

Health Coaching Applications Using the HCA Model

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Patient Health Conditions & Risk Factors → Evidence-Based Treatment Recommendations

Clinical
Consult



↑ Patient Readiness, Willingness & Ability to Follow Recommendations

Health Practitioner Facilitates Health Behaviour Change

Change Thinking & Planning

Change Behaviour

Adhere to Treatment Recommendations

Achieve Evidence-Based Physiological Targets

Patient Better Health Outcomes



What is Health Coaching?

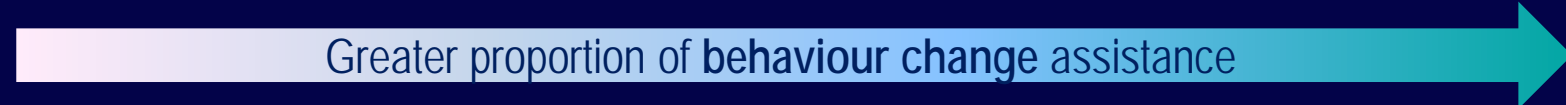
- A practice style used by growing numbers of health practitioners
- Includes targeted health education and health behaviour change assistance for better health outcomes and decreased health costs
- A variety of health behaviour change / health change models are being used by practitioners and programs
- Programs usually focus on chronic disease prevention or self-management and are additional to usual clinical practice
- The same health change techniques can be used in usual clinical practice for any desired patient health change



The Health Change Spectrum

Where does Health Coaching Fit?

Traditional medical and allied health clinical consultations	Clinical medical and allied health consultations using health coaching	Health coaching-based chronic disease & lifestyle management programs	Wellness counseling and coaching interventions	General counseling & coaching interventions
Focus on individualized treatment advice and/or education for specific conditions	Focus on individualized treatment advice and/or education for specific conditions + health behaviour change assistance	Focus on general recommendations and education for disease management and/or lifestyle change for better health outcomes + health behaviour change assistance (health practitioners)	Focus on recommendations and education for general health and wellbeing + health behaviour change assistance (not necessarily conducted by health practitioners)	Focus on improving general wellbeing and mental health + behaviour change assistance (not necessarily specific to health or conducted by health practitioners)



The HCA Model of Health Change

- The HCA Model is a system of *evidence-based principles and techniques* that have been built into a *structure that guides* health professionals in how to *facilitate health behaviour change* in their patients or clients, for better health outcomes
- The processes actively identify and address behavioural, emotional, situational and cognitive *barriers to change* and *build patient skills* in decision making, problem solving and planning



Health Change Goals

Chronic Condition Management ~ Disability ~ Rehabilitation ~ Disease Prevention ~ Health/Wellness

Generic Health Behaviour Change Processes Applicable across the spectrum of health goals (HCA Model)

6 Knowledge & Skill Sets	Theory Base (Health Behaviour Change)	Guiding Structure (10 Step Process)
<ol style="list-style-type: none"> 1. Health Conditions & Health Promotion Knowledge 2. Health Behaviour Change Frameworks 3. Health Behaviour Change Interviewing Skills 4. Behavioural Change Facilitation Skills 5. Cognitive Change Facilitation Skills 6. Emotion Management Facilitation Skills 	<ul style="list-style-type: none"> • Collaborative Working Alliance (patient-centred) • Biopsychosocial Model • Readiness to Change • Autonomy & Choice • Self-efficacy • Solution Focus • Barriers to Change • Trial & Error, Learning & Reinforcement • Hope theory • Motivation, Volition • Self-regulation • Positive Psychology • Etc. 	<ol style="list-style-type: none"> 1. Identify Health Issues, Treatment & Lifestyle Change Options 2. Set an Agenda 3. Explore Motivation (Ask RICK!)[®] 4. Client Makes a Decision <hr/> <ol style="list-style-type: none"> 5. Generate Specific Goal Options 6. Select & Refine Specific Goal 7. Create Action Plan 8. Identify & Address Barriers 9. Ask RICK! Again 10. Review & Referral

The Role of a Health Practitioner Using the HCA Model

1. To provide professional **advice** and **education** as required and **correct misinformation**, in an appropriate way (*knowledge*)
2. To help clients to **make the decision** to follow health recommendations (*motivation*), and
3. To develop problem solving skills to increase the **likelihood of success** after a client decides to make changes (*self-efficacy*)



HCA 10 Steps to Health Change

Consultation Preliminaries

↓
① Identify Health Issues & Treatment & Lifestyle Change Options

↓
② Set an Agenda & ③ Explore Motivation (Ask RICK!) ®

↓
④ Client Makes a Decision

Decision
Line

↓
⑤ Generate Specific Goal Options

Ready to
change
↓

↓
⑥ Select & Refine Specific Goal & ⑦ Create Action Plan

↓
⑧ Identify & Address Barriers & ⑨ Ask RICK! Again

↓
⑩ Review & Referral

Readiness

(to adopt particular behaviours)

Solution-focused Coaching

Motivational Interviewing

RICK = readiness, importance, confidence, knowledge



What's the Evidence?

- The HCA Model draws on evidence-based health behaviour change principles and techniques
 - Health behaviour change literature
 - Brief motivational interviewing
 - Solution-focused counseling & coaching literature
 - Cognitive behavioural counseling techniques
 - Health coaching literature and CDSM programs
- The HCA Model bridges the gap from theory to practice. It adds guidance and efficiency
- HCA works with organizations to develop, implement & evaluate health coaching programs



Australian Settings & Applications - 1

- **Community Health** (EICD, HARP, CDSM Teams, Chronic & Complex care, Home & Community Care)
- **State-based CD risk reduction & CD prevention programs** (Victoria Workhealth, NSW/ACT/Tas Get Healthy, NSW Live Life Well Diabetes Prevention, NSW Severe CD Program)
- **Corporate health insurers** (pregnancy, CDSM, healthy lifestyle/CD prevention health coaching programs)
- **Disability and Aged Care services** (Anglicare)



Australian Settings & Applications - 2

- **Rehabilitation programs** (injury, cardiac rehabilitation, workers compensation)
- **Mental health services**
- **Corporate employee health programs** (e.g., mining companies)
- **Pharmaceutical industry** (adherence & healthy lifestyle programs)
- **GPs, PN & Allied health services** (private & public physio, dietetics, exercise phys, OT, Diabetes educators etc.)



Victorian DHS 2007

Statewide report into self management

Flinders		Stanford		Motivational Interviewing		Health Coaching	
Trained	Using	Trained	Using	Trained	Using	Trained	Using
680	367	285	189	680	486	417	325
	54%		66%		71%		78%



Summary

- There are **legitimate reasons** why people don't adhere to treatment and lifestyle recommendations
- **Patient-centred health coaching** can increase adherence rates and improve patient self-management
- The **HCA Model of health change** can guide practitioners in applying patient-centred care in a time efficient manner, to address barriers to change and achieve better patient health outcomes
- The model can be used in **clinical consultations** and **health coaching programs**



Thank You For your Participation!

Download health coaching case studies,
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For training information contact

The Institute for Optimizing Health Outcomes

www.optimizinghealth.org

