

Otterbein University

Digital Commons @ Otterbein

Masters Theses/Capstone Projects

Student Research & Creative Work

8-26-2019

Implementing a Health Coach into your Healthcare Continuum

Dalton Jarvis

Otterbein University, dalton.jarvis@otterbein.edu

Follow this and additional works at: https://digitalcommons.otterbein.edu/stu_master



Part of the [Alternative and Complementary Medicine Commons](#), [Health Services Administration Commons](#), [Higher Education Commons](#), and the [Public Health Education and Promotion Commons](#)

Recommended Citation

Jarvis, Dalton, "Implementing a Health Coach into your Healthcare Continuum" (2019). *Masters Theses/Capstone Projects*. 38.

https://digitalcommons.otterbein.edu/stu_master/38

This Project is brought to you for free and open access by the Student Research & Creative Work at Digital Commons @ Otterbein. It has been accepted for inclusion in Masters Theses/Capstone Projects by an authorized administrator of Digital Commons @ Otterbein. For more information, please contact digitalcommons07@otterbein.edu.



**we will empower
you to succeed**

Mount Carmel Health System Implementation of Health Coaches



What is a Health Coach?

- “Health and Wellness Coaches partner with clients seeking self-directed, lasting changes, aligned with their values, which promote health and wellness and, thereby, enhance well-being. In the course of their work health and wellness coaches display unconditional positive regard for their clients and a belief in their capacity for change, and honoring that each client is an expert on his or her life, while ensuring that all interactions are respectful and non-judgmental.” (Winett, 1995, p. 349)

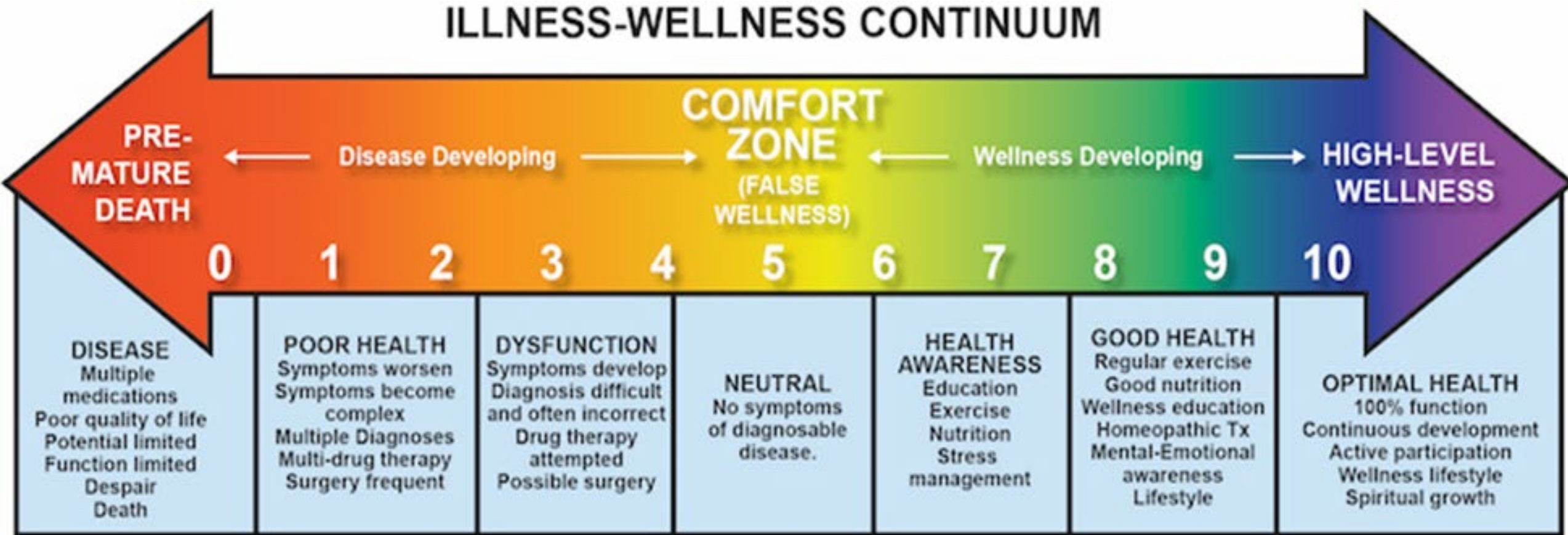
Why Do We Need Health Coaches?

- To better the needs of our clients
- Offer more flexible services
- Competitors have Health Coaches
- To make a valuable contribution in Ohio's 2020 Healthy People Initiative
- They have been proven effective in evidence-based research
- "Helping America reach health promotion, health protection, and preventative service objectives to reduce the burden of unnecessary morbidity and premature mortality" (Winett, 1995, p. 349).

