

Toward Advancing Health and Wellness Coaching : Where We Are and What Needs To Happen



WELLNESS COACHING INITIATIVE

GLOBAL WELLNESS INSTITUTE

The Global Wellness Institute, Wellness Coaching Initiative created this White Paper in January, 2022 to:

- Provide clarity on the Health and Wellness Coaching profession globally
- Describe its emerging role in empowering better health and well-being
- Help people around the world find a Health and Wellness Coach with professional credibility within established professional standards and scope of practice

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1. Introduction

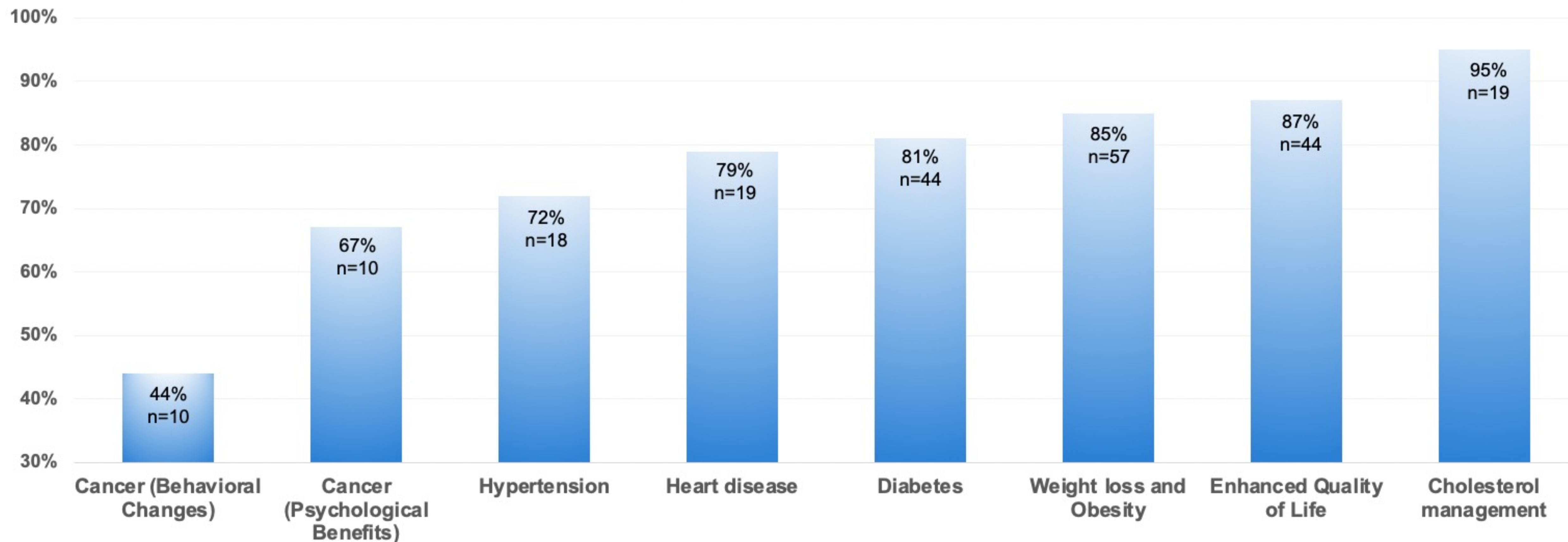


Global Health Context

- Preventable chronic diseases associated with unhealthy behaviors has reached epidemic proportions
- Chronic disease can be prevented through diet, lifestyle and environment
- Covid 19 has put the spotlight on the importance of health and immunity
- Given the new era of personalized care, individuals are active participants in improving their health and well-being
- Many individuals struggle to master the type of changes that would enable improvement in lifestyle and health-related behaviors
- Health and Wellness Coaches can help individuals to proactively take charge of their health and well-being.



