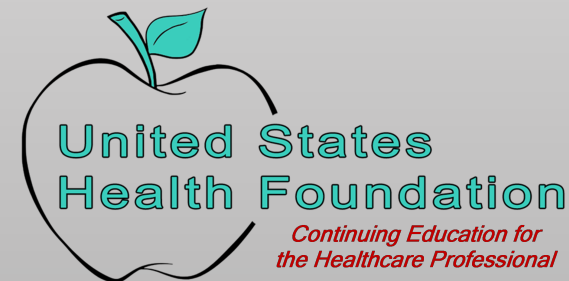
# The Stages of Change Continuum

Prochaska & DiClemente



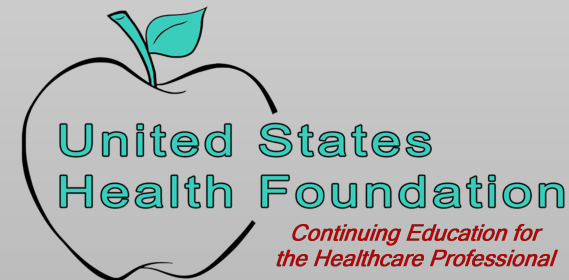
# Chapter 7 cont.

- 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



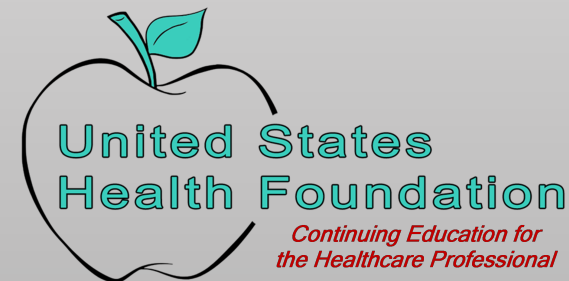
# Chapter 7 cont.

- Maslow Hierarchy of Needs:
- Physiological
- Safety
- Love & Belonging
- Esteem
- Self-Actualization



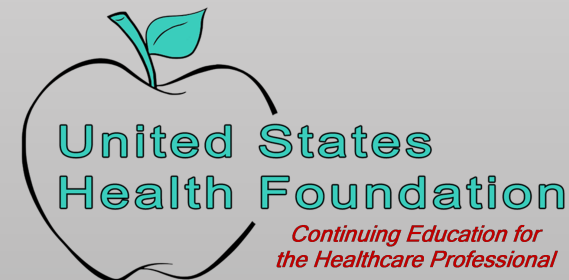
# Chapter 8: The Business of Health Coaching

- 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!



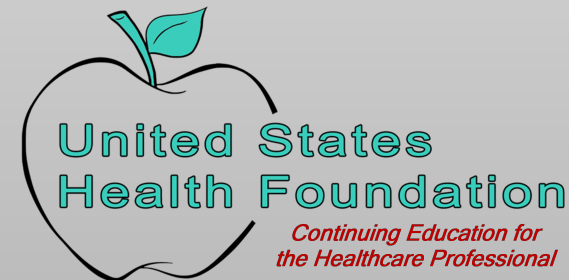
# Certified Health Coach Exam

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



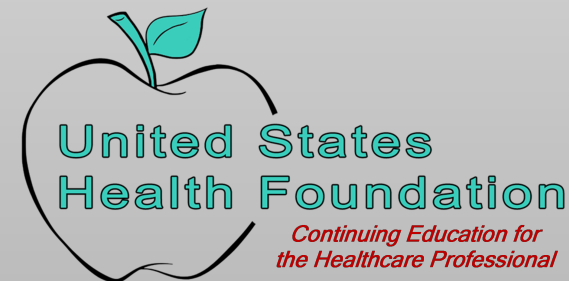
# Course Evaluation

- Available on our website at login on top of our home page.
- Must complete to receive your Certificate of Completion.
- We will report to CE Broker for you after the completion of your evaluation.



# Looking for some fun and extra income?

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- If interested in creating and instructing a course, please contact me.
- [info@ushealthfoundation.org](mailto:info@ushealthfoundation.org)



Thank you and Be Well.



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