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## Coaching in Healthcare

# Michelle Archuleta, MA, MS Health Promotion Disease Prevention Consultant

Bemidji Area IHS



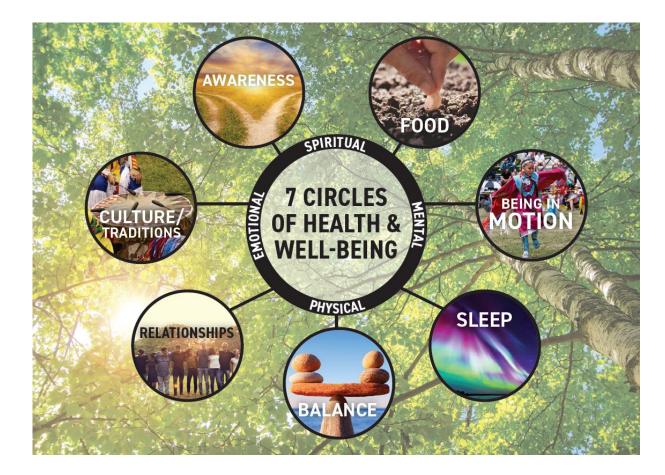
## Introduction and Backdrop

#### Undergoing Fundamental and Structural Shifts



- Timely arrival of coaching in healthcare
- Global healthcare industry under siege
  - Overuse of expensive medical procedures, dated volume-based reimbursement systems, and outdated, siloed models of care.
- Global epidemic preventable chronic disease
- End result > healthcare systems > massive disruptive change, and financial strain

### Bemidji Area HPDP Approach to Health and Change



### Lifestyle-related chronic diseases

- US, 50% of all adults have a chronic disease (CDC, Chronic Disease Overview, 2015).
- Up to 86% of healthcare expenditures in US are devoted to treating lifestyle-driven chronic diseases (Center for Disease Control and Prevention, Chronic Disease Overview, 2015; Yach et al., 2004).
- Fewer than 10% of US adults consistently engage in the top lifestyle behaviors (Berrigan et al., 2003) including consumption of fruits and vegetables, healthy dietary fat, regular exercise, moderate (if any) drinking and not smoking.
- 20% of US adults are thriving (Keyes, 2002; Kobau et al., 2010)...what does this mean? Reveals inadequate resources to sustainably adopt healthy lifestyles in our obesogenic environments.

Reinvent or Transform

# Bemidji Area HPDP Health and Wellness Coaching Initiative

### 2012-2017 (cohort 1-5)

- Reached all three federal service units = 100%
- 3 out of 4 urban programs (Chicago, Detroit, MKE) = 75%
- Reached 18/34 tribal programs = 53%
- 11 certified Wellcoaches Health and Wellness coaches
- Core Coaching Advisory Team
- Developed 7 Circles of Health and Well-Being Framework
- Built capacity of 120+ health professionals in learning the coach approach

#### 2018 to Present

- Cohort 6 > 22 participants
- Peer mentoring
- 7 HWC content webinars
- Integrate health coaching into QA/QI activities (improving patient experience, population health and cost-containment)
- Two coaches going for NBC
- Creating a Business Model for Health Coaching

### This Amazing Group of Health Coaches

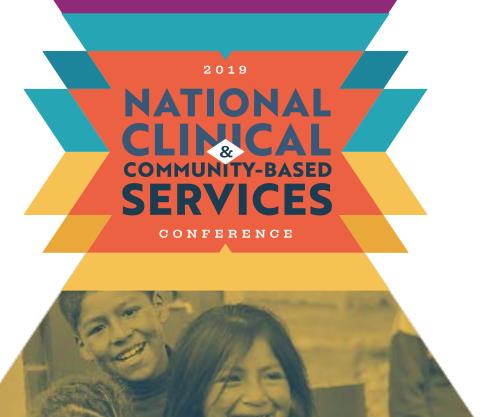


- Mentoring
- Teaching
- Leading
- Developing Curriculum
- Role Models
- Creating a business model for HWC
- Changing the conversation about health and well-being



