



better conversation
better health
health coaching

A New Conversation

Empowering patients and communities

Monday 19th September

Hallmark Hotel | Cambridge | CB23 8EU



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And with Health Education England

PROGRAMME

- 9.00 REGISTRATION**
Welcome and workshop selection
- 10.00 CHAIR'S WELCOME**
Professor Stephen Dunn, Chief Executive Officer, West Suffolk Hospital NHS Foundation Trust
- 10.10 WHY A BETTER CONVERSATION IS IMPORTANT**
Dr Penny Newman, NHS Innovation Accelerator Fellow, UCLP and Medical Director, Norfolk Community Health and Care NHS Trust and Sue Denmark, Co-Production member, Coalition for Collaborative Care
- 10.35 CONVERSATIONS WITH CLINICIANS**
Dr Andrew McDowell, Director, The Performance Coach
- 11.00 CONVERSATIONS WITH COMMUNITIES**
Suzanne Wood, Improvement Fellow, The Health Foundation
- 11.20 A SYSTEM CONVERSATION**
Professor Michael West, Head of Thought Leadership, The Kings Fund
- 11.40 PANEL DISCUSSION WITH Q AND A**
- 12.00 BREAK**

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- 12.15 CONVERSATIONS WITH PIONEERS - LOCAL EXPERIENCE IMPLEMENTING HEALTH COACHING**
(choice of two options from list below, please see pages 4 and 5 for more information)

- 1. LIBERATING THE VOICES OF ALL**
Jane Packer
- 2. PROACTIVE HEALTH COACHING**
Karin Hogsander
- 3. AN INTEGRATED MEDICINES MANAGEMENT SERVICE ('IMMS')**
Professor Nina Barnett
- 4. DELIVERING HEALTH COACHING IN A COMMUNITY SETTING**
David Sweeting
- 5. HEALTH COACHING QUALITY FRAMEWORK IN NORTH EAST LONDON**
Dr Jacqui Simms
- 6. HEALTH COACHING TRAINING DELIVERY AT WEST SUFFOLK NHS FOUNDATION TRUST**
Nina Finlay and Trudi Dunn
- 7. HEALTH COACHING AND TRANSITION WITHIN A COMMUNITY TRUST**
Kim Morsley and Sue Phelan
- 8. HEALTH COACHING IN A 10 MINUTE GP CONSULTATION, CAN IT BE DONE?**
Dr Vicki Bowman
- 9. TACKLING HEALTH INEQUALITIES BY USING A HEALTH COACHING APPROACH**
Francesca Archer-Todde
- 10. DEVELOPING A COMMUNITY BASED HEALTH COACHING SERVICE**
Jim Phillips
- 11. HEALTH COACHING AND TEENAGERS WITH DIABETES**
Anna Groom

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- 13:15 LUNCH**

14.00 CHAIR'S OVERVIEW OF AFTERNOON

Andrew MacPherson, Managing Director, The Strategic Projects Team

14.05 ADDRESSING THE CHALLENGE

Catherine Wilton, Director, Coalition for Collaborative Care (C4CC) and Sue Denmark and Mandy Rudczenko, Co-Production members, Coalition for Collaborative Care (C4CC)

14.30 WORKSHOPS - DESIGNING A PROGRAMME FOR HEALTH COACHING

(choice of two options from list below, please see page 5 for more information)

A. RISK STRATIFICATION AND METRICS

Karin Hogsander, Managing Director (UK), Health Navigator

B. CARE AND SUPPORT PLANNING

Helen Sanderson, Chief Executive, Helen Sanderson Associates and Sue Demark, Co-Production Member, Coalition for Collaborative Care

C. SHARED DECISION MAKING

Robert Ferris-Rogers, Delivery Partner, NHS Right Care

D. PATIENT ACTIVATION

Professor Alf Collins, Clinical Lead for Person Centred Care, NHS England and visiting Professor Coventry University

E. NEW TECHNOLOGY: A SELF-MANAGEMENT PLATFORM

Dr Matt Jameson-Evans, Chief Medical Officer, Health Unlocked, and Mike Leaf, Associate, Innovation Agency, the Academic Health Science Network for the North West Coast

