

HEALTHY BEHAVIOR SUPPORT OPTIONS

This is an addendum to the January 2014 WISEWOMAN Manual

Health Coaching

Health coaching is a WISEWOMAN healthy behavior support option to reduce a women's cardiovascular risk. Health coaching uses a collaborative, client-focused approach to enable participants to take responsibility for their health and well-being. Preliminary studies indicate that health coaching can improve management of diabetes, hyperlipidemia, cancer pain, asthma, weight loss and physical activity.

Health coaching differs from risk reduction counseling and the Diabetes Prevention Program (DPP). Risk reduction counseling precedes health coaching and lays the groundwork for what the woman chooses to prioritize in the health coaching sessions to follow (see page 21 of the manual for more information on risk reduction counseling). DPP is lifestyle program with a focus on prevention of type 2 diabetes among persons at-risk (see page 24 of the manual for more information on the DPP).

Referral to Health Coaching

Health coaching is most appropriate for WISEWOMAN clients who:

- Indicate a readiness to change
- Agree that health coaching is an appropriate behavior support option for themselves
- Prefer to individualize their healthy behavior support option
- Desire a condensed program delivery timeline
- Are ineligible or decline to participate in the Diabetes Prevention Program (DPP)

Health Coaching Fundamentals

Health coaching is a client-centered, whole-person approach to behavior change. It is an appropriate option for clients who express a desire to explore modifying a health related behavior. Using Motivational Interviewing and other skills, the goal of health coaching is to help clients increase readiness and gain confidence to make lasting changes for improved health. In collaboration with their health coach, clients will use cognitive behavioral and Motivational Interviewing strategies, such as SMART (specific, measurable, attainable, realistic and timely) goal-setting, encouraging self-efficacy and self-monitoring and identifying support sources.

Women will work collaboratively with their health coach to determine a priority area(s) of focus for the brief coaching interventions, such as physical activity, nutrition, weight loss, tobacco cessation or medication management. Motivational Interviewing techniques will be effectively

utilized to elicit and strengthen motivation for changing behaviors related to the priority area. Drawing on core components of this counseling approach, health coaches will employ open ended questions, affirmative statements, reflective listening skills and summarizations to effectively capture and resonate change talk and self-motivational statements communicated by the client.

Principal tenets and features of the Colorado WISEWOMAN health coaching healthy behavior support option:

- Client-centered
 - Interaction is collaborative; non-directive
- Client-tailored
 - Clients choose the goals that they want to address
 - Quantity and duration of sessions can vary based on client's needs and desires
 - Coaching can be done in person or by telephone to eliminate barriers to participation
- Whole-Person Approach
 - All health risks and conditions of an individual are taken into consideration
 - To ensure a continuum of care, women are linked to additional community-based resources as necessary, to address specific challenges they are facing

SESSION DOSAGE AND DELIVERY

Clients must be encouraged to schedule their initial health coaching session within two weeks of their screening visit, but ultimately may create a dosing schedule (i.e. frequency and number of sessions) informed by the client's goals, learning style and schedule availability. Health coaching sessions must be staggered no more than one month apart to ensure that clients have ample time to institute behavior change, and to maximize opportunity for application without loss of momentum.

The minimum number of recommended sessions a client can receive is three. The maximum number of sessions a client can receive is four over a four month period. The recommended number of coaching sessions (three versus four) will be based on client preference, readiness to change and complexity of client goals. **Clients must participate in a minimum of three health coaching sessions over a recommended four month period to be considered to have completed health coaching.** Health coaching sessions must range from 20-60 minutes in length. NOTE: The risk reduction counseling provided at the screening visit does not count as health coaching or a health coaching session (See pages 21-23 of the manual for more information on Risk Reduction Counseling).

Studies identify distance and cost as being among the major factors that constrain women's ability to access services. To minimize known barriers to client access and maximize

client choice, health coaching must be offered both face-to-face and over the telephone. Options for health coaching settings and formats (a combination of the below is acceptable):

- Individual, face-to-face health coaching – Must be provided at a minimum in a private exam, counseling or conference room located at a clinic or community agency.
- Individual, telephonic health coaching – Health coach must be at a minimum conducting counseling from a private or semi-private room or office in a clinic or community agency.
- Group, face-to-face health coaching – Must be provided at a minimum in a private conference room at a clinic or community agency.

Health coaching sessions conducted by WISEWOMAN agencies will be documented using the Risk Reduction Counseling and Referral form. The form will be incorporated into the WISEWOMAN eCaST database to further support documentation and program evaluation processes. WISEWOMAN agencies referring clients to CHHS for health coaching will collect required data from the CHHS CHWs through the creation of data feedback loops. This data will then be entered by the WISEWOMAN clinic into the eCaST data system.