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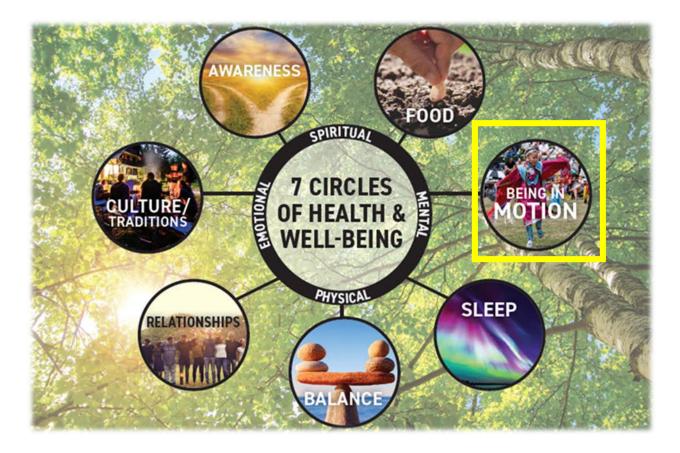
Using Health Coaching and Fun to Enhance Physical Activity Participation

Kathleen Clemons, MS, CEP, CHWC, CDE

> Ho-Chunk Nation Health Department

Black River Falls, Wisconsin





Developed by the Bemidji Area IHS HPDP Program In collaboration with the Wellness Coaching Project. (2017)

# What Coaching Is

- Partner
- Facilitator of change
- Elicits client's agenda
- Client is responsible for health
- Fosters possibilities
- Focuses on what is right
- Co-discovers answers
- Learns from client's story
- Dances with client
- Client works as hard as coach





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### Coaching in Healthcare A Health Practitioner's Perspective

Jill Breyen, MS, RD, CDE Certified Health and Wellness Coach Red Lake Comprehensive Health Services Red Lake, Minnesota



# Coaching in Health Care An Educator's Story



# Coaching Utilization and Perspectives in the Bemidji Area

- 2017 Bemidji Area Health Coaching Survey
  - 27 trained health coaches working for I/T/U health programs in the Bemidji Area
  - Purpose:
    - To explore perceptions of HC, if and how using in real-life practice , and what techniques were used
  - Basic demographic information, perceptions and use of health coaching techniques were reported

Breyen, J.M (2017). Health and wellness coaching utilization and perspectives of health practitioners working in American Indian communities. University of North Dakota.

### 2017 BAO Survey Results

- Attitudes were very positive about HC and believed it to be a valuable and an effective care strategy
- Strengths included improved communication with the client and engaging the client in care and goal setting as well as increased compassion and empathy
- A multidisciplinary group of practitioners confidently used HC methods to elicit health behavior changes in their clients living with chronic disease.

Breyen, J.M (2017). Health and wellness coaching utilization and perspectives of health practitioners working in American Indian communities. University of North Dakota.

# **The Red Lake Hospital Story**





Eat Smart

Move Move



Stress Less

### Red Lake Wellness Team Story

#### Before

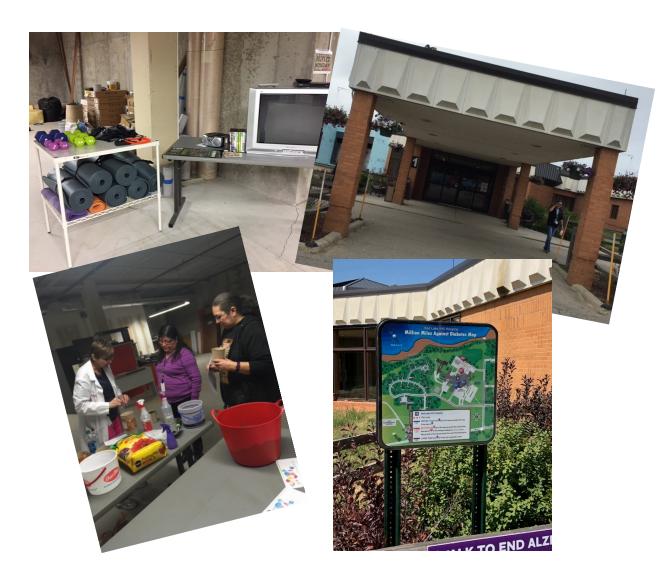
- Focus on Fitness
- Conventional Wellness Approach

