

GETTING SERIOUS ABOUT CARDIOVASCULAR DISEASE PREVENTION 2018

AN INTRODUCTION TO HEALTH COACHING: BETTER CONVERSATIONS, BETTER HEALTH

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@betterconvo

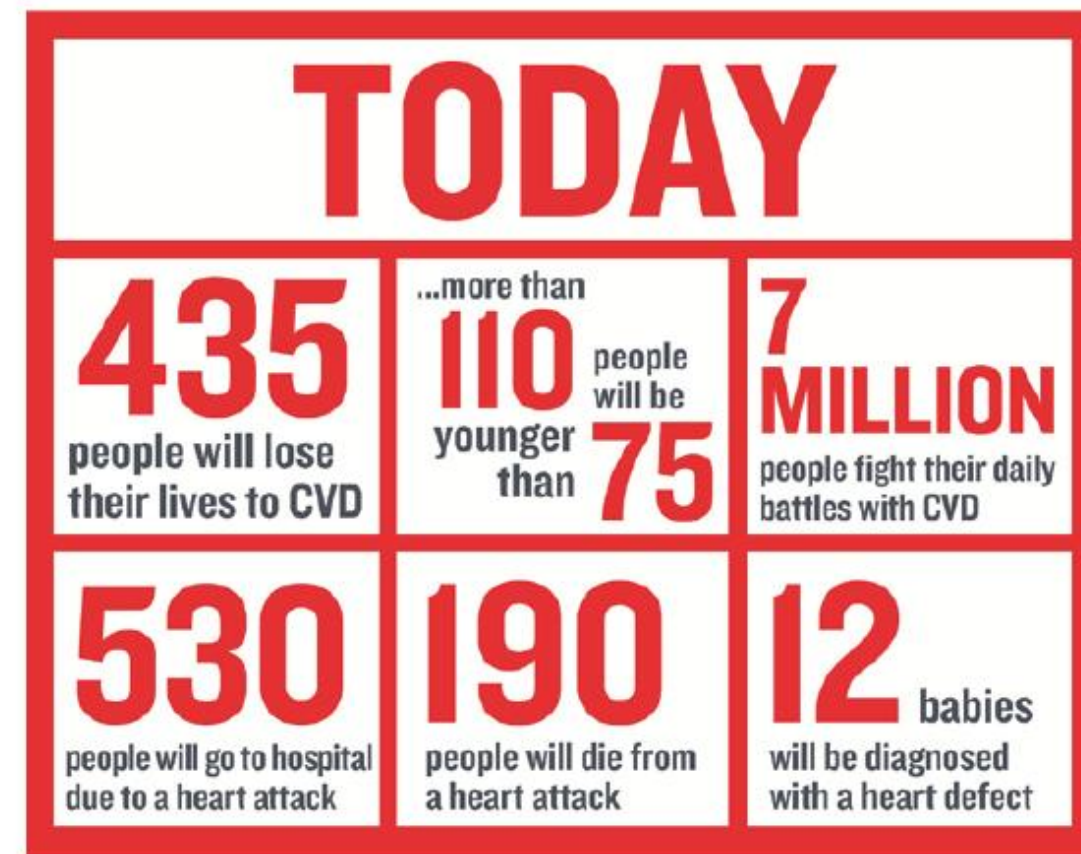
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THE CVD CHALLENGE IN ENGLAND

FIGHT FOR EVERY HEARTBEAT
bhf.org.uk

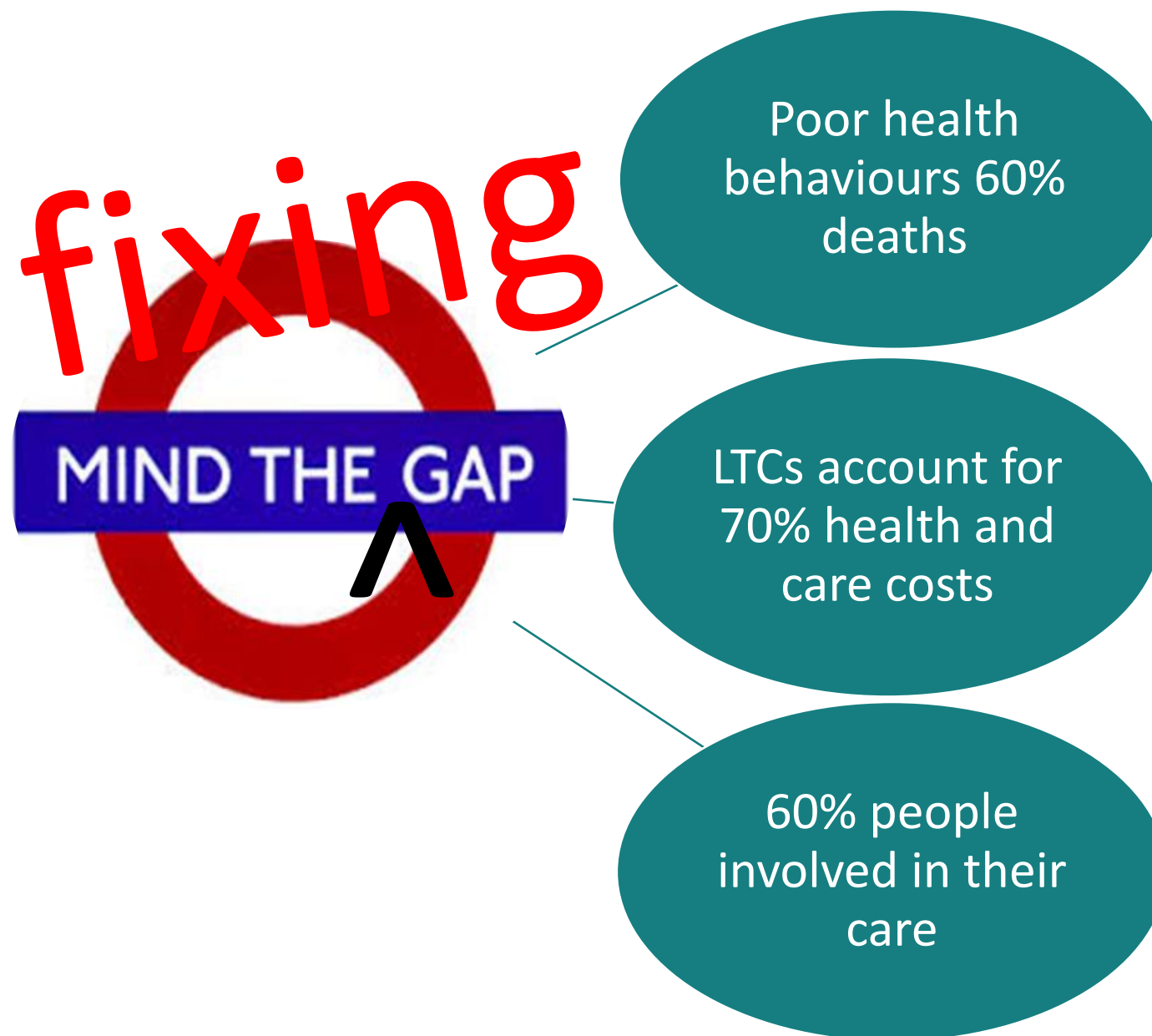
Together we can save lives and reduce NHS pressures



