



Overview of Integrative Health Coaching

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Most Causes of Illnesses are Related to Health Behaviors

➤ Access to Care	10%
➤ Genetics	20%
➤ Environment	20%
➤ Health Behaviors/Lifestyle	50%

U.S. Department of Health and Human Services. *Healthy People 2010*. 2nd ed. With Understanding and Improving Health and Objectives for Improving Health. 2 vols. Washington, DC: U.S. Government Printing Office. November 2000.



Current State of US Health Care Expenses

- 75% of health care expenditures go for the treatment of chronic diseases such as diabetes, heart disease, high blood pressure and cancer
- Many of these are preventable by life style changes

Use of Medical Care for Chronic Conditions, Decker S, Schappart S, Sisk J, *Health Affairs*, 28(1) 2009



Integrative Medicine: A Transformative Model

Contemporary

- Disease oriented
- Treat symptoms
- Find it, fix it
- Biomedical interventions / high-tech
- Reactive
- Sporadic
- Individual left to enact
- Physician-directed

Integrative Care

- Health oriented
- Treat symptoms, whole person
- Identify risk, minimize it
- Whole person approach / high-touch
- Proactive
- Lifelong planning
- Support in implementation
- Partnership-based




Integrative Medicine


- Is Patient-centered vs. Disease-centered
- Engages all aspects of the person: mind, body, spirit, and community
- Partners with patient in their care, honoring their values
- Supports patients in lifestyle change processes
- Is committed to the practice of best medicine, whether the origins are conventional or complementary

WHEEL OF HEALTH





What is Integrative Health Coaching?

- ▶ Coaches focus on assisting people to take action in realizing their optimal health goals
 - ▶ Coaches guide people through the process of creating a health plan for themselves, taking action, and following through on accomplishing the plan
 - ▶ Coaches engage people throughout the whole process by providing challenges and support while still holding them accountable for meeting their goals
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The Coaching Process

Optimal Health Vision



Focus



Goal(s) and Action Steps



Action



Assessment



What Are Clients Saying?

“Every month I have a conversation with my health coach. And it’s not a long conversation but it’s intensely effective. I have to crack open what I thought I would be working on and evaluate what I’ve been doing and then think about what needs to happen in the next month.”

Coaching Client, Duke Integrative Medicine



What Are Clients Saying?

“I have appreciated and enjoyed having a coach to help me with planning and setting of goals, offering advice and pointing out insights I might have missed, and to help hold me accountable for my actions.”

Coaching Client, Duke Integrative Medicine



What Are Clients Saying?

“If I didn’t have coaching, I would have given up.”

Coaching Client, Duke Integrative Medicine





What is the Evidence for this Approach?

- ▶ Working with a Health Coach over time can ensure that you make the lifestyle changes you want to make for a dramatic improvement in your heart health

Edelman D, Oddone EZ, Liebowitz RS, A multidimensional integrative medicine intervention to improve cardiovascular risk. *J gen intern med Jul 2006*



Coaching Schedule and Cost

- ▶ Conduct 6 sessions over 3 months for \$300
- ▶ Utilize both in-person or Skype sessions as well as telephonic sessions
- ▶ Each session is 45 minutes in length
- ▶ Target individuals aged 45 years and older
- ▶ Provide follow-up data:
 - ▶ Self-reports
 - ▶ Coaching assessments