

## Driving Engagement



What works in health coaching?

## Agenda

- ■ ■ Coaching models in healthcare – what is most engaging?
- Intellectual foundation of coach competencies & protocols
- Case study
- Executives first
- Testimonial of an engaged client
- Language matters
- Other tips

## Coach Training & Certification School



- Wellness coach
- Health coach
- Fitness coach
- Laser coach (nurse lines, disease mgt)
- Harvard Medical School CME – coaching roadmap for physicians
- 1,000 coaches trained per year

## Vision for Coaching Models in Healthcare

### What is most engaging?

- ■ *Healthcare-driven*

- **Laser coach** – nurse line, disease management, call center lifestyle or health coaching

*Consumer-driven + physician referral*

- **Wellness coach** – mastery of wellness or well-being (physical and mental health)
- **Health coach** – mastery of medical issues
- **Fitness coach** – mastery of a fit lifestyle

# Coaching psychology has intellectual breadth and depth which engages

- The science of relationships designed to optimize health and well-being, founded upon evidence-based theories.
- *For psychologists* – coaching is a humanistic relationship designed for constructive development (facilitating a change cycle on the life path)

## Coaching Psychology – Theoretical Foundation

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1. Humanistic theory and self-actualization
  2. Positive psychology
  3. Hope psychology
  4. Cognitive behavioral therapy + solution-focused therapy
  5. Transtheoretical model
  6. Appreciative inquiry
  7. Self-efficacy & social cognitive theory
  8. Motivational interviewing
  9. Emotional intelligence
  10. Relational cultural theory
  11. Flow + Relational flow
  12. Goal setting theory
  13. Self-determination theory
  14. Nonviolent communication
  15. Adult learning & developmental psychology
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## Coaching outcomes that clients appreciate

### ■ ■ ■ Coaching partnerships enable...

- personal responsibility
- self-awareness
- self-motivation
- self-efficacy
- peak performance
- lasting change
- personal growth

## Coach competencies which engage

- ■ ■ Natural talent
  - Core competencies
    - Philosophical footing
    - Processes
    - Doing skills
    - Being skills
  - Coach training leads to personal transformation
  - Coaching is a workout for the brain
  - Good vs great coaching conversations
  - Therapeutic alliance
  - Age and life experience matter
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# MOUNT LASTING CHANGE

15 Change Footholds for Higher Well-being



## Case Study - Cincom

- ■ ■ Executives first (one quoted in NY Times article)
  - DM for high risk & Wellcoaches for low/moderate risk
  - \$100 Incentive in FSAs
  - Wellcoaches – one hour planning session and 3 x 30 minute sessions – client decides schedule
  - Wellcoaches program fee \$250 and coaches are paid 60% (\$60 per hour)
  - Participation: 30% DM high risk and 92% Wellcoaches low/moderate risk
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## Why leaders first?

- ■ ■ Personal responsibility to help avert healthcare crisis
- Role models who walk the walk
- Cultural permission in the workplace

## Testimonial – what an engaged client says

■ ■ I want to thank you for helping me improve my lifestyle over the past several months. I want to first say that I was somewhat skeptical as I entered into the process of the Wellness Coaching activity. I initially signed up to get the opportunity of additional funding for my FSA. That being said, I have an entirely different view having been involved with you over these months. You have had a very positive impact on the success that I have achieved both from a physical and emotional health perspective. I have stated to you in the past that motivation (or lack thereof) has always been a challenge for me when it comes to my personal wellbeing.

## Testimonial - cont'd

- ■ I have been challenged by you to continue to focus on myself and struggles that I have. If I could summarize it in one word, I would simply say “ACCOUNTABILITY.” The sessions we have had where we have discussed situations and set personal goals have been invaluable to me. One thing that has driven me is your motivating manner with the many times you have challenged me to raise my own personal bar to achieve more. Since we have been meeting I have achieved the following:

## Testimonial – cont'd

- ■ ■ Lost about 35 pounds. I am not where I want to be yet, but certainly almost everyone at Cincom has recognized my physical change.
- Committed to get more sleep. This remains a challenge at times due to a busy lifestyle.
- Improved my diet significantly. I have been able to develop a balanced diet while watching my overall calorie intake with the goal of maintaining an average 1000 calorie deficit per day.
- Significantly increased my exercise habits. This along with the balanced diet has obviously led to the weight loss. I take the stairs almost always at work up to my office on the 4<sup>th</sup> floor.

## Testimonial – cont'd

- ■ Lastly, our discussions regarding some family relationship issues we have had over this period (adult children not spouse) have been very helpful. We have made great progress and I have been able to not let difficult personal relationships be so impactful on my emotional wellbeing.

Once again, I am now a believer in the process we have gone through over these months and will encourage Cincom to continue with this program into the future.

## Language matters

### Problem focus or Positive psychology

- ■ ■ Productivity or energy
- Health risk or well-being
- Avoid disease or perform at peak



## Other tips

- ■ ■ Client not patient
- Client determines what makes them thrive
- Client's vision for well-being moves him/her emotionally
- Self-efficacy trumps health behavior guidelines
- Uncover and use strengths to handle challenges
- Match coach developmental level to client level
- Pay coaches at level of other professionals – personal trainers, dietitians, therapists
- Enable coaches to flourish



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