

HEALTH COACHING

Innovations in Primary Care

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better conversation
better health
health coaching



Leadership Academy



The **AHSN** Network England

NHS Innovation Accelerator



Multi-morbidity (\geq two conditions) will increase significantly in the UK over the next 20 years

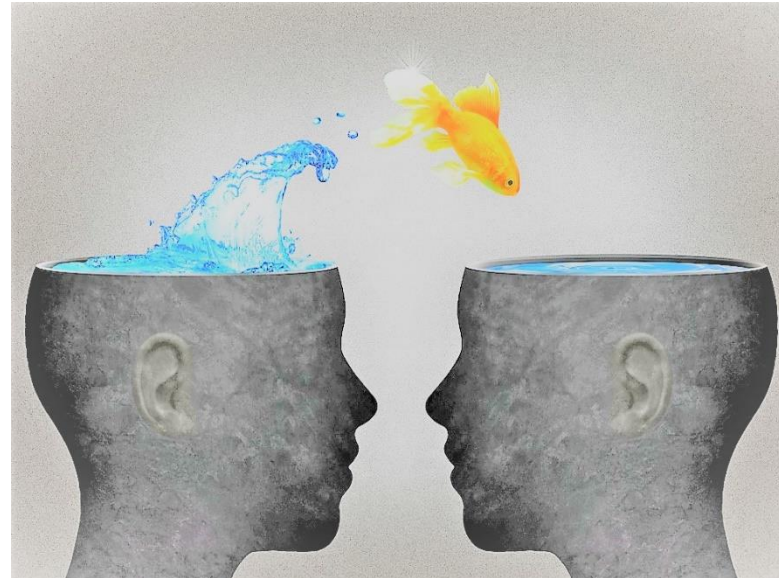
Between 2015 – 2035 patterns of multi-morbidity include:

- **Increase with age:** 68% of people over 65 will have multi-morbidity and up to 91% aged over 85.
- **Increase in number of conditions:** double the number of people over 65 will have four or more conditions (17%) esp over 75s
- **By disease:** most people over 65 will have arthritis (63%) and high blood pressure (56%), also a quarter will have respiratory disease (24%), cancer (double to 24%) and diabetes (22%).
- **Mental illness** (depression, dementia or cognitive impairment): 4% of people with two or more conditions have mental ill-health vs 34% with four or more conditions (no change).
- **Life expectancy:** will increase by 3.6 years for men and 2.9 years for women most of whom will have multi-morbidity.



From NIHR, March 2018, <https://discover.dc.nihr.ac.uk/content/signal-00572/multi-morbidity-predicted-to-increase-in-the-uk-over-the-next-20-years>

The challenge: person centred care and behaviour change



“Teach a man to fish and he will eat for a lifetime”

COST

Soaring personal, social and financial costs associated with long term conditions



KNOW HOW

People often know “what” to do but “how” is more difficult



CAPABILITY

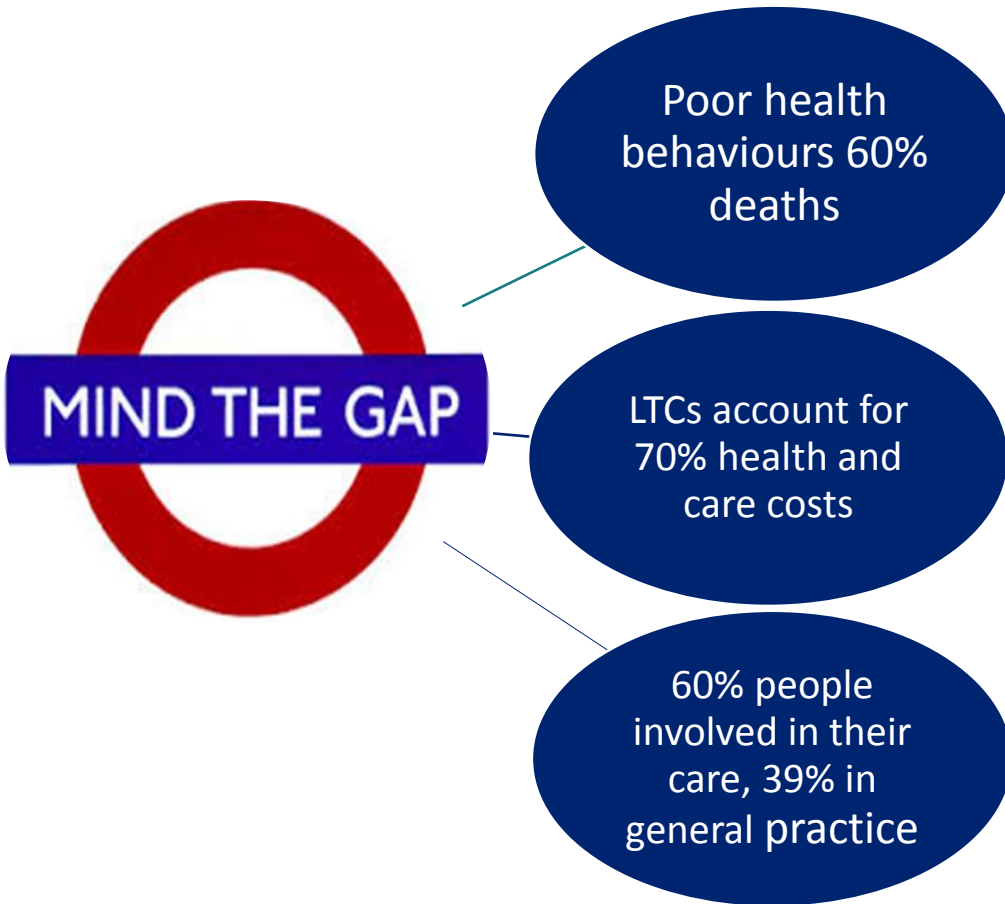
When patients see a clinician, their consultation may not be working



