

Indian Health Service

National Health Coach Pilot Project

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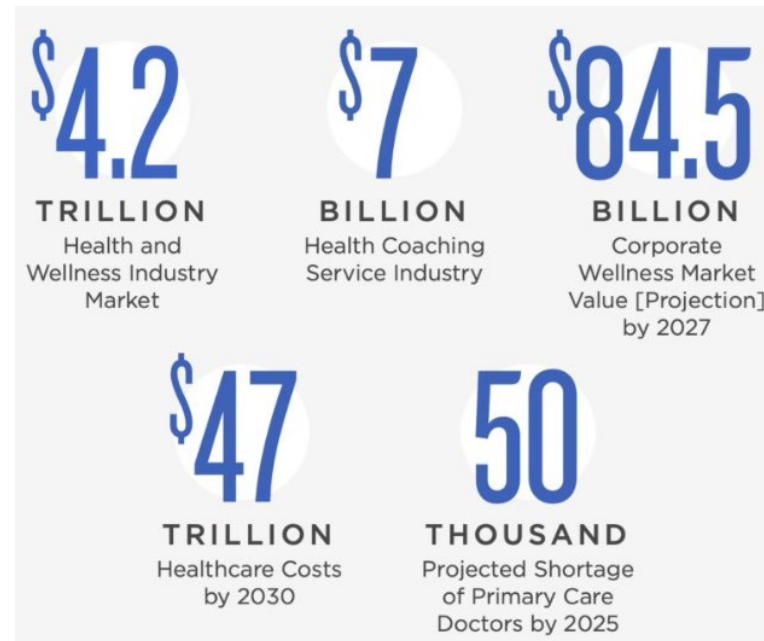
Understanding the National Health Coach Pilot Project for IHS Division of Clinical and Community Services

Objectives and Outcomes:

1. Describe the state of health coaching in healthcare.
2. Describe the purpose and background of the National Health Coach Pilot Project.
3. Describe how health coaching can be incorporated into diabetes programs to meet the updated 2023 ADA Standards of Care in Diabetes around supporting positive health behaviors.



Health Coaching in Healthcare



<https://www.primalhealthcoach.com/health-coaching-state-of-the-industry-2021-growth-trends-and-infographic/>

<https://yourcoach.health/health-coaching-industry-report-2023>

<https://www.annfamned.org/content/10/6/503.full>



Clinician Referrals: clients referred to coach from physicians, dentists, chiropractors, dietitians, physical therapists, psychotherapists, acupuncturists, etc

Addiction and Substance Abuse Centers

Health and Wellness Mobile Apps, direct-to-consumer technology/software, and [digital therapeutics](#)

<https://www.primalhealthcoach.com/health-coaching-state-of-the-industry-2021-growth-trends-and-infographic/>

Making an Impact

[Patients aided by health coaches saved \\$412 per month](#) according to research by the University of Southern Maine in Portland.

A clinical trial at Louisiana State University examined [the effects of health coaching on obese patients](#), finding that those assigned to work with a health coach showed “decreased blood sugar levels and improvements in cholesterol as well as cardiometabolic risk scores.”

[In a cluster-randomized trial](#), primary care clinics in Louisiana were randomly allocated to either usual care or an intervention group that received 24 months of a high-intensity, lifestyle-based intervention/weight-loss program delivered by clinical health coaches. 800 participants with obesity between the ages of 20 and 75 were enrolled. Conclusion? Properly trained **health coaches helped the intervention group produce clinically relevant improvements** in cardiometabolic health.

A systematic [meta-analysis of 10 randomized controlled trials](#) showed that **health coaching has a significant positive effect** on health-related quality of life (an individual’s or a group’s perceived physical and mental health over time) and leads to a significant reduction in hospital admissions related to chronic lung disease (COPD).

<https://www.primalhealthcoach.com/health-coaching-state-of-the-industry-2021-growth-trends-and-infographic/>