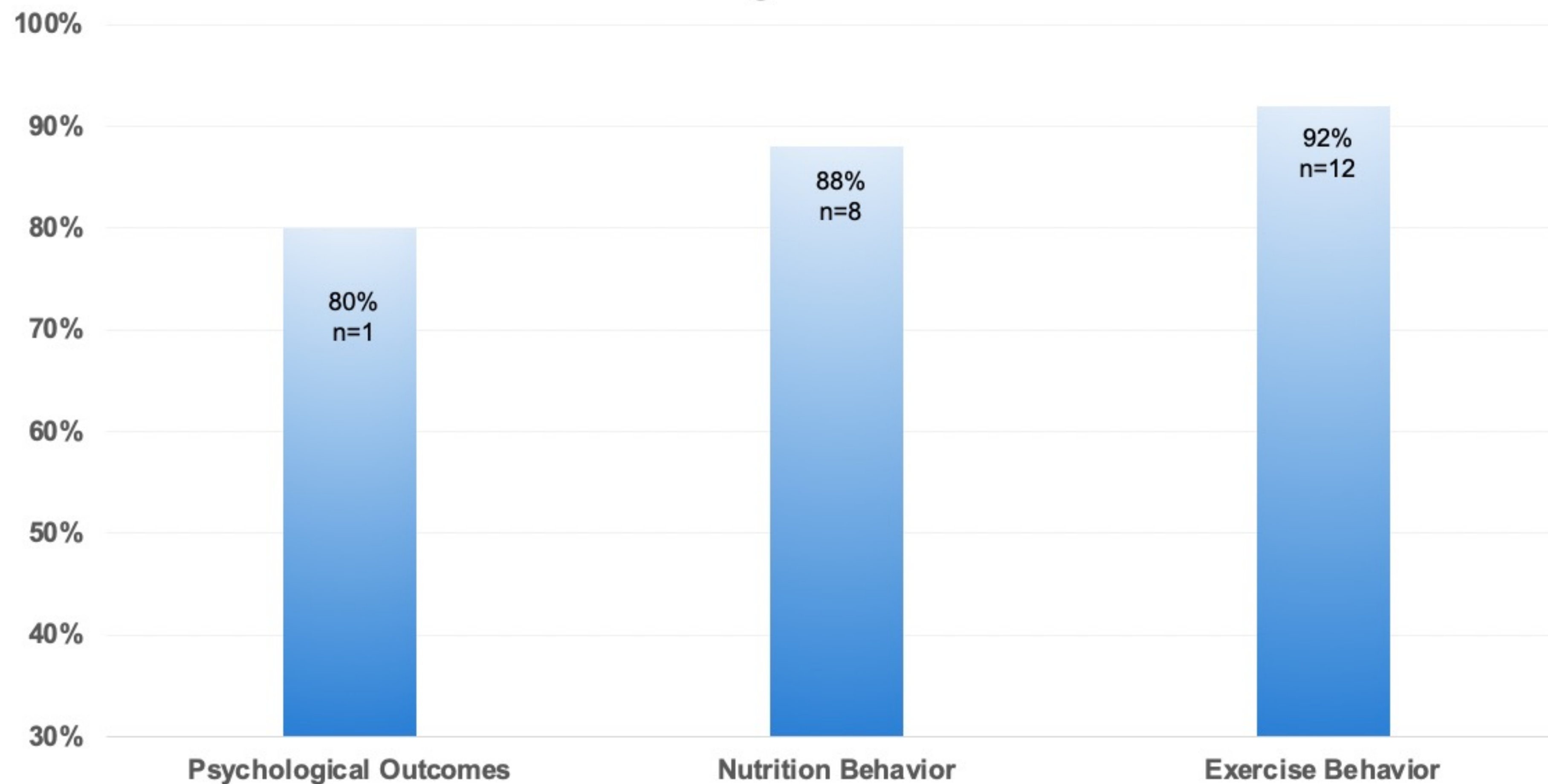
Outcomes of Coaching Interventions for Specific Diseases



(Source: Sforzo et al, 2017,2019)



Outcomes of Coaching Interventions for Prevention



(Source: Sforzo et al, 2017,2019)

2. Defining Health and Wellness Coaching



HEALTH AND WELLNESS COACHING DRAWS FROM MULTIPLE THEORIES



Defining Health and Wellness Coaching

(Wolever, 2013)

- Client-centric supportive approach
- Interpersonal relationship
- Client determined goals
- Self-discovery
- Active learning
- Education
- Self-monitoring
- Accountability
- Intrinsic motivation
- Sustainable change