15.40 GROWING THE MOVEMENT – WHAT COMMITMENT CAN YOU MAKE TO CHANGE THE CONVERSATION?

Discussions in STP Footprints and amongst participants

16.00 WHAT NEXT TO CHANGE THE CONVERSATION?

Dr Penny Newman NIA Fellow in conversation with Professor Alf Collins, Clinical Lead Person Centred Care, NHS England

16.30 CLOSE



CONVERSATIONS WITH PIONEERS

1. Liberating the voices of all

Jane Packer, Orthopaedic Therapy Team Lead, Hampshire Hospitals NHS Foundation Trust

In 2013 we undertook a research project, funded by the Health Foundation, to study the effects of using coaching conversations with patients on an Older Person's Rehabilitation Ward in an acute hospital setting. The project involved training all staff on the ward (from the ward clerk, through to the doctors) in coaching skills and techniques over a 2 day period. I will be discussing the positive impact of this approach on the patients, staff and patient outcomes.

2. Proactive health coaching

Karin Hogsander, Managing Director (UK), Health Navigator

Proactive health coaching is a time-limited, telephone-based patient coaching method to reduce emergency care events. The software-supported calls from a health coach follow a structured system, enabling focused progress tracking and ensuring patient benefit. The intervention is proven effective through a randomised controlled trial, and is now being rolled out across Britain.

3. Impact of an integrated medicines management service (IMMS) on preventable medicines related readmission to hospital

Professor Nina Barnett, Consultant Pharmacist – Care of Older People Pharmacy, Northwick Park Hospital London, North West Healthcare NHS Trust and NHS Specialist Pharmacy Service

Health care professionals identify patients admitted to hospital as at risk of preventable medicines related problems using a checklist PREVENT© checklist (Barnett NL et al. Pharm J 2011;286:471–2). Patients are referred to the integrated medicines management pharmacist team for medicines reconciliation, review, consultations, discharge planning and post discharge follow up as appropriate. Collaborative, cross-sector multidisciplinary working supports reducing preventable medicines related readmission

4. Delivering health coaching in a community setting

David Sweeting, Physiotherapy Clinical Specialist, East Coast Community Health Care CIC (ECCH)

ECCH is a Social Enterprise that delivers community-based services on behalf of the NHS. 260 members of our staff have now received health coaching training. We will describe how we have achieved this, emphasising the significance of engagement at the very top of the Organisation. Initial feedback from Staff regarding their use of health coaching "in the front line" will be summarised.

5. Health coaching quality framework in North East London

Dr Jacqueline Simms, Darzi Fellow, Health Education England across North Central and East London

Given the growing relevance and evidence for health coaching, what makes an effective health coaching development programme and training? At Health Education England across north central East London we have developed a Quality Framework which seeks synthesise available research and best practice findings from a number of health coaching programmes across the country. We intend this to be useful to all those seeking to commission high quality training programmes, aimed at the development of coaching skills for health professionals to support patient self-management.

6. Health coaching training delivery at West Suffolk NHS Foundation Trust

Nina Finlay and Trudi Dunn, Clinical Specialist Physiotherapists and health coaching Trainers, West Suffolk Hospital NHS Foundation Trust

We are two Physiotherapists who gained accreditation as health coaching Trainers in October 2014 as part of the HEEoE/TPC Project. Since then we have established a health coaching Training programme for clinicians working in both the acute and community sector. We will talk about our experience so far including the process, challenges, outcomes and examples of how clinicians are using it within their clinical practice.

7. Health coaching and Transition within a Community Trust

Kim Morsley, Consultant Clinical Psychologist and Sue Phelan, Clinical Specialist Occupational Therapist, Hertfordshire Community Health Services NHS Trust

As experienced clinicians working within a physical health self-management service, we have long been aware of the importance of good conversations and activated patients. The benefits of integrating health coaching into our established practice have been wide ranging but are perhaps most clearly illustrated by reflecting on the many transitions that we have faced along our journey with this approach: for us, our patients and the wider organisation

8. Health coaching in a 10 minute GP consultation, can it be done?

Vicki Bowman, General Practitioner, Paston Surgery, North Norfolk CCG

My first overwhelming thought when I attended my first health coaching Training session was; 'This just can't be done in a standard 10 minute GP consultation!'. As the training progressed I came to understand that the shift in mind-set brought about by the health coaching approach could revolutionize my consultations. I would like to share my thoughts on the rewards and challenges that the health coaching Approach brings to General Practice.