BHF EIGHT REASONS WHY WE NEED TO THINK DIFFERENTLY ABOUT CVD

1. Progress has slowed
2. We are living longer with more LTCs
3. CVD care costs £7.4 billion
4. Geography 3 X difference CVD death
5. Could do better vs EU nations
6. Earlier risk factor detection & treatment
7. Better management to avoid events
8. Think differently about CVD services

Ninth Reason – need to work in partnership with patients at every level



- Behaviour gap
 - Poor compliance (30% medicines, 10% lifestyle advice)
- Activation gap
 - 25-40% people consume 8-21% more resources
- Expectation gap
 - Complaints increasing
 - Over treatment and diagnosis

What we're going to cover

1. Some questions
2. What is health coaching?
3. What skills are used
4. Evaluation
5. Action planning
6. Q&A

Conversations

- What attracted you to attend this Workshop?
- What do you usually do to support someone to change behaviour in a consultation?
- What do you think maybe your strengths and development areas as a health coach?
- At a personal level, what is important to you in a conversation about your health and wellbeing with a health & care professional?

Traditional approach: A culture of “telling people what they need to do”

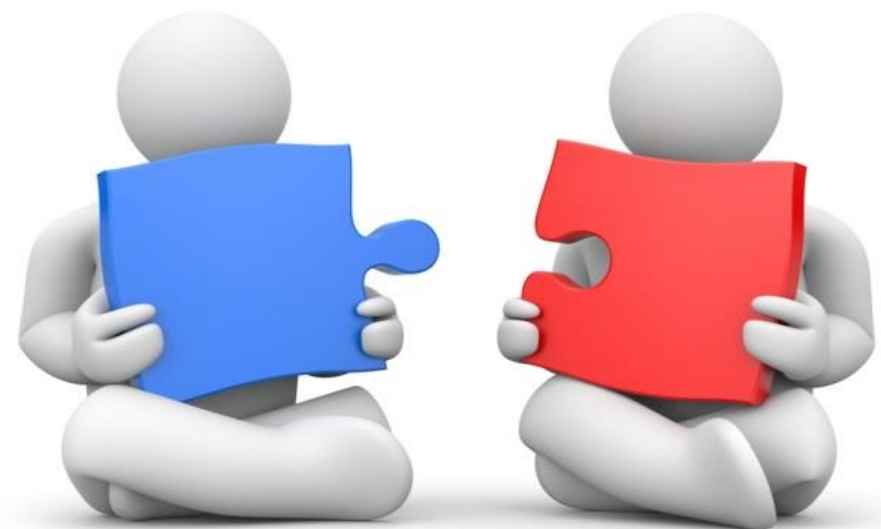
- Practitioner is viewed as expert
- Decisions often made by practitioner
- Patient believes it is the practitioner’s role to fix them
- Goals are often suggested by the practitioner
- Focus on extrinsic motivators
- Psychological factors in change unlikely to be addressed



Practitioner

Patient

We need a paradigm shift - see patients as a member of the team



“Instead of treating patients as passive recipients of care, they must be viewed as partners in the business of healing, players in the promotion of health, managers of healthcare resources, and experts on their own circumstances, needs, preferences and capabilities.”

Coulter (2011)

Informed and empowered patients



Have the knowledge, skills and confidence to manage their own health and healthcare

And they.....

- Make healthy lifestyle choices
- Make informed and personally relevant decisions about their treatment and care
- Adhere to treatment regimes
- Experience fewer adverse events
- Use less costly healthcare

Coulter from Health Affairs Feb 2013
<https://www.healthaffairs.org/toc/hlthaff/32/2>

Creating a new relationship

Health coaching

Role of practitioner

The coach is a healthcare professional **trained in behaviour change theory, motivational strategies, and communication techniques**, which are used to **assist patients to develop intrinsic motivation and obtain skills** to create sustainable change for **improved health and wellbeing**.