TOXIC COCKTAIL

High work demands and low levels of control causes stress and burn out for clinicians

Skills to move from fixing to enabling and personalisation



- Gap 1. Behaviour change - poor medication (30-50%) and lifestyle compliance (10%)
- Gap 2: Tailored to activation - people least activated use 8-21% more resources
- Gap 3: Shared decision making - over diagnosis and treatment, complaints

A radical change in the conversation

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

Health coaching conversation



Clinician

- Role is to “empower and enable”
- Trained in behaviour change theory
- Focus on whole person
- Decisions made in partnership
- Uses intrinsic and extrinsic motivators
- Psychological barriers addressed

Patient

- Viewed as expert in their own life
- Believes they have an active role
- Identifies goals aligned to personal values
- Discovers own solutions
- Self monitors to increase accountability
- Develops skills for sustainable change

Adapted from Wolever 2013

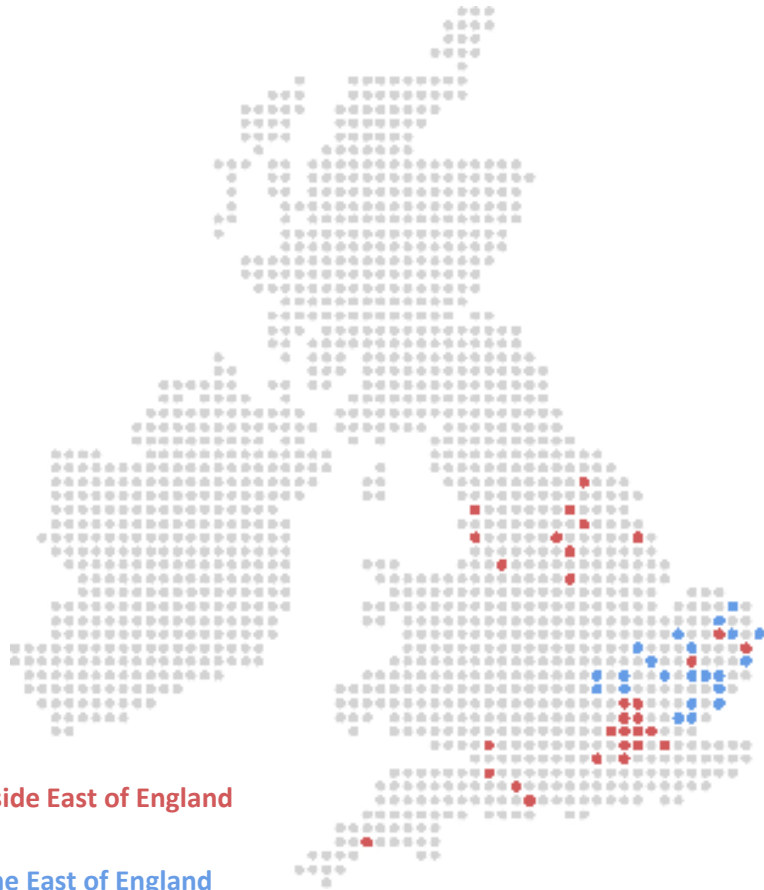
Join the social movement Better Conversation



- Partnership with NHS Innovation Accelerator Programme (NIA) and NHS Leadership Academy
- Training skills development (2 day, 4 day accredited and 10 day train the trainer)
- Co-design, implementation support and evaluation
- Free basket of resources:
 - Implementation toolkit
 - Website and materials
 - Community of practice

www.betterconversation.co.uk @betterconvo

At a tipping point in spread of our innovation #healthcoaching



Organisations outside East of England

Organisations in the East of England

Our track record

- Multiple programmes in all sectors
- Over 4,000 participants, 56 trainers
- 75 health and care organisations
- 10 large scale TTT programmes
- Nearly £3 million investment
- 98% clinician satisfaction
- Works with all professionals and carers
- 3 independent evaluations - staff and patient benefits
- Cost savings - £3.6m rehab ward, £1.5kpp

Many journeys



Personal “activation” - from clinician to coach, trainer, organisational and system leader

Organisational engagement - skills used 1:1 now extended to teams, services and across systems/sectors

Innovation adaptation - core skill disease agnostic, application evolving, more evaluation needed e.g. as adjunct in pathways

Health Coaching is an enabler for...