9. Tackling health inequalities by using a health coaching approach

**Francesca Archer-Todde,
Service Manager, Big Life Group**

This conversation will look at how health coaching can be used to enable communities to change multiple lifestyle areas in order to tackle health inequalities. It will focus on the experience of Being Well Salford, one of the most deprived local authority areas in the country.

10. Developing a community based health coaching service -

Jim Phillips, Delivery Lead, Empowering Patients and Communities, New Care Models Programme, NHS England

This conversation looks at utilising peer support, volunteers and others in developing a community based health coaching service. It will cover what works, links to social prescribing and care planning.

11. Health coaching and teenagers with diabetes

Anna Groom, Lead Children's Diabetes Specialist Dietitian, Colchester General Hospital

Health coaching has become an integral part of our typical conversations with adolescents with type 1 diabetes. Particularly during times of non-concordance, health coaching supports a more positive conversation to empower the adolescent to take ownership of their diabetes and identify their own ways of coping and managing their long term condition which in turn supports meeting clinical outcomes of improved health.

WORKSHOPS - DESIGNING A PROGRAMME FOR HEALTH COACHING

A. Risk stratification and Metrics

Karin Hogsander, Managing Director (UK), Health Navigator

Why is health coaching particularly effective with complex patients? How to target patients who benefit the most from the intervention, and how to work with the health coaches to ensure they have support and tracking of the impact they are having.

B. Care and support planning

Helen Sanderson, Chief Executive, Helen Sanderson Associates and Sue Denmark, Co-Production Member, Coalition for Collaborative Care

This session will explain what Personalised Care and Support Planning is, and introduce the on-line tool developed by the Coalition for Collaborative Care and TLAP. Sue Denmark (Coalition for Collaborative Care Co-Production Group member) will give an example of how she has used health coaching and how this fits with Personalised Care and Support Planning and co-production.

C. Shared decision making

Robert Ferris-Rogers, Delivery Partner, NHS Right Care

An interactive session exploring the concept of personal value which is part of the Right Care programme. Participants will be able to explore the concepts of shared decision making and its interrelationship with health coaching.

D. Patient activation - Coaching people on a journey of activation

Professor Alf Collins, Lead for Self Care Support, NHS England and visiting Professor, Coventry University

The session will focus on the concept of activation - the knowledge, skills and confidence that people have to manage their health and wellbeing.

E. New technology - a self-management platform

Dr Matt Jameson-Evans, Chief Medical Officer, Health Unlocked and Mike Leaf, Associate, Innovation Agency, the Academic Health Science Network for the North West Coast

The purpose of the first part of this workshop is to explore how digital technologies might enhance a health coaching approach, using a digital engagement programme (Health Unlocked) as an illustration. The second part will consider Online peer support as a scale able route to behaviour change and empowered self care. Matt will show one potential route that offers a complement to health coaching: Peer support and self care signposting mediated by voluntary sector organisations.

BIOGRAPHIES

Professor Dr Stephen Dunn **Chief Executive Officer, West Suffolk Hospital NHS Foundation Trust**

Dr Stephen Dunn was previously a high flyer in the Department of Health and a key architect of the Wanless Review, Foundation Trusts, and the White Paper Our Health, Our Care, Our Say. He was the architect of the Hinchingsbrooke franchise and introduced the Friends and Family test into the NHS which was endorsed by the Prime Minister for wider roll out. And for the last two years he was the regional director for the South at the Trust Development Authority, overseeing 24 NHS trusts in the region. On 3rd November 2014 Dr Dunn took up the reigns of West Suffolk Hospital, which has now been CQC rated as the best Acute Trust in the Eastern Region. WSFT are a leading exponent of Health Coaching and hosts the Health Coaching Forum, which Steve chairs.