Role of patient

A patient centred approach wherein patients **at least partially determine their goals**, use **self-discovery and active learning processes** together with **content education** to work towards their goals, and **self-monitor** behaviours to increase accountability all within the context of an **interpersonal relationship with a coach**.

Wolever 2013

Practitioner



better conversation
better health
health coaching



Patient



TPC**HEALTH**



A more tailored conversation that taps into internal motivation (“pull” vs “push”)

Mindset Change



Clinician as Fixer
what's the matter
with the patient



Clinician as Enabler
what matters to
the patient

Health Coaching

Health coaching is helping patients gain the knowledge, skills, tools and confidence to become active participants in their care:

Grounded in behaviour change science:

- ✓ Goal setting
- ✓ Collaborative
- ✓ Personalised
- ✓ Structured process
- ✓ Creates insight
- ✓ Empowering

Adapted from Olsen JM 2014

Health Coaching approach: A culture of “encouraging people to be resourceful”

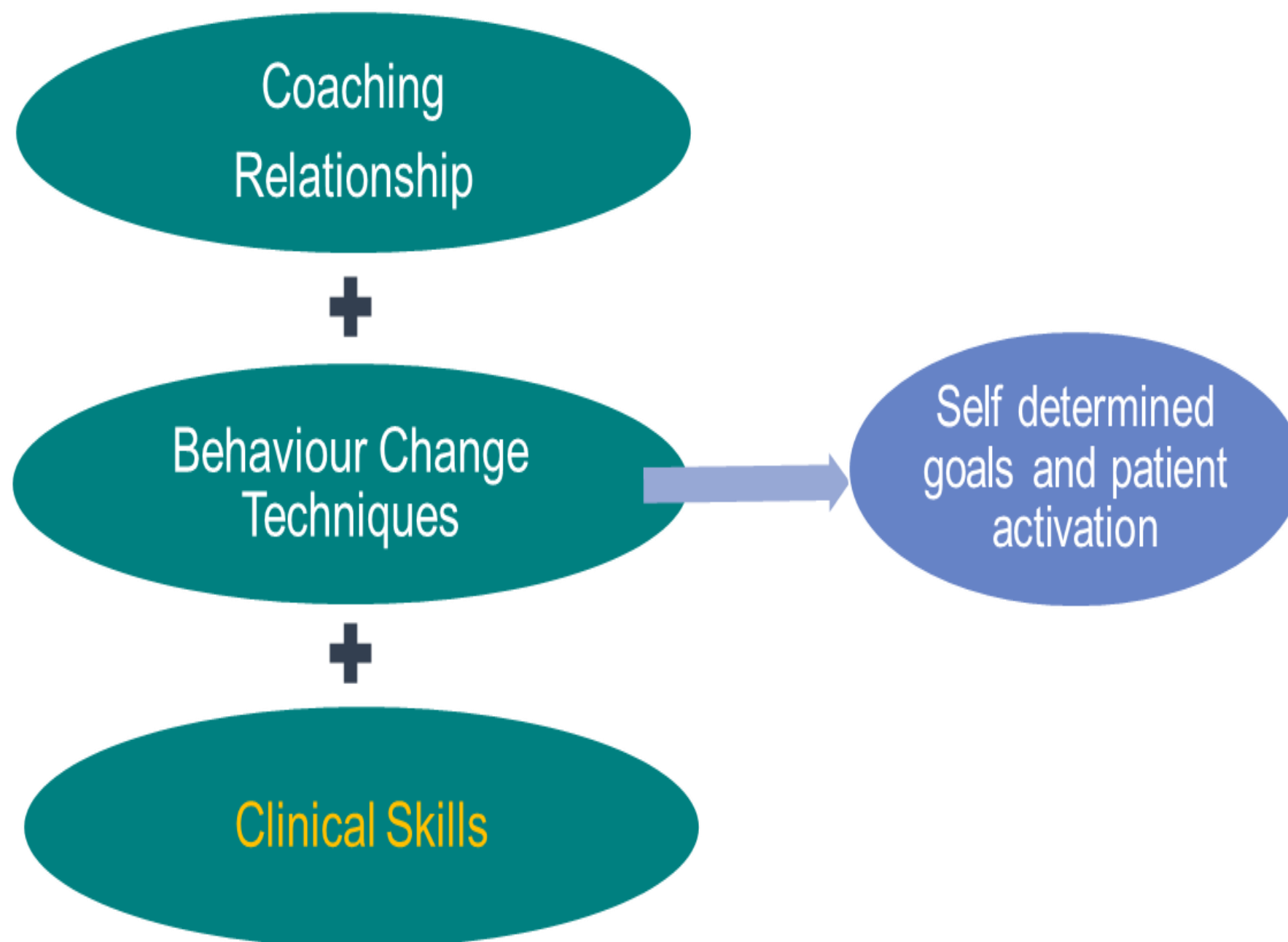
- Person is viewed as the expert in their own life
- Person contributes to generating their own solutions
- Decisions made in partnership
- Person believes that they have an active role in their health
- Person is supported to define & measure their own goals
- Focus on intrinsic and extrinsic motivators
- Psychological factors in change are addressed



Practitioner

Patient

Health coach training builds skills in communication and behaviour change into routine clinical practice