“ A patient-centered approach wherein patients at least partially determine their goals, use self-discovery or active learning process together with content education to work towards their goals, and self-monitor behavior to increase accountability, all within the content of an interpersonal relationship with a coach. ”

– Ruth Q. Wolever, PhD, NBHWC Board Member

Defining Health and Wellness Coaching

(Global Wellness Institute, 2020)

- Individual and group collaboration
- Client-led process
- Self-determined health and wellness goals
- Self-awareness
- Insights
- Personal strengths
- Self management strategies
- Lasting behavior change
- Unconditional positive regard
- Client empowerment
- Self discovery
- Overall well-being

3. State of the Health and Wellness Coach Profession



Health and Wellness Coaching Profession not credentialed or regulated globally

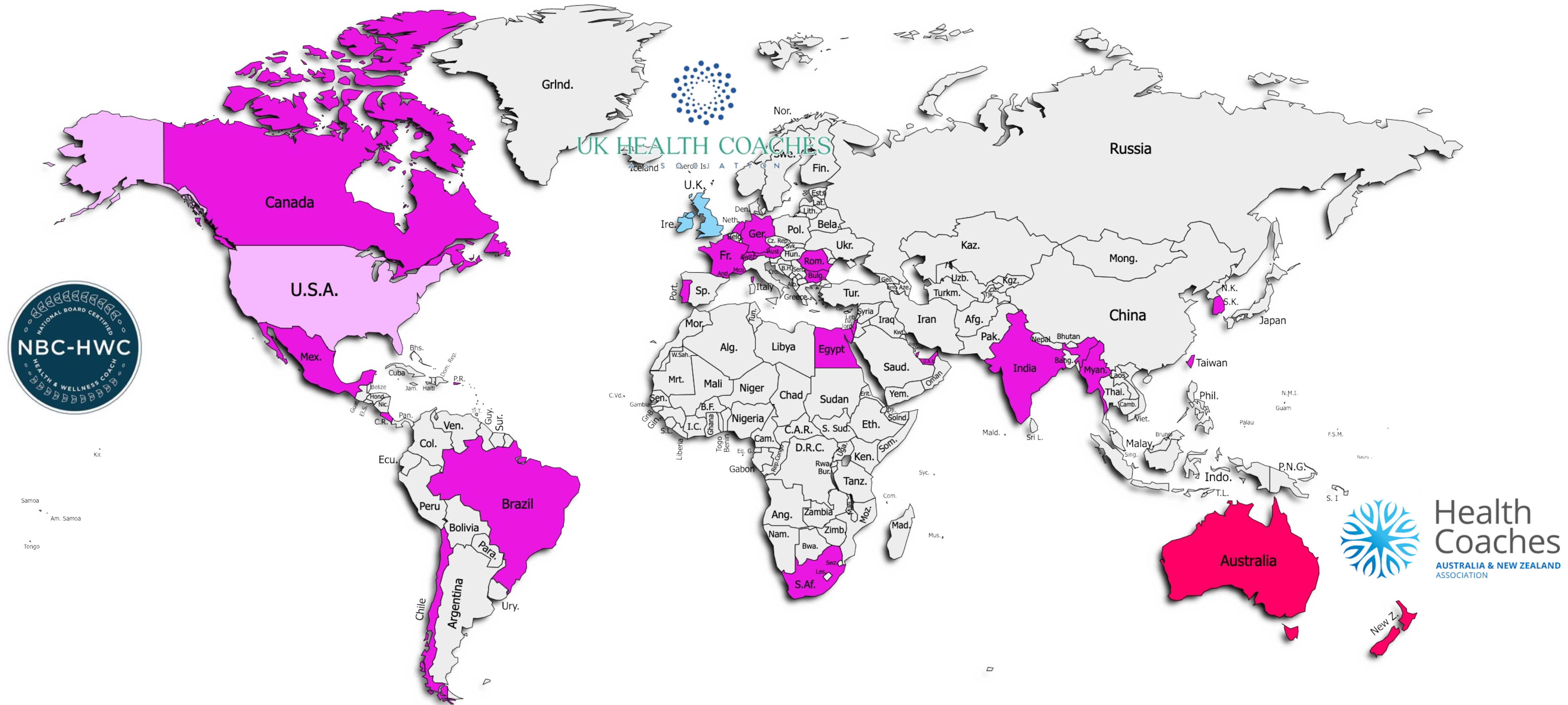
Three industry-leading representative bodies:

1. The National Board of Health and Wellness Coaching (NBHWC-USA)
2. UK Health Coaches Association (UKHCA)
3. Health Coaches Australia and New Zealand Association (HCANZA)

Health Coach Credentialing Worldwide. Three Industry Leaders



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- Outside USA National Board of Health and Wellness Coaching (NBHWC)
- The National Board of Health and Wellness Coaching (NBHWC)
- UK Health Coaches Association (UKHCA)
- Health Coaches Australia and New Zealand Association (HCANZA)

Credentialing being led by US and UK

US: NBHWC

- Board-certification exams approved by the National Board of Medical Examiners
- Research underway by the American Medical Association to support **reimbursement**

UK: UKHCA

- Scope of practice
- Formal standards for education and training
- 4 Pillars: Education and Training, Coaching, Health and Wellness and Professional Practice

“ NBHWC is optimistic the new codes by the American Medical Association will increase utilization of this service and support needed reimbursement for Health and Wellness Coaches in the near future ”

– Ruth Q. Wolever, PhD, NBHWC Board Member

Health and Wellness Coaching in Europe and Asia. Unregulated - no specific credentials

Europe

- Some seek US Board NBHWC certification
- Have not integrated HWC into clinical practice or school/university programs
- Some Health and Wellness Coaching in workplaces

Asia-Pacific

- Some seek US Board NBHWC certification
- HCANZA created as first step to provide voice for the profession to raise awareness and provide standards for membership. Some local training programs recognized members
- Singaporean government provides some access to HWC

4. Settings for delivering Health and Wellness Coaching



HEALTH AND WELLNESS COACH SETTINGS

Private Practice

Clinical Practice

Health Insurance Plans

Corporate

School / University

Wellness / Spa Retreat

Fitness Centers

HEALTH AND WELLNESS COACH SETTINGS

Health & Welness Coach Settings	US	UK	Singapore	Australia
Private Practice				
Clinical Practice				
Insurance Health Plan				
Corporate				
School / University				
Wellness Spa / Retreat				
Fitness Centres				

Shaded boxes indicate where Health and Wellness Coaching is established. Europe excluded due to ICF not NBHWC or UKHCA certification.



Private Practice

Majority

- 80% UKHCA and HCANZA Coaches
- 50% NBHWC surveyed desire
- Entrepreneurs
- Independent sole practitioners



Clinical Practice

Evidence shows that Health & Wellness Coaching is an effective intervention with certain chronic lifestyle conditions and the reduction of medical risk factors.

- 320+ evidence-based papers
- 6 categories: weight loss and obesity, diabetes, heart disease, hypertension, cancer & cholesterol management
- Country specific interventions
- Health & Wellness Coaching can play an important role in clinical practice



are you
covered?

Insurance Health Plan

Evidence of Health & Wellness Coaching Program Effectiveness in Insurance Health Plans

14,000 Health Plan Members evaluated

- Measure reduction in preventable lifestyle disease
- Over 6 months
- Value of Health & Wellness Coaching as a way of reducing healthcare costs
- 190 Million lives covered in US receive free coaching

Self-Reported Positive Results

- Stress
- Physical Activity
- Nutrition
- Weight Loss

(Sources: Budzowski et al, 2029 & Opier, 2020)



Corporations

WELCOA Characteristics of effective worksite wellness coaches

- Ability to connect with others
- Empathy
- Ability to establish trust
- Ability to create positive emotional experience
- Organizational awareness
- Belief that Coach has questions and employee has the answers

Health & Wellness Coaches meet employees where they are

- Physical, mental, emotional well-being
- Burnout
- Stress
- Cultivating resilience

Benefits of Health & Wellness Coaching

- Productivity
- Resilience
- Absenteeism /Presenteeism
- Retention

“ Health and Wellness Coaching needs to be part of a comprehensive wellness program in order for it to get a measurable effect. ”