Dr Penny Newman **Medical Director, Norfolk Community Health and Care NHS Trust and NHS Innovation Accelerator Fellow, UCL Partners, Health Foundation, NHS England**

Penny is a GP with a background in public health whose passion for innovation and service redesign has led to the creation of new models in primary care, cancer and A&E, and most recently the development of health coaching in the NHS. Her leadership experience includes as Medical Director, Executive coach, Associate for the Kings Fund, NHS Leadership Academy and Health Education England, and in her role actively supporting women in leadership, latterly in collaboration with the United Nations.

Sue Denmark **Co-Production member, Coalition for Collaborative Care**

Sue is a qualified social worker and has worked in a variety of roles including emergency social services, community adult care, learning and development, project management, safeguarding and as a social work manager. Sue received a diagnosis of MS in 2009 and arthritis in 2012 and experienced the challenges of having both invisible and visible conditions, plus a wide lack of understanding of long-term conditions. Sue spent many years caring for her mother and is passionate about raising awareness of carers' issues. Sue is active in her local community, was Chair of Wiltshire Carers and is an ambassador for Carers UK. She has set up a local women's group, chairs a local 'social model of care' group and is working to set up a Timebank in the area. Sue's positive experience of health coaching has led to her co-producing a 'Leading Together' Programme with The Performance Coach.

Dr Andrew McDowell **Director, The Performance Coach**

Andrew leads TPCs work in health coaching, and has pioneered the development health coaching in the UK. Along with extensive clinical experience across a range of health and care settings, he has a background in medical education specialising in health psychology and behavioural change.

Suzanne Wood **Improvement Fellow, The Health Foundation**

Suzanne is an Improvement Fellow at the Health Foundation, leading the Foundation's work on person-centred care. Suzanne was the lead author on 'At the heart of health: realising the value of people and communities', a key report of the Realising the Value programme. Prior to joining the Health Foundation in 2013, Suzanne worked in a variety of legal and policy roles in Australia, Ireland and the UK.

Professor Michael West **Head of Thought Leadership, The Kings Fund**

Michael West is Senior Fellow at the King's Fund, London and Professor of Organizational Psychology at Lancaster University Management School. He has authored, edited or co-edited 20 books and has published over 200 articles for scientific and practitioner publications.

Andrew MacPherson **Managing Director, The Strategic Projects team**

Andrew was at the core of dramatic change and board leadership in air, sea and rail services in the 1990s. Andrew first entered the NHS as a Non-Executive Director of the Ipswich Hospital Trust. In 2009, with the newly formed Strategic Projects Team, he led the first national NHS internal competition in 2011; completed the first open competition for an NHS operating franchise at Hinchingsbrooke Hospital. Since then he has led the team in over £6bn of NHS contracts and organisational change. In 2012 with Dr Stephen Dunn he designed and launched the NHS Friends and Family Test and went on with the SPT to establish the test across the NHS, delivering key strategies in customer service and patient insight on behalf of the Department of Health and NHS England. Andrew is currently overseeing the closure of The Strategic Projects Team, which ends its services on September 30th 2016.

Catherine Wilton Director, Coalition for Collaborative Care

Catherine Wilton is the Director of Coalition for Collaborative Care and their expert in community development and social capital. A skilled facilitator and executive coach, she brings a wealth of experience and knowledge from 20 years' experience in education, health and social care and the voluntary and community sector. Former posts include Social Capital Adviser at Department of Health, Interim Director of Connected Communities at the Royal Society of Arts, Manufactures and Commerce (the RSA) and Cabinet Member for Culture and Sport for Reading Borough Council where she was an elected councillor for eight years.

Mandy Rudczenco Co-Production member, Coalition for Collaborative Care

Mandy has been a carer for her son for 16 years. She has also worked as an active Patient/Carer Voice Representative for 3 years. She is a member of the Co-Production Group with the Coalition for Collaborative Care, and an 'Expert by Experience' on the Five Year Forward View People and Communities Board.

Karin Hogsander Managing Director (UK), Health Navigator

Health Navigator provides a telephone based health coaching solution to patients with the goal of reducing emergency care events. The telephone based software supported approach has been proven in large randomised controlled trials to save non-elective admissions and improve patients' quality of life. The service is being expanded during 2016-17.