Ingredients for Better Conversations

Active listening

Being respectful and curious about the other person's experience

Encourage Reflection

Using open questions to help the person explore and broaden their perspective

Goals

Exploring what the person wants to achieve and why it's important to them

Ownership

Inviting the person to generate their own ideas about what can be done

Preparation

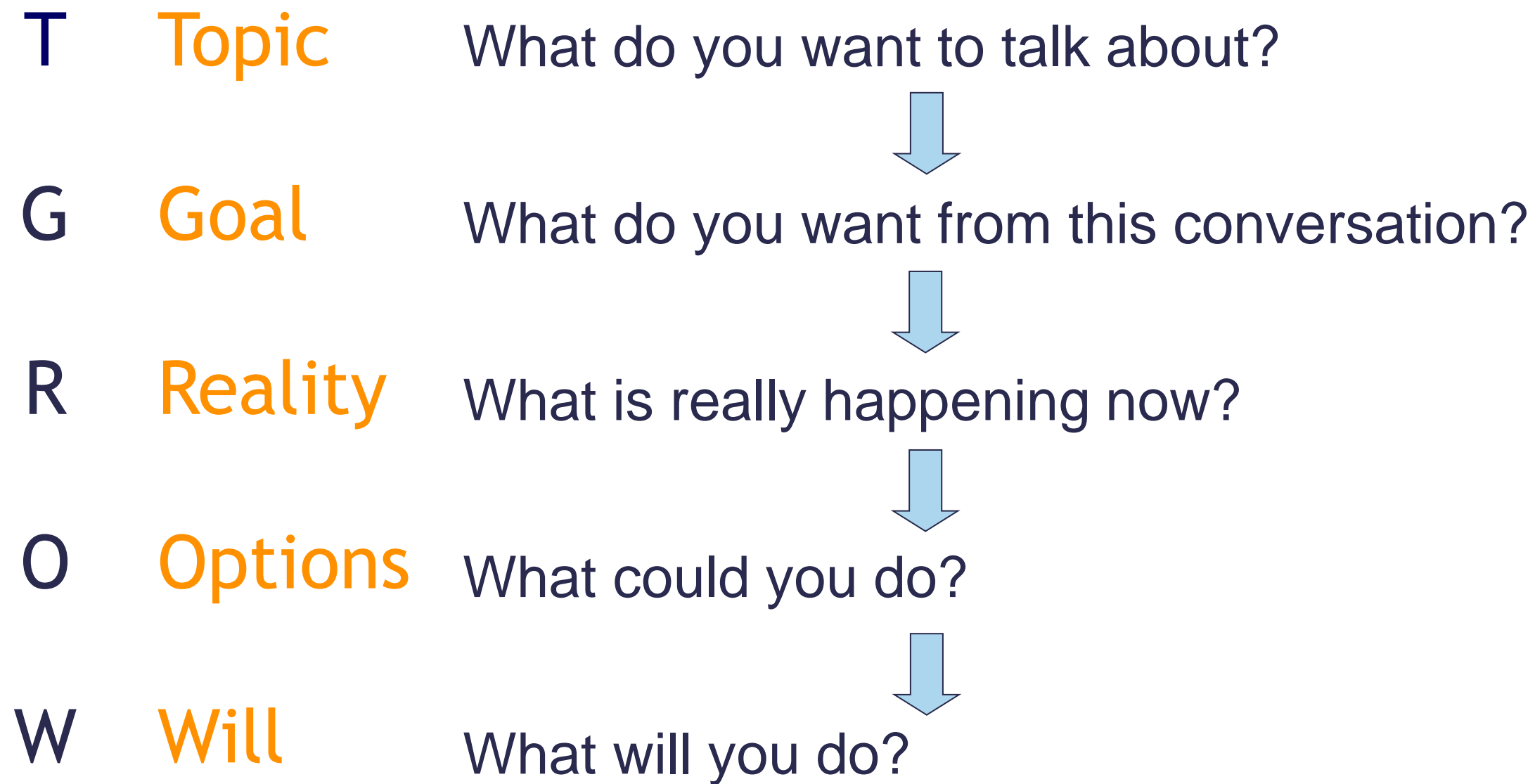
Reducing distractions and planning how to have the conversation

