Margaret Moore, MBA

Institute of Coaching, McLean Hospital
Harvard Extension School
Harvard Medical School, Global Education
International Consortium for Health & Wellness Coaching
National Board for Health & Wellness Coaching
DISCLOSURES
Margaret Moore, MBA
Wellcoaches Corporation
Harvard Health Books author
www.coachmeg.com

use, share, citing Margaret Moore or Coach Meg
COACHING & LIFESTYLE MEDICINE
MARRIAGE MADE IN HEALTH
AGENDA

1. why we need coaches
2. coaching in healthcare
3. coaching psychology
4. coaching everywhere
COACHES HELP PEOPLE CHANGE WHEN CHANGE IS HARD
95% not engaging in top 5 health behaviors

65% are overweight or obese

68% aren’t engaged in work

80% of adults are not thriving (emotional)
TODAY IS THE SLOWEST CHANGE WILL EVER BE

EVEN CHANGE IS CHANGING

Thank You for Being Late

AN OPTIMIST'S GUIDE TO THRIVING IN THE AGE OF ACCELERATIONS

THOMAS L. FRIEDMAN

AUTHOR OF THE WORLD IS FLAT
AGE OF ACCELERATIONS

- technology is disruptive
- globalization is complex
- climate change is dangerous
BURNOUT IS THE NORM
EVERYONE THRIVES IN TURBULENT TIMES
EVERYONE LEARNS THE COACH APPROACH
Coaching in Healthcare

Ruth Q. Wolfe, Margaret A. Moore and Meg Jordan

INTRODUCTION

The timely arrival of coaching in healthcare brings genuine seeds of hope to a landscape in dire need. The global healthcare industry is under siege by many issues: aversion of expensive medical procedures, dated volume-based reimbursement systems, and outdated models of care. Add to this global epidemics of preventable chronic disease associated with unhealthy behaviors and you find healthcare systems facing massively disruptive change, and global economies enduring significant financial strain (Klomp et al., 2011; Marmot et al., 2010; Marmot, 2008). In this context, there is both enthusiasm and confusion regarding coaching.

has brought attention and research funding to enable much-needed, rigorous studies of coaching as an innovative and patient-centred process that may bring about sustainable behavior change in patients (Wolfe, et al., 2013). However, the practice of coaching in healthcare has also brought confusion. For example, the burgeoning research on patient coaching includes confounders that led many providers, patients and the public to conflate coaching as synonymous with educating and advising.

This chapter offers a map of the status and potential of coaching in the healthcare industry in an attempt to address both the enthusiasm and the confusion. We draw from coaching in other contexts to examine potential...
2017 HWC RESEARCH COMPENDIUM:
150 STUDIES, 72 RCTs, 2 meta-analyses as of 7/16

OBESITY (13 RCTs / 31 Studies)
- 87% significant weight reduction

DIABETES (14 RCTs / 32 Studies)
- 78% significantly reduced A1C

WELLNESS (15 RCTs / 38 Studies)
- 92% enhanced exercise behavior
- 88% enhanced nutrition behavior

HYPERTENSION (7 RCTs / 14 Studies)
- 67% significantly lowered BP

HEART DISEASE (7 RCTs / 12 Studies)
- 91% significantly lowered disease risk

CANCER (7 RCTs / 9 Studies)
- 67% significantly favorable outcome (e.g., psychosocial, quality of life)
In 2010, a team of thought leaders and pioneers founded **NCCHWC, now ICHWC**, to develop national standards & certification for health and wellness coaches.

**ICHWC**
International Consortium for Health & Wellness Coaching

[WWW.ICHWC.ORG](http://WWW.ICHWC.ORG)
MISSION

- clarity of standards
- minimum standards
- HWC integrity
- robust evidence base

WWW.ICHWC.ORG
INTERNATIONAL CONSORTIUM FOR HEALTH & WELLNESS COACHING

NATIONAL BOARD FOR HEALTH & WELLNESS COACHING

NATIONAL BOARD OF MEDICAL EXAMINERS
140 competencies in 26 domains and four categories

1. Coaching structure
2. Coaching process
3. Health & Wellness
4. Ethics & Legal

Supported by Resources (ten books + references)

Coaching Interventions Up & Down the Health Care Ecosystem

Leadership coaching

Health professional coaching

MD Leader

MD Team

Patients

Coach: Individual focus
- Self-management, individual goals
- Relationship management, team goals

Coach: Team focus
- Relationship management, team goals

Coached individuals: other team members & stakeholders
- Relationship management, team & organizational goals

Source: Authors

NEJM Catalyst (catalyst.nejm.org) © Massachusetts Medical Society

NEJM Catalyst
Coaching in Medical Education: A Faculty Handbook

A framework for educators and administrators who create programs for coaching medical students.
MGH
250 faculty coaches
550 residents coached

USA
25 programs
600 faculty coaches
1,000 residents coached

2012 – 2017 TOTAL
850 COACHES 1,550 RESIDENTS
A mind once stretched by a new idea or understanding will never fully return to its original dimensions....