Enthusiasm for Coaching



Reduce healthcare costs

Redesign financial and care delivery models

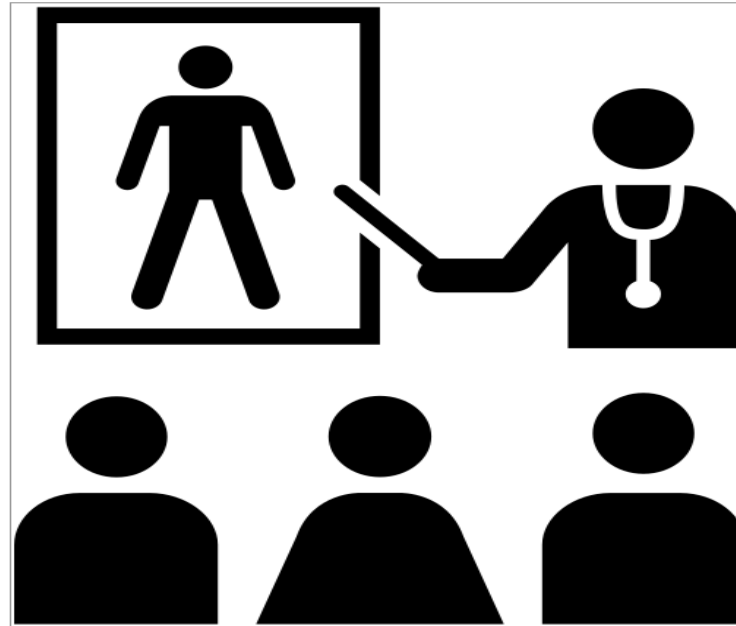
Reverse negative behavior-driven public health trends

Wolever, R.Q., Simmons, L.A., Sforzo, G.A., Dill, D., Kaye, M., Bechard, E. M., ...Yang, N. A. (2013). A systematic review of the literature on health and wellness coaching thru 2012: Defining a key behavioral intervention in health care. *Global Advances in Health and Medicine*, 2(4), 38-57. DOI:10.7453/gahmj.2013.042



Confusion of Coaching

Misunderstanding of coaching as synonymous with educating and advising



Why Health Coaching Skills?

1. Recognition that most healthcare takes place **outside the provider office**.
2. Awareness that **behaviors are preponderant driver of healthcare costs**.
3. Knowledge that **patients can be inspired** to better health behaviors, improved self-care skills and greater personal accountability for their health – and, possess skills to do that.
4. Validate that the **Triple Aim can be achieved** in entire populations with successful behavioral interventions.
5. Conviction that health coaching in the clinical setting is a blend of **behavior change skills** and **care management facilitation**.
6. Belief that **patients are the greatest underutilized resource** in health care.

Wolever, R.Q., Simmons, L.A., Sforzo, G.A., Dill, D., Kaye, M., Bechard, E. M., ...Yang, N. A. (2013). A systematic review of the literature on health and wellness coaching thru 2012: Defining a key behavioral intervention in health care. *Global Advances in Health and Medicine*, 2(4), 38-57.
DOI:10.7453/gahmj.2013.042

What We've Been Doing Isn't Working

- 40% - 80% of the medical information patients receive is forgotten immediately.
- 30-50% of patients leave their provider visits without understanding their treatment plan.
- Nearly half of the information retained is incorrect.
- Hospitalized patients retain only 10% of their discharge teaching instructions.
- 20-30% don't fill prescriptions (NEJM, 2005)
- 50% of medications are not taken as prescribed (NEJM, 2005)



Bodenheimer, T. Transforming Practice, N Engl J Med 2008; 359:2086-2089
DOI: 10.1056/NEJMp0805631

<https://www.nejm.org/doi/full/10.1056/NEJMp0805631>



Health coaching comes to Indian Country

The Indian Health Service (IHS) is pleased to announce the National Health Coach Pilot Project in Indian Country. The purpose of this project is to deliver health coach training to the community and health professionals. The project focuses on skills training, and increasing knowledge with client-centered strategies for improving health behaviors and overall health and well-being.



National Health Coach Pilot Project

For questions about the curriculum or Legacy Holistic Health Institute's training program, call **628-COACH-ME (628-262-2463)**

For specific questions about IHS pilot program, contact **Michelle Archuleta**

Health Coaching for better healthcare.



- Typical provider visit is 12-15 minutes
- Current shortage of primary care doctors is expected to get worse by 2025.
- Education alone doesn't change behavior

Dr. Russell S. Phillips, director of the Harvard Medical School Center for Primary Care, states, "Health coaching should be an integral part of primary care. It helps patients better manage chronic conditions like diabetes and hypertension and improves outcomes.

"As a primary care doctor, I'm focused on diagnosis, treatment and a lot of other medical issues. It's great to have health coaches available to help patients make needed changes and sustain them over time."

<https://www.nytimes.com/2021/06/07/well/live/health-coach-benefits.html>

HEALTH COACHING IS THE NEW HEALTHCARE.

