



Office of Clinical and Preventive Services
Division of Clinical and Community Services



Coaching in Healthcare

2019

**NATIONAL
&
COMMUNITY-BASED
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CONFERENCE

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 - Overuse of expensive medical procedures, dated volume-based reimbursement systems, and outdated, siloed models of care.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

Erin – Integrating 7 Circles with DM Curriculum



Jill B – Masters Thesis,
Educator Story

Jan Pederson – Pharmacy
and Health Coaching

Jill Andersen – Mentoring
and Wellness Coach

Elie – Healthcare leadership and QA

Kathleen – Integrating HWC and PA

- 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

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



Eat Smart

Move Move

Stress Less

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







The Wall of "I Will"

I will walk after dinner

- Walk with my kids after dinner
- Substitute fruit for a healthy snack instead of candy
- Drink tea instead of pop
- Stay off my phone when my kids are talking to me
- I will work on walking with a friend
- I will walk with all the children everyday
- I will make it to work on time
- I will drink more water
- I will eat more whole wheat
- Will drink water instead of pop
- I will run Basketball instead of fortnite
- 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



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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

Mii go depiseg giin eta.
You are enough.

Gidibenindiz.
You are the expert of your own life.

Ingoding, gaawiin giizhigadasinoo.
Someday is not a day.

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



"Resilience"
by Elizabeth LaPensee
www.elizabethlapensee.com
Translations by Muzigwanayash Jewell

**EMPOWERED YOUTH
DEVELOPMENT INITIATIVES**
Info: Susan Nisham 218.766.3507
and coach.danninham@gmail.com



Sponsored by Bemidji Area HS/HSOP Program

Mino-bimaadiziwin dago'ayaa mino'ayaawin

A Good Life Includes Good Health

Gaawin indaa'ikidosii ji-mino'ayaag kina gegoo giishpiin
aanji-bimaadiziying; Owe dash indaa'ikid booch igo ji-aanji-
bimaadiziying jibwaa mino'ayaagin gegoo

I cannot say whether things will get better if we change; what I can say is they might change if they are to get better.

Gi-mizhodamowinan gaawin eta gibikan/aanawewizi. Inaabandan
goji'igooyin eta.

Your goals are not pass/fail. See them as experiments.

Gego daga gi-nikaatooken aanjiwin, gi-nikaatoon ji-aanji'igooyin.

Please do not resist change, only resist being changed.

"Wakarika Tends the Lands with Wisdom in Hand"
© 2013 Lakota Lakota

www.lakotaempowerment.com

Translation by Missiiganonquaké, Jourdale

EMPOWERED YOUTH
DEVELOPMENT INITIATIVES

Info: Susan Minham 214.766.1507
and roach.dannishya@gmail.com



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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

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