Action

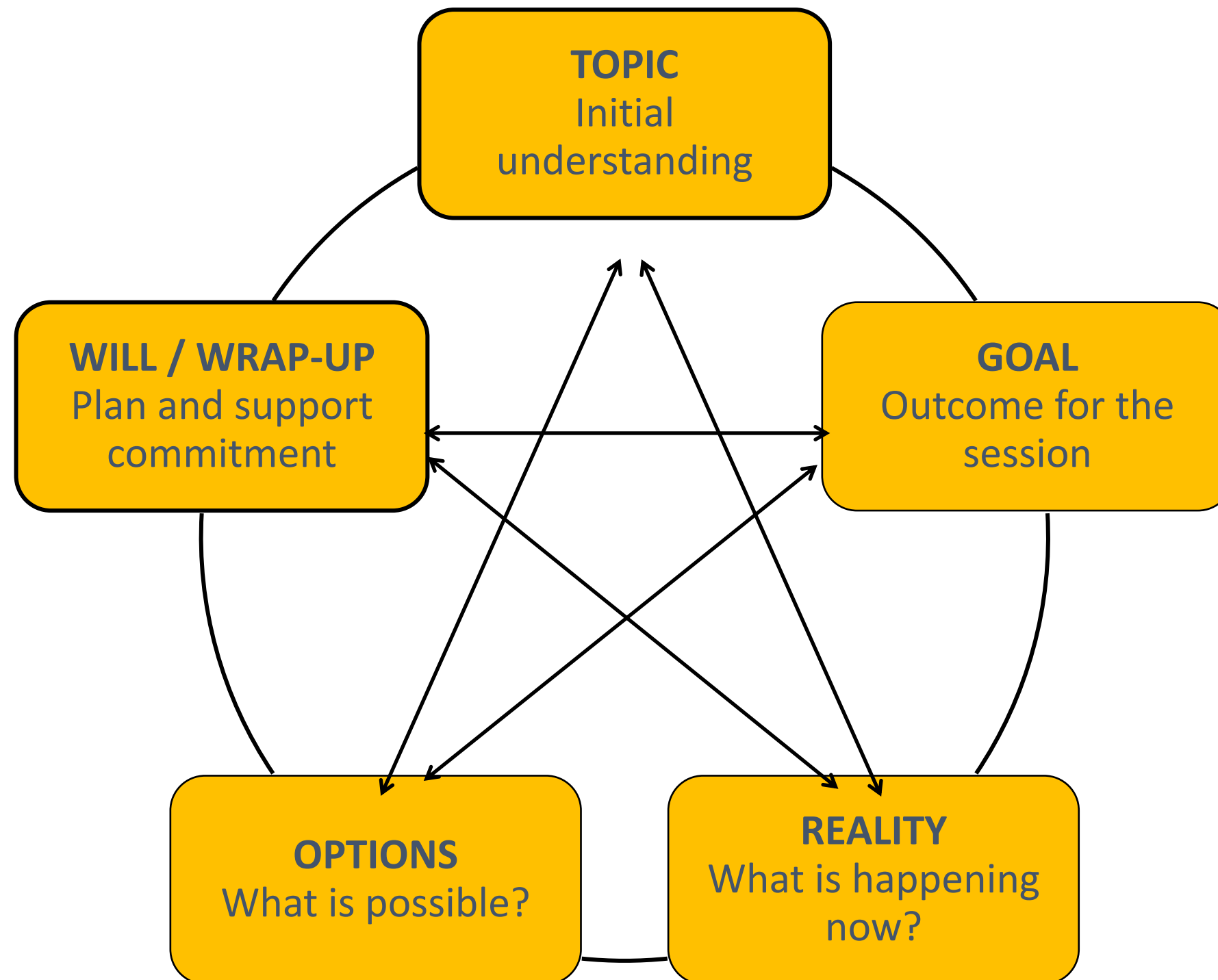
Encouraging the person to take small steps in their chosen direction