OLIVER WENDELL HOLMES, SR. 1809-1894

COACHING CHANGES THE BRAIN FOR GOOD
CREATIVITY: GENERATIVE MOMENTS
CREATE NEW CONNECTIONS
imagine a new brain-wide network
INTEGRATE 16 THEORIES

WELL-BEING
MINDFULNESS
RELATIONAL FLOW
MOTIVATIONAL INTERVIEWING
TRANSTHEORETICAL MODEL
HOPE PSYCHOLOGY

SELF-DETERMINATION
SOCIAL COGNITIVE THEORY

EMOTIONAL INTELLIGENCE
PERSONALITY

SELF COMPASSION
NON-VIOLENT COMMUNICATION

POSITIVE PSYCHOLOGY
APPRECIATIVE INQUIRY
CHARACTER STRENGTHS
RELATIONAL CULTURAL THEORY

COACHING PSYCHOLOGY
APPLY SCIENCE-BASED KEYS to POSITIVE CHANGE
I've been thinking about you lately.

I wish you wouldn't do that.

I have something for you, Earl...

Oh?

I've made a list of ways in which I think you could improve yourself.

Now don't get defensive. I'm just trying to help you be happy.

Flush!

How about that? It did make me happy!
AUTONOMY IS THE STRONGEST PRIMARY DRIVE

It's not about me.
AUTHORITY

direct
control
advocate
criticize
drive

EXPERT

COACH

serve
collaborate
co-create
appreciate
cultivate
coach

AUTHORITY
GET OUT OF SALES and GET INTO FISHING
COACHING SKILLS

1. be present
2. open question
3. listen
4. reflect
5. repeat
Mind Full, or Mindful?
I AM HERE

10/6/17  42  Coach Meg
ASK, DON’T TELL
NOT THINKING ABOUT WHAT I WILL SAY NEXT
REFLECT
SUMMARIZE
1. What is going well?
2. What makes me thrive?
3. My vision for my well-being?
4. Why does this vision matter?
5. What strengths will help?
6. An important challenge?
7. Three strategies
8. First step
BENEFITS OF POSITIVE EMOTIONS

• broaden thinking
• build resources
• improve relationships
• improve resilience
• improve health

Barbara Fredrickson, Positivity, 2009
AIM FOR 3:1

THREE POSITIVE EMOTIONS FOR EACH NEGATIVE

WHAT IS GOING WELL?
WHAT MAKES YOU THRIVE?
THE DEBT WE OWE TO THE PLAY OF IMAGINATION IS INCALCULABLE.

CARL JUNG
WHAT IS YOUR VISION FOR YOUR WELL-BEING?
AUTONOMOUS MOTIVATION

fuel source for peak performance & positive change
The meaning of life is to find your gift.
The purpose of life is to give it away.

Pablo Picasso
WHY DOES YOUR VISION MATTER?
BUILD SELF-EFFICACY
improve readiness to change
TYPES of STRENGTHS

1. character
   values in action
2. talents
   natural talents
   Gallup Strengthsfinder
3. preferences
   cognitive processes
   Myers-Briggs
4. intelligences
   Gardner intelligences
<table>
<thead>
<tr>
<th>Character Values</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>wisdom &amp; knowledge</td>
<td>Creativity, Curiosity, Open-mindedness, Love of learning, Judgment</td>
</tr>
<tr>
<td>courage</td>
<td>Honesty, Bravery, Perseverance, Zest</td>
</tr>
<tr>
<td>humanity</td>
<td>Kindness, Love, Social Intelligence</td>
</tr>
<tr>
<td>justice</td>
<td>Fairness, Leadership, Teamwork</td>
</tr>
<tr>
<td>temperance</td>
<td>Forgiveness, Humility, Prudence, Self-regulation</td>
</tr>
<tr>
<td>transcendence</td>
<td>Appreciation of beauty, Gratitude, Hope, Humor, Spirituality</td>
</tr>
</tbody>
</table>

**Character Values in Action**

www.viacharacter.org
WHAT STRENGTHS WILL HELP YOU?
THE OBSTACLE IS THE WAY
Time for Growth
“We cannot solve our problems with the same thinking we used when we created them.”
WHAT IS AN IMPORTANT CHALLENGE?
THREE STRATEGIES
FIRST STEP?
coaching & lifestyle medicine
all rowing together

healthcare leaders
providers
patients
NEW TRIPLE AIM
CONNECT, GROW & THRIVE
COACHING & LIFESTYLE MEDICINE IN HEALTHCARE

it’s turtles all the way down
COACHING & LIFESTYLE MEDICINE
MARRIAGE MADE IN HEALTH
resources

1. International Consortium for Health & Wellness Coaching – [www.ichwc.org](http://www.ichwc.org)
2. National standards for [health and wellness coaching competencies](http://www.ichwc.org/individuals/)
3. ICHWC-approved health and wellness coach training programs - [http://ichwc.org/individuals/](http://ichwc.org/individuals/)
4. [Compendium of Health & Wellness Coaching Literature](http://www.ichwc.org/individuals/), American Journal of Lifestyle Medicine
5. Institute of Coaching (IOC) – [www.instituteofcoaching.org](http://www.instituteofcoaching.org)
6. [Coaching in Leadership & Healthcare conference](http://www.instituteofcoaching.org), Institute of Coaching, Harvard Medical School
7. AMA coaching activities:
   a. Guidelines for [health coaching in primary care](http://www.ama-assn.org)
   b. [Faculty handbook for coaching in medical education](http://www.ama-assn.org) (academic coaching)
8. Residency coaching program: Harvard Medical School - Carol Kauffman (IOC) & Kerri McGrath (MGH) – [residency coaching program](http://www.ama-assn.org)
9. NEJM Catalyst: [Coaching to Enhance Individual Well-being, Foster Teamwork, Improve the Health Care System](http://www.ama-assn.org)
10. [Coaching in Healthcare, Chapter 29](http://www.ama-assn.org), The SAGE Handbook of Coaching