Ohio's 2020 Healthy Initiative

- Decrease mortality rate due to heart disease by 5%
- Decrease prevalence of diabetes in adults by 5%
- Decrease the obesity rate of high school students by 5%
- Increase number of Ohioans following the physical activity guidelines for Americans
- Increase number of Ohioans following the US dietary guidelines for Americans
- 1/4 of Ohioans are inactive
- 11.7% of Ohioans have been diagnosed with diabetes
- 32.6% of Ohioans have classified as being obese
- 17.4% of Ohioans age 10-17 are classified as obese

How Do Health Coaches Fit Into The Health Care Continuum?



How Do Health Coaches Fit Into The Health Care Continuum?

Services Offered

- Diet/Nutrition planning
- Emotional/Mental Support
- Flexible Scheduling (Group, 1-on-1, & Webinars)
- SMART Goal Setting
- Active listening
- Bio-individuality
- Vital Asset to preventative health
- Implementing behavioral change
- Implementing overall lifestyle changes
- Average meetings of twice a month (sessions averaging 30-60 min)
- Health Coach Retention Initiative



Implementing Health Coach Into New Member Orientation

- Goal: 50% of all new members will meet with Health Coach before doing fitness assessment and equipment orientation
 - Giving us a better idea of their goals and what to concentrate on during fitness assessment and equipment orientation
- Members that we are unable to meet with will be contacted a month prior to signing up
 - How many days a week they are going, do they have a plan when they come in to the facility
- Adults should get 150 minutes of moderate aerobic activity a week or 75 minutes of vigorous aerobic activity a week
- Adults also should have strength or resistance training of one set per exercise of each main muscle group, performing 12-15 reps at least twice a week

New Member Assessment Form

Client Name:_____

Phone Number:_____

Type of Membership:_____

Date: _____

On a scale of 1-10 with ten being extremely happy, how would you rate your level of happiness for each of these categories?

_____ **Exercise/Movement:** 1 2 3 4 5 6 7 8 9 10

_____ **Physical Health:** 1 2 3 4 5 6 7 8 9 10

_____ **Stress Level:** 1 2 3 4 5 6 7 8 9 10

_____ **Nutrition:** 1 2 3 4 5 6 7 8 9 10

_____ **Sleep:** 1 2 3 4 5 6 7 8 9 10

_____ **Body Image:** 1 2 3 4 5 6 7 8 9 10

_____ **Energy/Vitality:** 1 2 3 4 5 6 7 8 9 10

Please check all barriers that apply to you.

Not enough time: (kids, work, etc.) ☐

Too tired to work out: ☐

Lack of motivation: ☐

No workout partner: ☐

Don't enjoy exercise: ☐

Low Self-esteem to work out: ☐

Lack of accountability: ☐

Other: _____

Do you have any health concerns that could also be a barrier? (High BP, Heart disease, injury/surgery) _____

Based on your level of happiness scores and your barriers what are three obtainable goals you would like to achieve for this month?

Goal 1: _____

Goal 2: _____

Goal 3: _____

Activities you are interested in that may help you meet your goals? (Circle all that apply)

Yoga	Swimming	Personal Training	Water Aerobics
Lifting	Cardio	Group Exercise	Nutritional Planning



Health Coach Retention Initiative

- They would see what clients are at risk of cancelling membership due to their inactivity at the facility (3 weeks)
- The health coach would be tasked to reach out to these individuals
 - Brief explanation of who they are, what they do, and why they are calling
- In hopes of scheduling a visit to see how they can help
 - Ask client to answer a brief questionnaire regarding their inactivity
- Informing these clients it's a behavioral lifestyle change
- Helping them figure out a way to make it back into the facility

Hello,

This is _____ (Name) _____, A Health Coach from Mount Carmel Fitness Center in Lewis Center. I am calling due to the inactivity of your membership to see if you are interested in meeting with a Health Coach to help you get back into the facility. Some services we offer but are not limited too are:

- Nutrition plans
- Dietary plans
- Emotional/Mental support
- Helping with behavioral changes
- Lifestyle changes
- 30-60 Minute sessions with flexible scheduling
- Health/Fitness assessment
- Develop goals/treatment plan

If you wouldn't mind taking the time I have a brief four question survey that I'd like to ask you to gather some more information regarding your membership with us.