Brief coaching dialogue



The TGROW Model



Source: John Whitmore

Raising Awareness and Increasing Responsibility

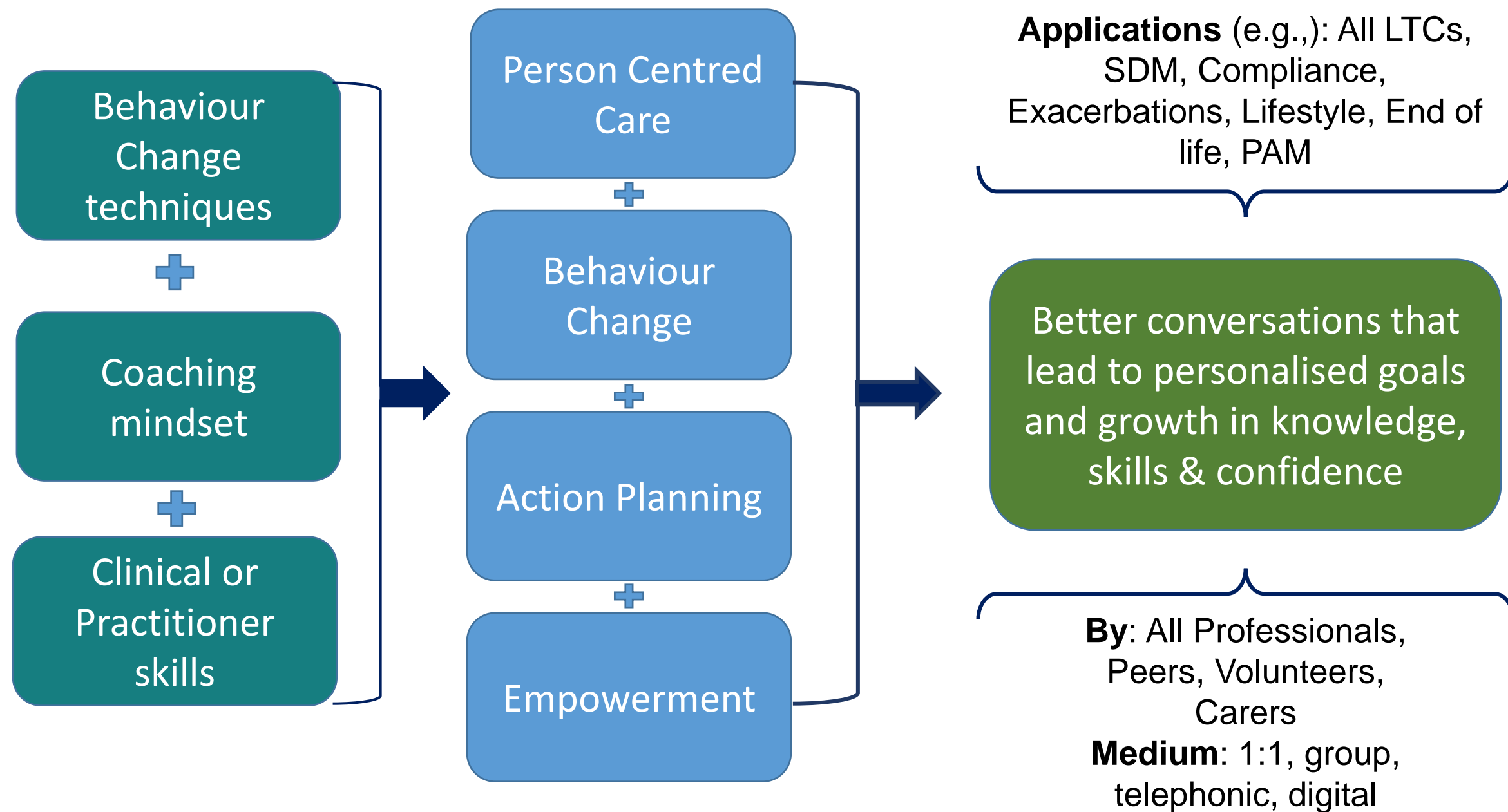
Raise Awareness

Increase Responsibility

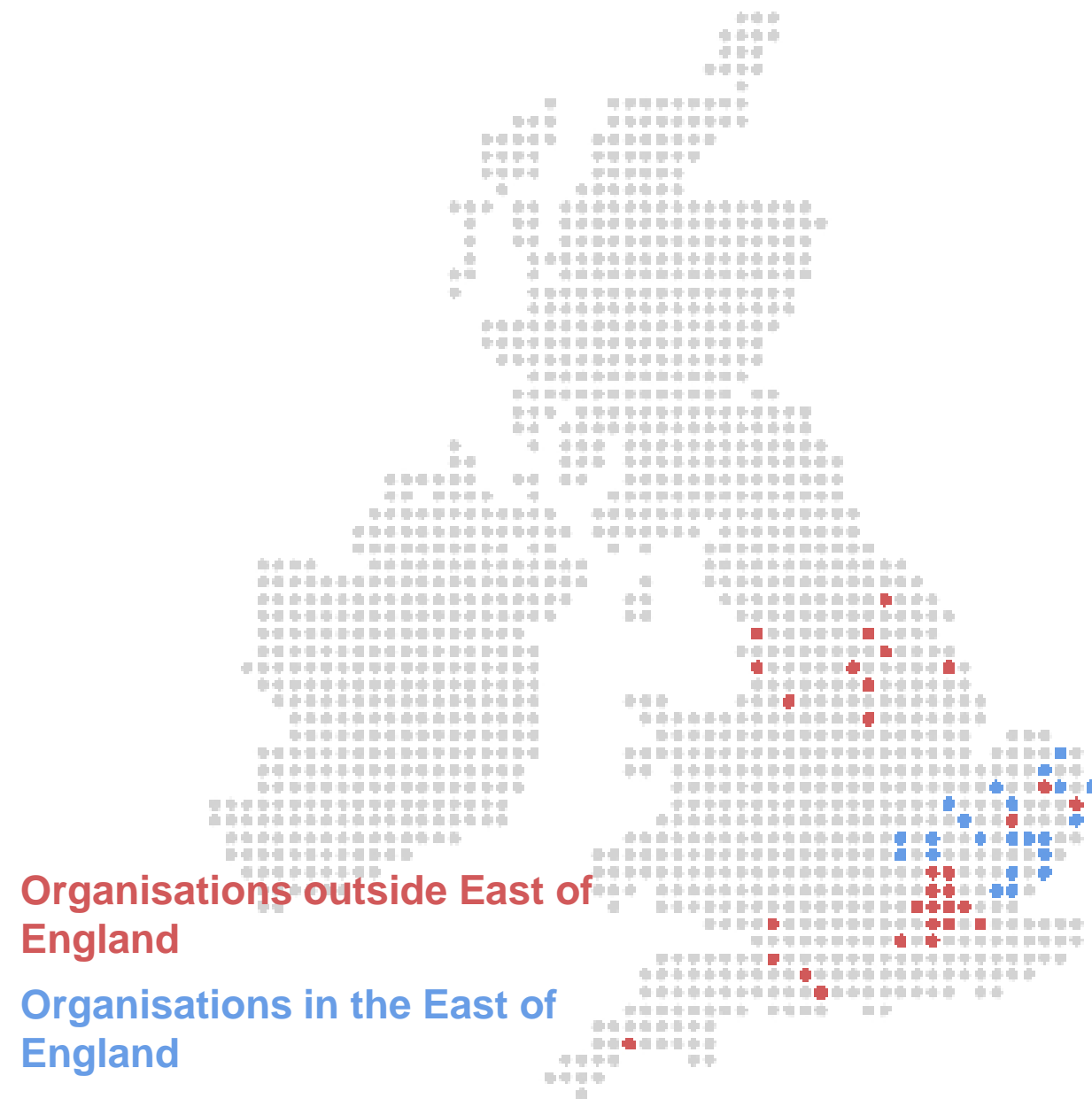


Source: Andrew McDowell

Health Coaching is....