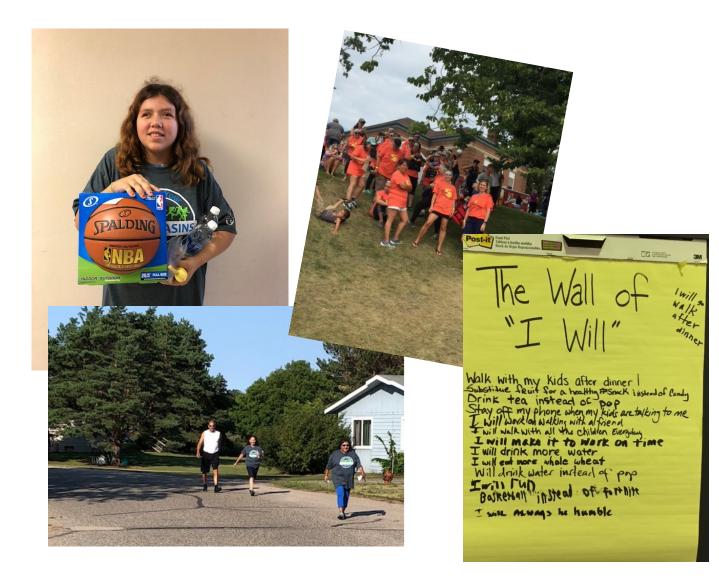


#### After

- Health Coaching journey and experience
- Surveyed employees for wants
- More inclusive, all areas of wellness
- Incorporated more cultural components
- Dream picture --> grant, year agenda









# What's Next?

- Partnership with other hospital and tribal programs
- Engage the community be a wellness resource
- Change with the needs and wants of our hospital community
- Break the stigma...
  - that taking time to be Well is a waste of time

# Health Coaching Strategies In the Various roles of Nursing



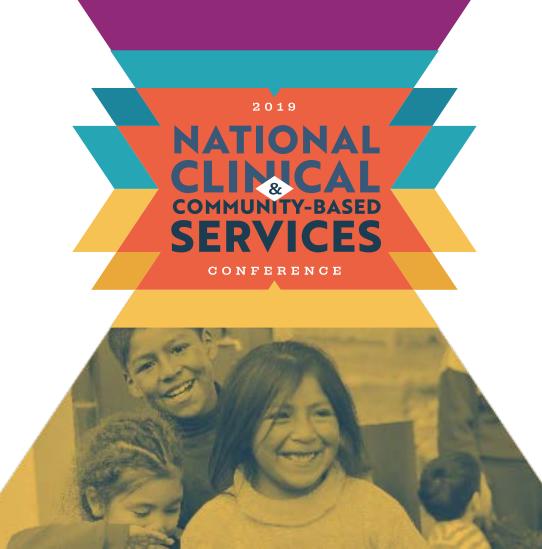
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### Coaching in Healthcare A Nurse Educators Perspective

Eleanor Morin, RN Certified Health and Wellness Coach Cass Lake Hospital Cass Lake, Minnesota





# Nursing Education

- Taking the expert hat off
- Meeting the patient where they are
- Patient education
- Motivating the patient to set goals
- Self management



# Individuals are motivated by what they are doing right now

### Traditional Patient Education

- Health Providers are the experts
- We know what is best for the patient
- We solve problems
- Focus on what is wrong
- Do these things.....

### Health Coaching

- Help facilitate change
- Help clients discover their strengths and beliefs
- Focus on what they are doing right
- Foster possibilities
- What is the greatest concern you have?