Client Retention Form

Client Name:_____

Phone Number:_____

Date of last membership use:_____

Questionnaire

1. When was the last time you used your membership? (Check one)

- Less than 3 weeks: ☐
- 3 – 4 weeks: ☐
- 4 – 5 weeks: ☐
- More than 5 weeks: ☐

2. What is the reason for not using your membership? (Check all that apply)

- Not enough Time (kids, work, Etc.): ☐
- Too Tired to work out: ☐
- Lack of motivation: ☐
- Unsure of what to do: ☐
- No workout partner: ☐
- Don't enjoy exercise: ☐
- Self-esteem to work out: ☐
- Lack of accountability: ☐

3. Are you currently eating to improve your health? (Check one)

- Yes: ☐
- No: ☐

4. Are you interested in meeting with a Health Coach? (If yes, apply date)

- Yes: ☐
- No: ☐

• Date:_____



Health Coach Documentation

- Theretentionpeople.com
 - This website can be used to document new members. There is a section where their general information is housed. Also a section where any goals or tasks the new member wants to achieve can be documented. Every interaction with the Health Coach will be documented in this website.
 - Another feature of the website is that it tracks when members may be at risk of dropping their membership. It rates members from low to very high risk of dropping. An activity log is accessible to see what day, what week, and how many times a month they are checking into the facility. As well as how many months they have been a member.

Health Coach Retention Initiative

Commission

- Commission offered to health coaches for retaining clients
- Commission based off of monthly attrition:
 - 3.0% = \$300 commission
 - 2.0% = \$400 commission
 - 1.0% = \$500 commission
 - Less than 1.0% = \$650 commission

Market Analysis

Demographics

- Demographically we would reach out to residents within a 12 minute drive radius
- The flexibility of scheduling along with variety of class options from group sessions, one-on-one, and webinar sessions
- Marketing it to all from elderly, at risk diabetes clients, at risk cardiac disease clients, busy/new moms, athletes, Etc.
- Sessions are not as frequent as personal training sessions but sessions may cost more depending on the type of session
 - Price can vary from \$50-\$250
 - Group sessions drive down the price

Market Analysis

Marketing within our system

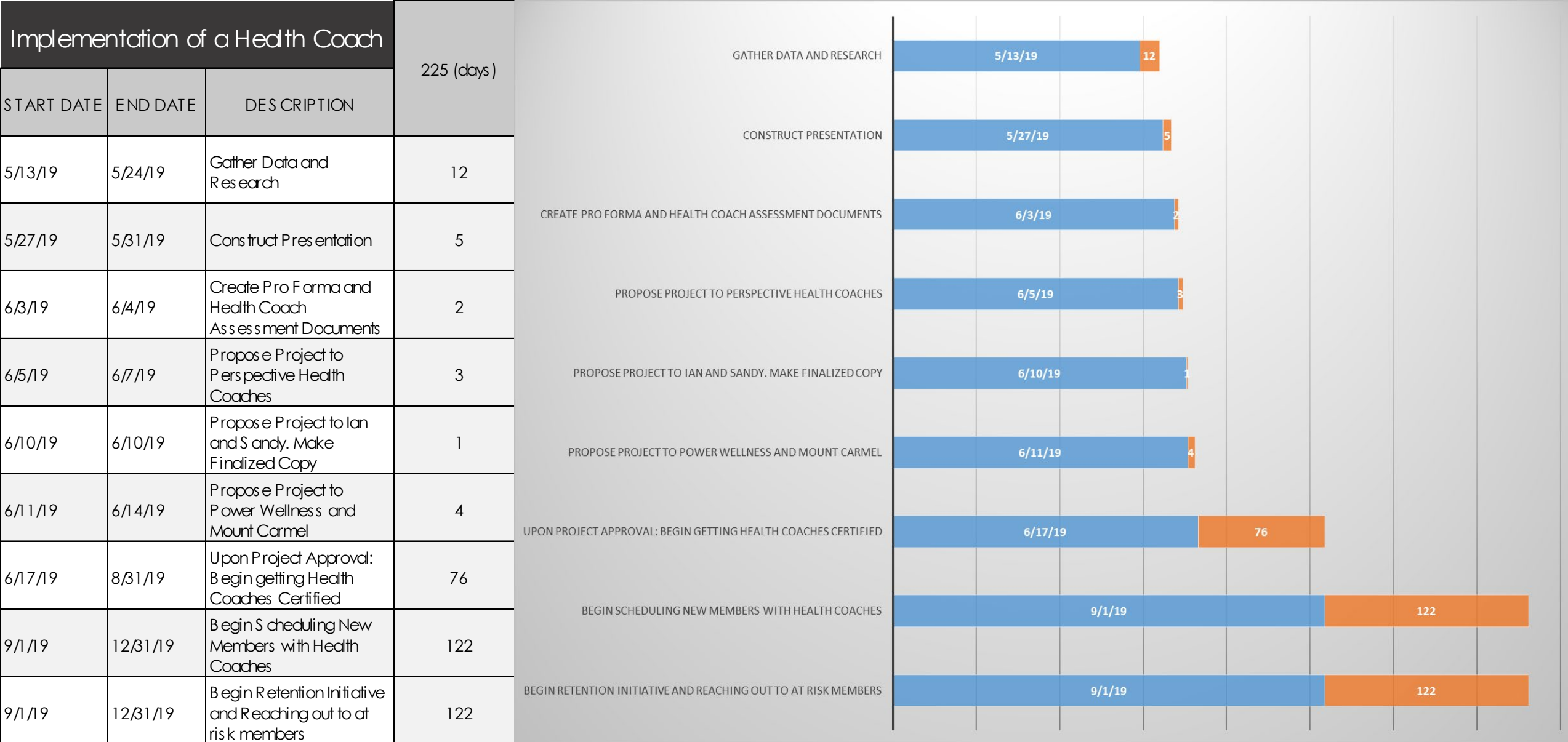
- Flyers regarding the program available in each physician's office
- Make physicians aware of the health coaches with a brief presentation
- Educate physicians on what health coaches can offer
- Pre-heart disease patients should be referred
- Pre-diabetes patients should be referred