We are at a tipping point in spread of our innovation #healthcoaching



Our track record

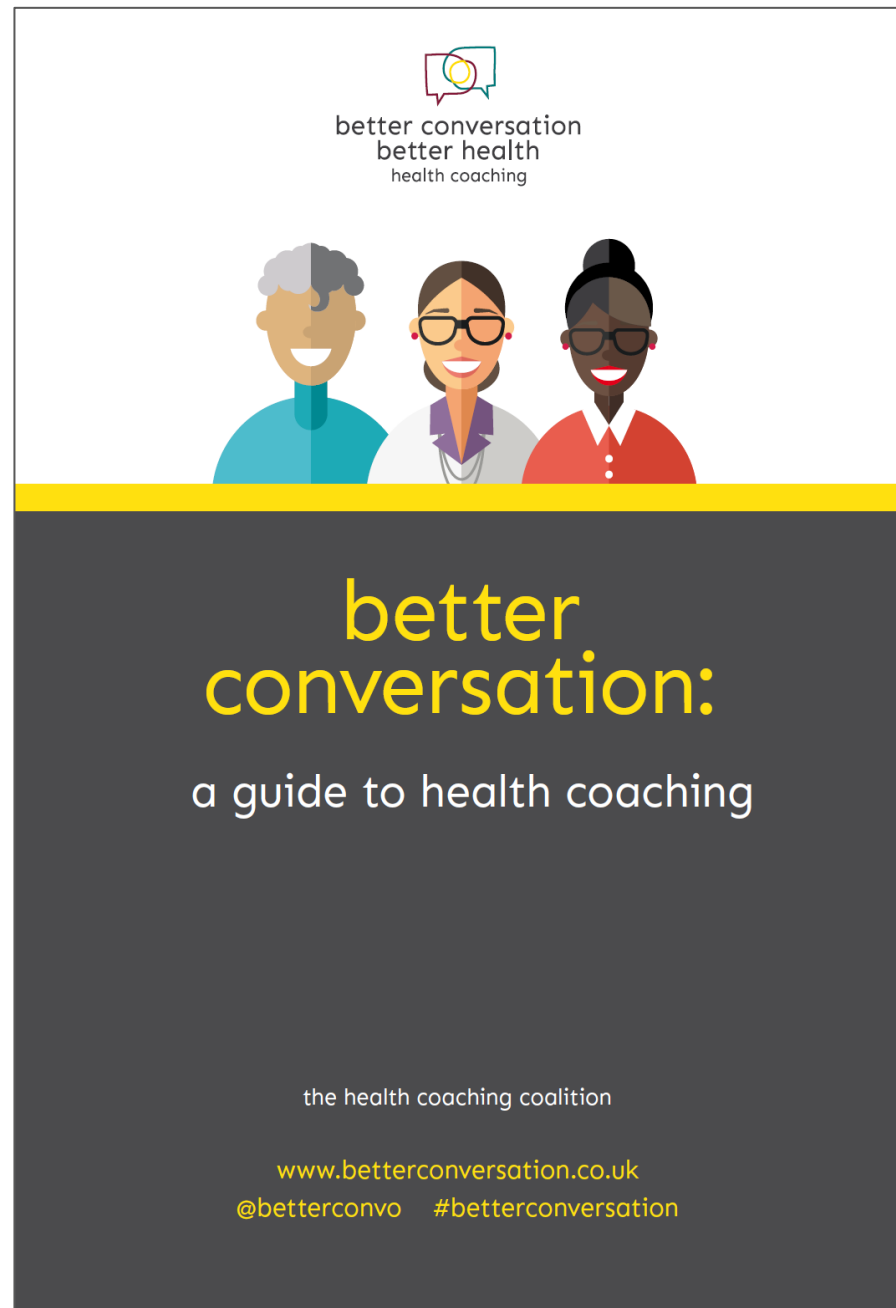
- Multiple programmes in all sectors
- 4,000 participants, 56 trainers
- 75 health & care organisations
- 10 large scale TTT programmes
- £1.5 million investment
- 98% clinician satisfaction
- Works with all professionals & carers
- Disease agnostic
- Stand alone/pathways/teams/systems
- 3 positive independent evaluations
- Cost savings

Health Coaching Applications

- Train single and multi-professional groups
- Use skills in a range of contexts:
 - All sectors and social care
 - Peers, carers and clinicians
 - Individuals, teams and systems
 - General skills development
 - Single and multiple LTCs
 - Improving patient experience
 - Complex patients
 - Risk stratification
 - Managed care
 - Tailored coaching (PAM)
 - Telehealth



Independent evaluations



Activates patients

- Increased self efficacy, confidence, satisfaction, more personalised care, reduced dependency

New tools for clinicians

- > 96% good/very good learning & application
- 2/3 clinicians using skills at one year
- Trainers still training at 4 years
- Bridge between clinician & patient
- **Helps structure difficult conversations**
- Increase job satisfaction
- Useful in leadership

Efficiency

- Savings: £3.4m rehab ward, reduced pharmacy re-admissions, 12.5K F/U appts/physio/year. £1,500/patient
- Inc compliance/PAM, reduced appointments, tests and medication, quicker discharge

Internationally

The screenshot shows the SAGE journals website header with the logo and search icon. Below it is the cover of the American Journal of Lifestyle Medicine. The main content area displays a management brief from the U.S. Department of Veterans Affairs, titled "Management Brief no. 128" and "Systematic Review: The Effectiveness of Coaching". The brief discusses chronic medical conditions among VA healthcare system users and the benefits of coaching. A sidebar menu on the left lists various categories like "About Us", "Centers", "Publications", etc.