– Dr. Michael Arloski, Ph.D, PCC, CWP, NBC-HWC



School / Universities

Evidence of the effectiveness of Health & Wellness Coaches in Education

- 600 higher education students
- 3000 coaching sessions
- Evaluated student wellness & mental well-being

Exit Survey Improvements

- Self discovery
- Navigating transitions
- Self-acceptance

(Source: Larcus et al, 2016)



Wellness Spa / Retreat

Destination Spa

- “At Spa” coaching model
- Goal-driven approach

Health Resort

- Learn new health behaviors
- Post-stay connection

Retreat

- Practice health behaviors
- Group coaching model



Fitness Centers

- Fitness industry is interested in accredited professional development training
- NBHWC providing short-course training for Health & Wellness Coaching skills
- Exercise / fitness professionals are becoming trained in Health & Wellness Coaching as an additional service

5. The Future of Health and Wellness Coaching: Global Trends



GLOBAL TRENDS

Integrative Preventive
Care

Government Support

Coaching in
Corporations

Coaching in Schools /
Universities

Virtual and Group
Coaching

TREND: INTEGRATIVE PREVENTATIVE CARE

Personalized approaches with
disease-prevention strategies

Individuals empowered to make
choices

Individual engaged in own well-being
in a cost-effective, sustainable way

Whole-Person Approach

US, UK

TREND: GOVERNMENT SUPPORT

Community-based programs

Reimbursed access to Health and
Wellness Coaches

Covid19 accelerated

Focus on prevention

UK, Singapore, Australia

“ Health and Wellness Coaching is intersectional in the corporate setting... This sector is more receptive and unequivocally the best place for Health and Wellness Coaches... supporting employees to have a daily routine, concentrate on healthy lifestyle behaviors, make positive change, improve health and build resilience...”

– Dr. Kenneth Pelletier, MD

TREND: COACHING IN CORPORATIONS

Shift to virtual Health and
Wellness Coaching

Covid 19 accelerated

Health and Wellness Coaches
supporting employees

One of the leading wellness
solutions available today

Global growth

TREND: SCHOOLS AND UNIVERSITIES

Linked to student success and well-being

Tangible benefits to students include:

- Improved self-awareness
- Acquisition of new knowledge & skills
- Attainment of personal & professional goals
- Sustainable behavior change
- Increases life satisfaction
- Increases self-efficacy

TREND: VIRTUAL AND GROUP COACHING

Shift to hybrid model that scaling the profession through technology and group coaching