Person Centred Care



Activation



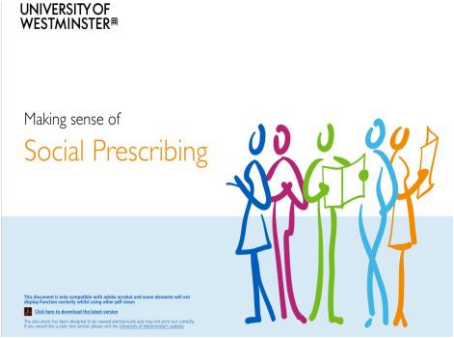
Shared Decision Making



Engagement



Personalized care & support planning



Social prescribing



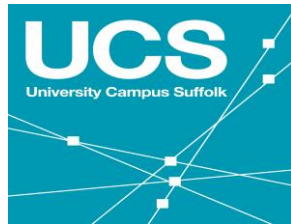
Leadership



Innovation

Original primary care pilot

NHS Suffolk



Results

- Training 13 practice nurses, 290 appointments, 64 paired samples with questionnaire pre and post coaching
 - **Increased self efficacy** - significantly greater
 - **High satisfaction**
 - 100% reported useful
 - 74% understand their condition better
 - 61% understand tests and treatments better
 - 85% would recommend

Local trainers - high levels of satisfaction, application and sustainability



- Two trainers - OT and psychologist
- Trained 350+ community staff
- After a year
 - 40% regularly and 55% occasionally use the skills
 - 36% significantly and 60% moderately agree coaching mindset influences practice
- Focus of training : all and teams Neuro, Cardiac rehab, MSK, Specialist Palliative Care Nurses



- Two trainers - physiotherapists
- Trained 340 acute and community clinicians
 - 97% - strong/very strong mind-set shift
 - 98% - likely/extremely likely to recommend
 - 100% - agree coaching helpful for LTCs
 - 100% - agree most health professionals would benefit
- Focus of training : all hospital staff, teams MSK, cardiac rehab, anticoagulation and across whole Suffolk economy

Health coaching services – increase PAM, reduce bed days



Crawley, Horsham and Mid Sussex CCGs

- Tailored Health Coaching (THC)
- Telephone support for adults with 1+ LTC
- Offer 4-12 sessions between 20-60 minutes
- Patient Activation Measure (PAM), Wellbeing Plan, signposting
- Av PAM score increased 11%
- Av Wellbeing score increased 10%
- Av risk score one year before health coaching increased 14% and since health coaching decreased 9%
- Reduction in-patient activity:
 - Unplanned bed days - 14%
 - Planned bed days - 50%
 - Non-emergency admissions - 25%
 - Emergency admissions - 11%



- Primary Care Huddles, MSK, Pharmacist, Mental Health Link Worker, Health coach and wider teams
- Development of person centred, co-ordinated care
- Trained >200 people mainly GPs, Nurses, Health coaches, receptionists and practice managers
- Those trained in health coaching have been key catalysts for cultural change.
- PAM scores increased level 1 72%, level 2 49%, level 3 41%
- Bed days reduction - 16%

Why I'm an advocate for health coaching

“It’s brilliant and thought provoking, useful, improves people’s outcomes and improves health”

Fits with my values



Fits with my philosophy, values & interests (health & wellbeing, empowerment, choice, staff and patient experience)

Fits my role



Fits with my role and organisation’s direction, I want to share my learning, experience and passion

Helps me do my job



Tired of having the same conversation, what I was doing wasn't working, I want additional skills, positive clinical experience, it works

Internationally

The image shows a collage of three items. At the top is the SAGE Journals logo with a search icon. Below it is the cover of the American Journal of Lifestyle Medicine. At the bottom is a screenshot of the U.S. Department of Veterans Affairs Health Services Research & Development (HSR&D) website. The website header includes the VA logo and navigation tabs for Health, Benefits, Burials & Memorials, About VA, and Resources. The main content area displays 'Management Brief no. 128' with a link to 'Back to list of all Management Briefs'. A sidebar on the left lists various categories like 'About Us', 'Career Development Program', 'Centers', 'Cyberseminars', 'For Managers', 'For Researchers', 'For Veterans', 'Funding', 'Meetings', 'News', and 'Publications'. The 'Publications' section is expanded, showing options like 'Publications Home', 'Publications Search', 'Emerging Evidence', 'Evidence Synthesis Program (ESP)', 'Forum', 'IMHIP Report', and 'In Progress'. Below the website screenshot, there is a caption: '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, CVD 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**

How to get started

- Look at www.betterconversation.co.uk
- Talk with us penny.newman1@nhs.net
- Cost of training circa £400 - £800/per person
- 2 day, 4 day (accredited), 10 day (train the trainer)
- Train 10 - 20 people, multi disciplinary, multi agency
- Best if
 - Clear objectives
 - Team focused
 - Tailor to PAM
 - Align in a pathway e.g. social prescribing, peer support
 - Build in evaluation
 - Project management
- Write a business case
- Dogged determination



Thank you

#betterconversation transforms relationships and health behaviours

www.betterconversation.co.uk

@betterconvo #healthcoaching



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