41 RCTs VA/HSR&D Quality Enhancement Research Initiative (QUERI) Evidence-Based Synthesis Program., June 2017

- Growing evidence base for health and wellness coaching
- USA - 15-20,000 health coaches, 11 Schools, Institute, Consortium, Credentialing
- Consensus definition (Wolever 2013)
- 11 systematic reviews, most recently:
 - Compendium (May 2017) 219 articles inc 150 outcome studies 72 RCTs - **effective treatment adjunct in cancer, DM, CHD**, improvements in HbA1c, risk factors, psychological profile
 - VA programme (June 2017) 41 RCTs, 11,390 subjects - decreases in HbA1c, body mass index (BMI), dietary fat, increases in physical activity, self-efficacy

Health Coaching is an enabler of...



Person Centred Care



Activation



Asset based approaches



Shared Decision Making



Social prescribing



Personalized care & support planning



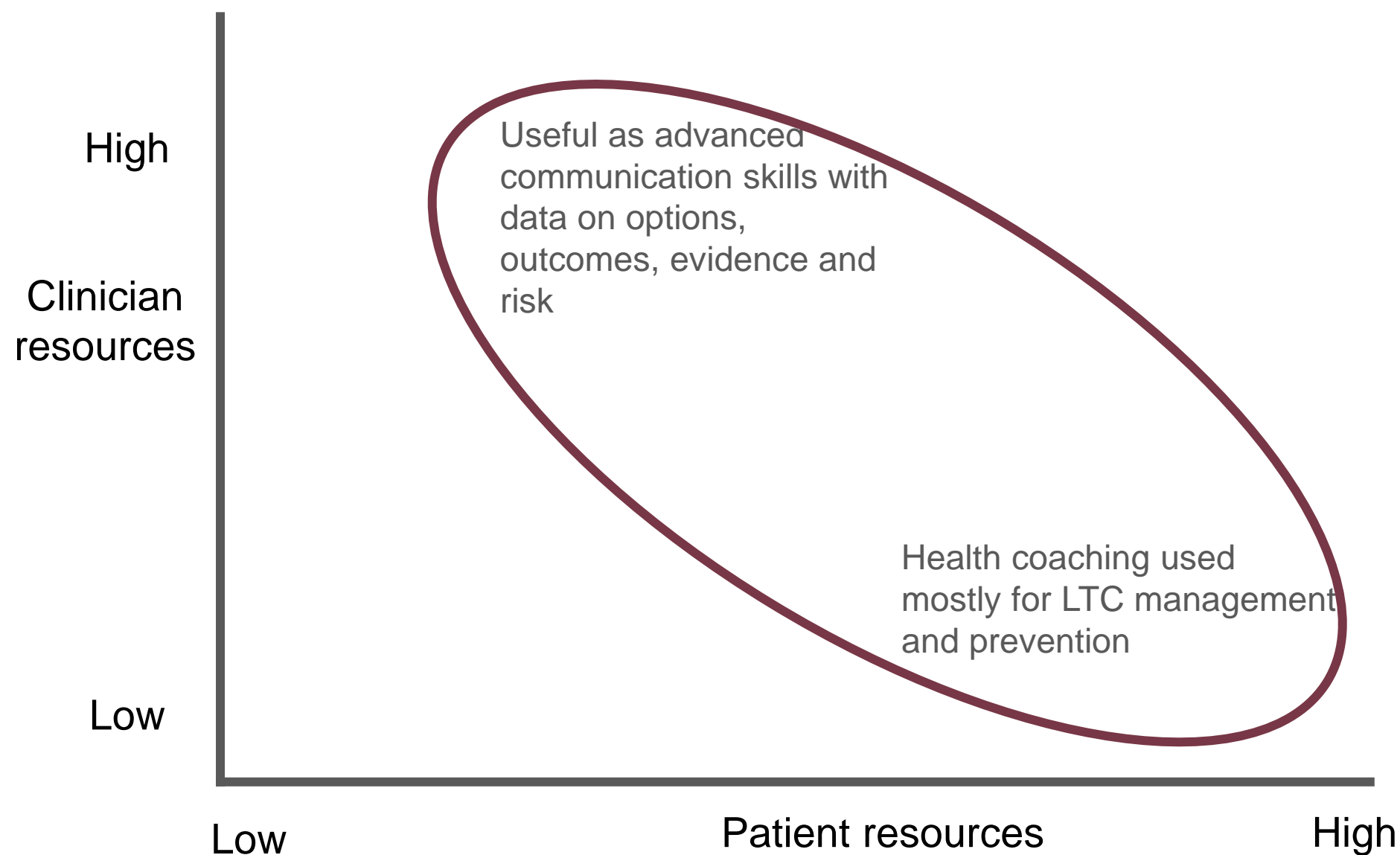
Engagement



Innovation

Health Coaching creates Person Centred Care, supports integration in teams & builds capacity

Health coaching *is* shared decision making



Join the social movement Better Conversation



better conversation
better health
health coaching

- Implementation toolkit and support
- Pathway design
- Training skills development
- Embedding and evaluation
- Community of practice with NHS Leadership Academy

www.betterconversation.co.uk

@betterconvo



Action planning

<p>3 Three situations where I would like to try out a Health Coaching approach</p>	
<p>2 Two concepts or ideas that I intend to start using in my work</p>	
<p>1 One thing that had the most impact on me during this Workshop</p>	

Thank you

#betterconversation transforms relationships and health behaviours

www.betterconversation.co.uk

@betterconvo #healthcoaching



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