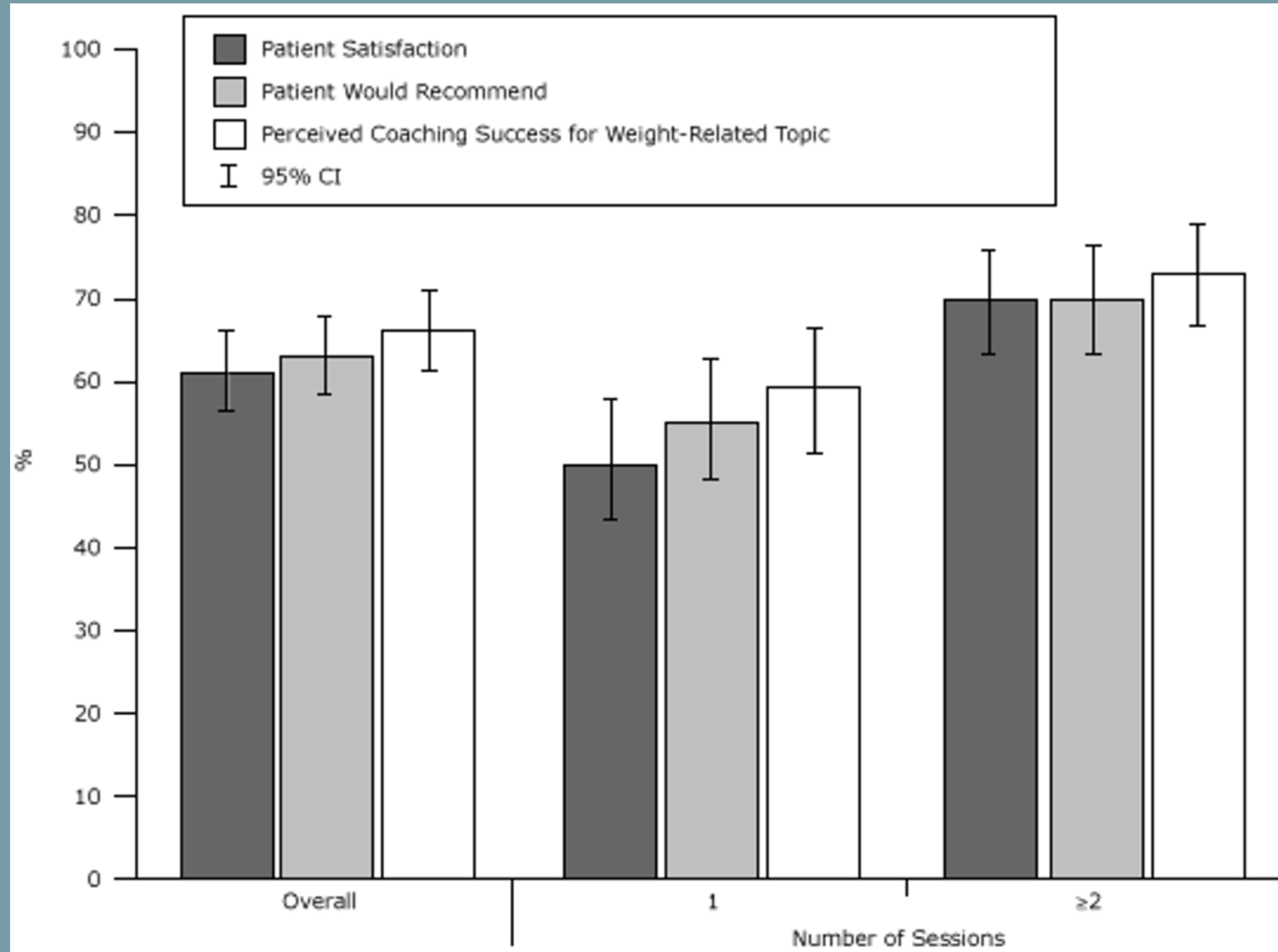
Supportive technology has become critical to scale the profession and address increasing demand

- Video
- Phone
- Email
- Trackers, apps

Community-based, group coaching on the rise

UK, USA

Trend: Virtual & Group Coaching



6. What needs to Happen to Further Establish the profession to Meet Societal Demand



What needs to happen

- Change in Government integrating Health and Wellness Coaches into preventive care
- Integrate credentialed Health and Wellness Coaches into Corporate and School/University wellness programs
- Increase understanding of the profession among general public and health professionals
- Increase evidence-based research at national and international levels in diverse settings

7. Conclusions



Conclusions

Current health climate and global pandemic has brought health and wellness to the forefront

2021 global trends are systemically integrating Health and Wellness Coaches into diverse delivery models

A hybrid coaching model supported by technology that compliments face-to-face human connection is scaling the profession

Increased understanding of HWC profession coupled with evidence-based research will help future development

Moving Forward

Recognize the current health climate as an ideal time to start the momentum

Help integrate Health and Wellness Coaches into diverse delivery models at work, at school, in your community

Upskill in technology to keep up with the trend

Share the knowledge to increase understanding of HWC profession

Disclaimers



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These presentation slides have been produced as part of the Global Wellness Institute Wellness Coaching Initiative (GWI WCI).

They are designed to support Credentialed/Certified Health and Wellness Coaches (HWC) to create the ripple effect through events and marketing. The presentation is provided for educational use only.

These presentation slides present the key findings from the “GWI WCI White Paper: Towards Advancing Health and Wellness Coaching: Where We Are and What Needs to Happen”, published in February 2022. They are designed to raise awareness about HWC through an understanding of the state of the Credentialed Health and Wellness Coaching profession globally, the increasing variety of delivery settings, as well as global trends and recommendations for the future.

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White Paper



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