Client Follow-Up AND CASE MANAGEMENT

Health coaches must follow up with all clients within four weeks of completion of health coaching, as defined by client participation in a minimum of three health coaching sessions over a recommended four month period, to assess progress and reinforce goals. This follow-up should include standard elements, including:

- Review of client priority area and motivation for change
- Reassessment of readiness to change and confidence measures
- Recognition and celebration of successes
- Discussion of challenges and barriers to progress
- Use of community resources and provision of additional resources as needed
- Reminder of rescreening visit

Clinical measures (cholesterol, glucose, blood pressure, height, weight) must be collected at initial screening visit and at the client's rescreening appointment 12-18 months after the initial screening visit. Follow up case management encounters must be documented using the Risk Reduction Counseling and Referral form. Data from the form must be entered into the WISEWOMAN eCaST database.

Direct Provision and/or Referral for Health Coaching

If a Colorado WISEWOMAN agency wants to offer health coaching as a healthy behavior support option, the agency must offer health coaching directly and/or have at least one referral source for health coaching through a sub-contract or memorandum of understanding with an existing Colorado Heart Healthy Solutions (CHHS) site (refer to the Subcontracting section of

manual (p. 42) for guidance on subcontracting for WISEWOMAN services). WISEWOMAN agencies are required to collect, document and enter required health coaching data. If referring to CHHS, the WISEWOMAN agency and existing local CHHS site will determine referral protocols. WISEWOMAN agencies must collect required data from CHHS through the creation of data feedback loops. This data must be entered by the WISEWOMAN agency into the eCaST data system. The WISEWOMAN agency is responsible for follow-up and rescreening.

An interactive map of CHHS locations may be accessed here:

<http://www.hearthealthysolutions.org/index.php/county-link?layout=item>

Note: Approval must be obtained by WISEWOMAN agencies from CDPHE prior to offering direct provision of health coaching services.

Criteria and Training to Provide Health Coaching Directly

To carry out the responsibilities and gain the skills, knowledge and qualities required for health coaching delivery, personnel must meet specific criteria. All individuals delivering health coaching services to WISEWOMAN clients (whether employed by CHHS or the WISEWOMAN agency) must have received training and/or demonstrate core competencies in the following areas:

- Chronic disease prevention/ Health Promotion knowledge base
- Cardiovascular Disease
- Motivational Interviewing (MI)
- Capacity Building skills
- Cultural competency
- Advocacy skills
- Patient confidentiality
- Verbal and written communication skills

The minimum training required for health coaches will be Motivational Interviewing competency training (self-study viewing of Motivational Interviewing DVD series and successful completion of post-test), attendance at a one day, face-to-face Motivational Interviewing workshop and participation in a 1.5 hour cardiovascular disease 101 training covering the health topics on which WISEWOMAN clients will likely focus. For the in-person Motivational Interviewing component, workshop activities will focus on expansion of skills related to the strategic use of questions and reflections to build upon and deepen client change talk. Health coaches will practice application of complex and focused reflective listening skills designed to reduce client resistance.

Although attendance is not required, health coaches will also be strongly encouraged to attend Patient Navigator Fundamentals, a four day, intensive program offered free of charge to Colorado residents through the Patient Navigator Training Collaborative. Topics covered in the training include health literacy, ethics, health promotion, conflict resolution and a half day Motivational Interviewing principles and practice module. This program provides health coaches with comprehensive training that supports their ability to prompt client engagement and activation, enhances the continuity of client care and improves the overall WISEWOMAN client experience.

More information about the Patient Navigator Fundamental course may be found on the Patient Navigator Training Collaborative website:

<http://patientnavigatortraining.org/courses/level1/>.

Health coaches will be required to maintain skills through ongoing education and training opportunities provided by the Colorado Department of Health and Environment, CHHS and/or other partnering agencies. WISEWOMAN program staff will ensure Motivational Interviewing skills and knowledge of agency staff providing direct Health Coaching through the following:

- Health coach self-assessments
- Peer learning groups
- Observational opportunities during trainings and site visits

Reimbursement for Health Coaching Provision

Participating WISEWOMAN agencies will be reimbursed for each health coaching session a client completes according to the WISEWOMAN Bundled Payment System. The WISEWOMAN Bundled Payment System can be found on the WISEWOMAN section of the WWC website at <http://www.colorado.gov/cs/Satellite/CDPHE-PSD/CBON/1251617581963>

The WISEWOMAN Bundled Payment System is based on an average Medicare rate for individual counseling (CPT Codes: 99401-99404). The WISEWOMAN Bundled Payment System also includes some funding for incentives and reduction of barriers (for example: assisting with transportation costs). One health coaching session plus additional costs for case management, incentives/barrier reduction and administration totals \$55 per session.

If sub-contracting with CHHS for health coaching services, it will be up to the WISEWOMAN agency to negotiate payment rates with their local CHHS site through subcontracts or memoranda of understanding.

References:

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