

Roundtable Discussion Session

RD AS HEALTH COACH: *EXPAND YOUR FOCUS - EXPAND YOUR BUSINESS*


Gina M. Crome, MPH, RD
Lifestyle Management Solutions



WHAT IS HEALTH COACHING


A collaborative approach to support health behavior change and improved health through 3 pillars:

- Nutrition
- Physical Activity
- Behavior Modification



BENEFIT TO THE DIETITIAN

- Hone Communication Skills
- Increasing Client Retention
- Improved Outcomes
- Attract New Clients
- Beyond Singular-Focused Dietary Expertise




HEALTH COACH RESEARCH

Type II Diabetes Study: Randomized Clinical Trial

Those who received coaching experienced:

- Decreased sense of barriers to medication compliance
- Greater sense of social support
- Improved exercise frequency
- Reduction in A1c levels for those with an elevated baseline (>/=7%)

Wolever, R. D. et. al. (2010). "Integrative Health Coaching for Patients With Type 2 Diabetes: A Randomized Clinical Trial". *The Diabetes Educator* 36 (4): 629-639.




HEALTH COACH RESEARCH

Coronary Heart Disease Study: Randomized Clinical Trial

Those who received coaching experienced:

- Significant change in total cholesterol (mean=14 mg/dl) versus the non-coached patients, with a considerable reduction in LDL-C.
- Improvements in other health indicators such as lower weight, increased exercise, and decreased anxiety.


Vale, M.J. (2003). "Coaching patients On Achieving Cardiovascular Health (COACH)A Multicenter Randomized Trial in Patients With Coronary Heart Disease". *Archives of Internal Medicine* 163 (22): 2175.



PARADIGM SHIFT


Traditional Care Model	Health Coaching Model
Health professional as expert	Client as expert in own life
Client told what to do	With permission, client offered information, but chooses own solutions
One size fits all solutions	Individually-tailored solutions
Extrinsic motivators	Intrinsic motivators
Client required to facilitate change	Collaboration and assistance to facilitate change
Ignore barriers to change	Address barriers to change
High resistance to change	Low resistance to change

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HEALTH COACH TOOLBOX


- Positive Psychology
- Transtheoretical Model of Behavior Change
- Motivational Interviewing
- Cognitive Behavior Coaching
- S.M.A.R.T. Goal Setting



POSITIVE PSYCHOLOGY

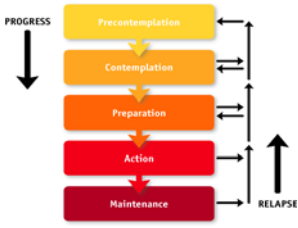

A departure from traditional counseling that focuses on what is wrong. The Positive Psychology philosophy looks at where an individual gains happiness.

Pleasant Life → Engaged Life → Meaningful Life



TRANSTHEORETICAL MODEL

Prochaska/DiClemente
Transtheoretical Model of Change
1983


MOTIVATIONAL INTERVIEWING

Engaging – “the process of establishing a mutually trusting and respectful helping relationship”


Focusing – “the process of finding one or more specific goals or intended outcomes that provide direction for consultation”

Evoking – helping a client “talk him or herself into change”

Planning – “be with someone while he or she forms a change plan that will work”



MOTIVATIONAL INTERVIEWING




Open-ended questions

Affirmation

Reflective listening


Summarizing








COGNITIVE COACHING

Cognitive Coaching

- Based on the work of Albert Ellis and Aaron Beck (Cognitive-Behavior Theory). *How clients think about their lives and health situations determines how they will feel and act.*
- The goal of cognitive coaching is for the health coach to help clients change irrational beliefs into rational ones.
- Often requires dealing with Cognitive Distortions




S.M.A.R.T. GOAL SETTING

 Specific **S**
 Measurable **M**
 Attainable **A**
 Relevant **R**
 Time Based **T**

Key Components in Goal Setting for Optimal Results


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ROUNDTABLE DISCUSSION

Question:


How would you see Health Coaching fitting into your duties as a Dietitian?



ROUNDTABLE DISCUSSION

Question:


Are there specific types of clients you feel this would work best with and why?



ROUNDTABLE DISCUSSION

Question:


What do you feel are the limitations with Health Coaching techniques?



ROUNDTABLE DISCUSSION

Question:


How much do you agree with the notion that clients should drive the process of change?



ROUNDTABLE DISCUSSION

Question:


If you could choose only one strategy to assist your clients with behavior change, what would that be and why?



ROUNDTABLE DISCUSSION

Question:


How effective do you feel your current approach with clients is in achieving the results expected?



ROUNDTABLE DISCUSSION

Question:


Is your approach with clients more focused on improved delivery of services or on effective outcomes?



ROUNDTABLE DISCUSSION

Question:


Do you think clients would be more likely to return for services if they felt you provided them with tools to guide their dietary decision making as opposed to traditional methods of nutrition education involving telling them what to eat?



ROUNDTABLE DISCUSSION

Question:


Are there others areas you believe need to be addressed that would benefit your Dietitian/Client relationship?



ROUNDTABLE DISCUSSION

Question:


If you were given some additional information and tools to attract and keep more clients, how would you envision incorporating these new skills?



ROUNDTABLE DISCUSSION

Question:


Where would you place the contemporary dietitian as a medical service provider?



ROUNDTABLE DISCUSSION

Question:


Can you see changing your relationship by making your clients responsible for their own success? If so, how would you envision doing that?



ROUNDTABLE DISCUSSION

Question:


Do you use any particular approaches today for dealing with client resistance to change? If so, what type of strategies do you employ?



ROUNDTABLE DISCUSSION

Question:


Do you find clients focusing on the negative aspects of their issues (i.e. "I'm fat" or "I'll never be able to lose weight"). How would you redirect this self-criticism so the client sees the positives in their efforts and stays in the present?



ROUNDTABLE DISCUSSION

Question:


Can you see yourself moving away from "one-way or directive" communication style and more towards a client-driven conversation? How do you think you and your clients would feel about that change?



ROUNDTABLE DISCUSSION

Question:


If you were the client, would you prefer a solution that is listed for you or one you are engaged in developing with your Health Coach? Why?



ROUNDTABLE DISCUSSION

Question:

Once you've incorporated the concepts of a health coach into your client relationships, do you believe there will still be some people who want the traditional solution? If so, how do you think you will address this type of resistance?



ROUNDTABLE DISCUSSION

Question:

Part of being a health coach is reviewing how your sessions progress; how will this type of review improve your relationship with future clients?



ROUNDTABLE DISCUSSION

Question:

What is tougher, keeping clients or attracting new clients, and how do you think acting as a health coach could help with these challenges?



ROUNDTABLE DISCUSSION

Question:


Part of being a health coach is using social support for achieving success with your clients. Do you think that same type of social interaction will improve your skills and ability to relate to others?



ROUNDTABLE DISCUSSION

Question:

Is there a difference in having a successful business and increasing your financial status through your business? How do you think focusing on improving your skills will achieve either one or both of these areas?



ROUNDTABLE DISCUSSION

Question:

As a Health Coach increases their skillset, their clients often benefit as well with a set of tools and concepts to help them towards a healthier lifestyle. How do you think that would impact your business - i.e. lose clients as they attain more skills and confidence or engage them more in a socially beneficial relationship?