REVIEW THE PROGRAM DETAILS AND APPLY TODAY

WHO CAN PARTICIPATE

Community and health care professionals working across tribal communities and clinical settings who provide health information and patient education to improve the health and well-being of Native patients and communities. The National Health Coaching Pilot Project consists of two cohorts of 50 participants for a total of 100 participants. Priorities will go to CHW/CHRs and Health Educators, and other disciplines are welcomed to apply.

BENEFITS TO PARTICIPANTS

- Increased knowledge with behavior change strategies and approaches
- Professional development and training to become a national board-certified health coach
- Continuing Education Credits for nurses, dietitians, certified health education specialists, fitness specialists, etc.
- Preparation for the National Board Certifying Exam for Health Coaches

BENEFITS TO ORGANIZATION

- Participants will be able to use current evidence-based health coaching techniques to facilitate improved patient care
- Align with the Indian Health Service Strategic Plan FY 2019-2023
- Integration of health coaching concepts into programmatic priorities (SDPI grantees, behavioral health, mental health, substance abuse, community health)
- Increased clinical and community-based staff proficiency

WHAT IS REQUIRED OF PARTICIPANTS

- 6-month commitment for course completion
- Participation in 26 weekly web-based learning sessions (each session is 2 hours)
- Completion of all mock coaching and mentor sessions for Practical Coaching Skills Assessment
- Completion of all assignments for each module and two comprehensive exams
- Participants must pass exams with an 80% score or higher
- Participation in all evaluation processes

COST

The National Health Coach Pilot Project will provide scholarships for 100 selected participants to include:

- Full tuition and materials.

APPLICATION DETAILS

Recruitment and application period: December 5, 2022- January 6, 2023

Web-based Training: February-August 2023

- Go online to www.ihs.gov/decs/nhcpp/ for information on how to register.
- Complete and submit the online application form
- Applicants will be chosen and informed via email by Wednesday, January 18, 2023.



The New York Times, June 7, 2021, [We Could All Use a Health Coach](#).

“If and when the Biden administration tackles the astronomical costs of American health care, it would do well to find ways to make health coaches accessible to more people...and insurers would be wise to include health coaching among the services offered.”

- The American Medical Association (AMA) [approved a new Category III CPT code](#) (for medical billing submitted through insurance carriers) for health coaching services delivered by board-certified health coaches. NBHWC-certified coaches are now recognized as a member of the health care team responsible for health behavior change, reporting, and eventually billing for coaching services. “Full Category 1 codes are coming in about two years, at which time [the market should post much stronger growth](#).”
- [Cigna announced](#) that they’re **the first national plan to reimburse for behavioral health coaching**, a new covered benefit now available to 14M members, thanks to Ginger—a smartphone app offering confidential, around-the-clock emotional support and guided self-care, coaches, therapy, education, and more.



- NBHWC - Coaching Utilization of CPT III Codes
- Integration of health coaching
- Documenting, coding and billing
- National Board Certification-Health and Wellness Coach

Health and Well-being Coaching (HWC) CAT III CPT Codes:

The health and well-being coach is qualified to perform health and well-being coaching by education, training, national examination and, when applicable, licensure/regulation, and has completed a training program in health and well-being coaching whose content meets standards established by an applicable national credentialing organization.

Any practitioner or clinician who has taken an approved health coach training program and is eligible to take the national board exam for health and wellness coaching can currently use the CAT III CPT codes for data collection purposes.

<https://nbhwc.org/find-an-approved-training-program/#!/directory/ord=rnd>



What are the approved CPT® codes for health coaching?

The approved Category III Health and Well-Being Coaching Codes include:

- **0591T** Health and Well-Being Coaching face-to-face; individual, initial assessment
- **0592T** individual, follow-up session, at least 30 minutes
- **0593T** group (two or more individuals), at least 30 minutes





Updates of Standards of Care in Diabetes - 2023

“Behavioral strategies should be used to support diabetes self-management and engagement in health behaviors (e.g., taking medications, using diabetes technologies, physical activity, healthy eating) to promote optimal diabetes health outcomes.”

2023 ADA Standards of Care, Section 5.37





Considerations for Program Development

- Funding
- Organizational structure/hierarchy
- Compatibility with other roles
- Billing requirements & workflow:
 - Note templates
 - Referral process
 - Superbill
- Program promotion
- Program evaluation & improvement





To learn more about the IHS National Health Coach Pilot Program

Visit the [NHCPP website](#)

Or contact:

Michelle T. Archuleta – michelle.archuleta@ihs.gov