Evidence-Based Research

- Mercy Clinic in Des Moines, Iowa
 - Study regarding implementation of a Health Coach for Diabetes patients
 - Showed an increase in volume of patients by 300 in year 1 and 500 in years 2 and 3
 - With a financial analysis of four dollars in revenue for every one dollar spent on a Health Coach
 - “Mercy Clinics reports that overall the health coach activities improve compliance and documentation for chronic patients, enable higher level billing, and increase clinician productivity” (Lanese Pg 20, 2011)

Evidence-Based Research

- International Dental Journal
 - Study was measured using HbA1c, CPI, health behaviors and anthropometric measures
 - 302 Type 2 Diabetes patients were analyzed in Denmark and Turkey
 - Post-intervention a reduction in both HbA1c and CPI was observed for patients assigned to a Health Coach
 - Study showed that a Health Coach had a greater impact on health outcomes by using health promotion strategies and behavioral interventions to manage type 2 diabetes through multidisciplinary oral health



References

- Author Mollie Martin Contributor Mollie is a Study Assistance Consultant at the American Council on Exercise who holds a BS in Psychology. She is an ACE Certified Personal Trainer. (n.d.). Why More Personal Trainers are Becoming Health Coaches. Retrieved from <https://www.acefitness.org/education-and-resources/professional/expert-articles/6352/why-more-personal-trainers-are-becoming-health-coaches>
- Career Path on How to Become a Health Coach. (n.d.). Retrieved from <https://www.nutritioned.org/health-coach.html>
- Cinar, A. B., Freeman, R., & Schou, L. (2018). A new complementary approach for oral health and diabetes management: health coaching. *International Dental Journal*, 68(1), 54–64. <https://doi.org/10.1111/idj.12334>
- Finn, H., & Watson, R. (2017). The Use of Health Coaching to Improve Health Outcomes: Implications for Applied Behavior Analysis. *Psychological Record*, 67(2), 181–187. <https://doi.org/10.1007/s40732-017-0241-4>
- Integrative Nutrition. (2018, October 03). What Does a Health Coach Do? Retrieved from <https://www.integrativenutrition.com/blog/2018/10/what-does-a-health-coach-do>
- Kreisberg, J., & Marra, R. (2017). Board-certified Health Coaches? What Integrative Physicians Need to Know. *Integrative Medicine: A Clinician's Journal*, 16(6), 22–24. Retrieved from <https://search.ebscohost.com/login.aspx?direct=true&db=rzh&AN=131563948&site=eds-live&scope=site>
- Lanese, B., Dey, A., Srivastava, P., & Figler, R. (2011). Introducing the Health Coach at a Primary Care Practice: Impact on Quality and Cost (Part 1). *Hospital Topics*, 89(1), 16–22. <https://doi.org/10.1080/00185868.2011.550207>
- Lanese, B. S., Dey, A., Srivastava, P., & Figler, R. (2011). Introducing the Health Coach at a Primary Care Practice: A Pilot Study (Part 2). *Hospital Topics*, 89(2), 37–42. <https://doi.org/10.1080/00185868.2011.572800>
- Ryan, M., Erck, L., McGovern, L., McCabe, K., Myers, K., Nobrega, S., ... Punnett, L. (2019). “Working on Wellness:” protocol for a worksite health promotion capacity-building program for employers. *BMC Public Health*, 19(1), 1–9. <https://doi.org/10.1186/s12889-019-6405-1>
- Shenkman, E., Muller, K., Vogel, B., Nixon, S. J., Wagenaar, A. C., Case, K., ... Guo. (2015). The wellness incentives and navigation project: design and methods. *BMC Health Services Research*, 15, 1–13. <https://doi.org/10.1186/s12913-015-1245-x>
- The Top 10 Excuses for Not Exercising (and Solutions!). (n.d.). Retrieved from <https://theheartfoundation.org/2018/06/01/the-top-10-excuses-for-not-exercising-and-solutions/>