Coaching in Healthcare

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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  • Overuse of expensive medical procedures, dated volume-based reimbursement systems, and outdated, siloed models of care.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

(Bloom, et al., 2011; Marrero et al., 2012; Meeto, 2008)
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
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
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
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

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.

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

Eat Smart
Move Move
Stress Less
7 CIRCLES OF HEALTH & WELL-BEING
Walk with my kids after dinner.
Drink more water.
Drink tea instead of pop.
Stay off my phone when my kids are talking to me.
I will not be without a friend
I will watch all the children violin.
I will make it to work on time.
I will drink more water.
I will eat more whole wheat.
I will drink water instead of pop.
I will run.
baseball instead of tennis
I will always be humble.
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
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

<table>
<thead>
<tr>
<th>Traditional Patient Education</th>
<th>Health Coaching</th>
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<tbody>
<tr>
<td>• Health Providers are the experts</td>
<td>• Help facilitate change</td>
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<tr>
<td>• We know what is best for the patient</td>
<td>• Help clients discover their strengths and beliefs</td>
</tr>
<tr>
<td>• We solve problems</td>
<td>• Focus on what they are doing right</td>
</tr>
<tr>
<td>• Focus on what is wrong</td>
<td>• Foster possibilities</td>
</tr>
<tr>
<td>• Do these things.........</td>
<td>• What is the greatest concern you have?</td>
</tr>
</tbody>
</table>
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

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.”

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

Mii go depiseg giin eta.
You are enough.

Gidibenindiz.
You are the expert of your own life.

Ingoding, gaawiin giizhigadasinooon.
Someday is not a day.

Aandi ge-endayin, glishpiin ganawendanziwan gi-wiiyaw?
Where will you live, if you don’t take care of your body?

EMPOWERED YOUTH DEVELOPMENT INITIATIVES
Info: Susan Nisham 218.766.3597
and coach.danielhame@gmail.com

Sponsored by BenQ Area OSF/IDP Program
Mino-bimaadiziwin dagò’ayaa minò’ayaawin
A Good Life Includes Good Health

Gaawiin indaa’ikidosii ji-mino’ayaag kina gegoq giiishpiin aanji-bimaadiziying; Owe dash indaa’ikid booch iyo ji-aanji-bimaadiziying jibwa mino’ayaagin gegoq.
I cannot say whether things will get better if we change; what I can say is they must change if they are to get better.

Gi-mizhodamowinan gaawiin eta qibikan/aanawewizi. Inaabandan goji’igooyin eta.
Your goals are not pass/fail. See them as experiments.

Gego daga gi-nikaatooken aanjiiwin, gi-nikaatook jii-aanja’igooyin.
Please do not resist change, only resist being changed.
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*
thank you
• IHI.org


References