Nursing supervisor role of health coaching

- Self-efficacy (self-confidence)
- Motivation
- Roll with resistance
- SMART Goals



# Quality

Trainings Performance Improvement Department Projects Accreditation Process



# Enthusiasm for Coaching

- Aligns with need to upgrade leadership competencies and provider well-being
- 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

#### What changed me?

- I used to be that person who relied on a directive approach.
- Going through Wellcoaches training
  - I learned about empathy, mindfulness and the process of behavior change
  - We brought in Bridges Out of Poverty, and I started to understand the impacts on health associated with socio-economic systems, and for the first time I started to see beyond my own privilege.
- I began studying leadership and change theories in my masters program
  - Exposed to research and scholarship theories with social identity theory, self-determination theory, Indigenous leadership and living systems (interconnectedness). I was readying myself...
- Key influencers Social Determinants of Health and Health Equity Social Justice and Health
  - "Health begins where people live, learn, work and play"
  - Structural racism and poverty
- Adverse Childhood Experiences (ACE's) study helped me understand the importance of epigenetics and how we inherit unique DNA that becomes expressed or activated depending on environment and stressors.
- I became a digital storytelling facilitator. This action/reflection activity brought it all together. Our context contributes in shaping our story with identity, power, and health.
- Ankle Surgery my turn....
  - I am learning that health is complex, contextual, choices and...
- This caused me to reflect, started to notice the what, so what and now what...
  - Starting with my own story and to begin my own healing journey.

# The tricky part



- How to best address the need for a behavioral expert or coach to help patients adopt healthful habits – level of competency?
- International Consortium for Credentialing Health and Wellness Coaches (ICCHWC)

# Definition and Scope of Practice



"The growing acceptance among the ranks of the licensed healthcare professions to adopt coaching methodology and skills aligns with current initiatives outlined in the Patient Protection and Affordable Care Act (2010). Health-enhancing behaviors must be addressed, and coaching appears to be an excellent way to do it."

The SAGE Handbook of Coaching (2017, p. 528). SAGE Publications. Kindle Edition.

# Coming January 2020

 New Category III CPT Codes Approved by AMA for Health and Well-Being Coaching

- Implications for Bemidji Area...
  - Poised and ready
  - Business model for HWC

### Key Message...

# *Our approach is a critical factor towards improving patient outcomes*

### Mino-bimaadiziwin dago'ayaa mino'ayaawin A Good Life Includes Good Health

0

Mii go depiseg giin eta

Gidibenindiz.

You are the expert of your own life.

Ingoding, gaawiin giizhigadasinoon.

Someday is not a day

Aandi ge-endaayin, glishpiin ganawendanziwan gi-wiiyaw? Where will you live, if you dan't take care of your body?

The selection by Waajing wang with Journals

### Mino-bimaadiziwin dago'ayaa mino'ayaawin A Good Life Includes Good Health

Gaawiin indaa'ikidosii ji-mino'ayaag kina gegoo giishpiin aanji-bimaadiziying; Owe dash indaa'ikid booch igo ji-aanjibimaadiziying jibwaa mino'ayaagin gegoo I cannot say whether things will get better if we change; whet can say the change if they are to get better.

Gi-mizhodamowinan gaawiin eta gibikan/aanawewizi. Inaabandan goji'igooyin eta. Jour goals are not pass/fail. See them as experiments.

Gego daga gi-nikaatooken aanjiiwin, gi-nikaatoon ji-aanji'igooyin. Please da natresist change, only resist being changed.

> Televente Treads and Alexes to Nation Televente Treads and Alexes to Nation Televente Televent

# Coaching in Healthcare Summary

- Enhanced quality of care
- Improved patient satisfaction
- Active participant with health care
- Personalized patient goal setting
- Meeting the patient where they are
- Enhanced well-being

- Improved satisfaction
- Improved communication (engagement) skills
- Effective method of prevention and management of chronic disease

\*Increased trust and communication \*Stress and frustration reduction



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