Professor Alf Collins Lead for Self Care Support, NHS England and Visiting Professor of Person Centred Care, Coventry University

Alf Collins is a doctor, commissioner, researcher and clinical lead for person centred care in NHS England. He has researched and published on shared decision making, self management support and personalised care planning and also co-developed a number of patient reported experience measures in these fields

Dr Matt Jameson-Evans Chief Medical Officer, Health Unlocked

Matt is co-founder of HealthUnlocked, a social network for patients, and previously an orthopaedic surgeon in the NHS. He is also a fellow and board member of the NHS Innovation Accelerator (NIA) initiative launched in 2015. With over 600 health-specific communities and 4 million monthly users HealthUnlocked is to patients living with chronic diseases what LinkedIn is for professionals.

Mike Leaf Associate, Innovation Agency, the Academic Health Science Network for the North West Coast

Mike is a former Director of Public Health, and Health Improvement with 30 years' experience of working in the NHS and local government. As an executive coach, and someone interested in improving health, Mike has been working with the Innovation Agency to raise the profile and awareness of health coaching in the North West. He has written a chapter for the health coaching Resource Guide.

Helen Sanderson, Chief Executive, Helen Sanderson Associates

Helen was commissioned by Think Local Act Personal and the Coalition for Collaborative Care to co-develop the process for Personalised Care and Support Planning. Originally an OT, Helen was the Department of Health's expert advisor on person-centred approaches for 10 years, and has authored over 20 books on person-centred working and DH best practice guidance.

Robert Ferris-Rogers Delivery Partner, NHS Right Care

Robert has spent his entire working life in the NHS and is an experienced Improvement Leader, Senior Manager, Programme Manager and Registered Nurse. He has worked across a number of NHS organisations at national level as well as locally in commissioners and providers. He is currently Delivery Partner with NHS Right Care. This role involves working with CCGs and colleagues in NHS England to maximize value at a system and individual level. Robert is passionate about person centred care approaches, including shared decision making and health coaching. Out of work he adores his dogs and enjoys walking his 5 Dalmatians and 2 English Pointers.





Resources and Links

The health coaching coalition is a collection of organisations and individuals unified in wanting to improve conversations between the health and care system and people seeking care, their families and communities.

Our aim is to enable people to thrive by feeling more motivated, confident and in control of managing their own health and care.

We believe great conversations can transform relationships and health behaviours to benefit patients, staff and the NHS. Talking to people in a way that acknowledges their expertise, and puts them in the driving seat helps people better manage their own health and helps the NHS by reducing demand and costs.

To achieve great conversations, we advocate a health coaching approach, based on the science of behaviour change.

You are invited to join our social movement to spread this approach.

Resources available

To enable individuals and organisations to think about how to change the conversation locally we have developed a set of resources on health coaching:

- A short film of clinicians and patients describing health coaching
- A booklet of infographics and call to action
- A resource guide with detailed information, prompts and evidence covering:
 - a series of real life case studies and multiple applications
 - training, embedding, commissioning and evaluation
 - use by non-clinical coaches such as carers, social workers, health trainers and volunteers
 - other mechanisms e.g. technology, to adopt as part of a programme of care

- Training materials tried and tested by over 3,000 clinicians and peers
- An on line community to share resources and experience with other areas
- The brand and logo

This suite of resources can be downloaded for you to use and share www.betterconversation.co.uk

In return please use the brand, reference the source, join the network and add your name and logo to grow the social movement.

Our story

This work arose originally in the East of England. Health coaching training was first developed by Drs Newman and McDowell in NHS Suffolk funded by a Regional Innovation Fund, then commissioned by Health Education East of England, and latterly selected onto the NHS Innovation Accelerator (NIA) Programme, a partnership between NHS England and the Academic Health Science Networks (AHSNs), hosted by UCLP. The resources available were co-funded by the NIA Fellowship and Health Education England and commissioned and edited by Dr Penny Newman, NIA Fellow. Dr Penny Newman's NIA Fellowship is supported by three AHSNs - the Innovation Agency (North West Coast), Eastern and Yorkshire and Humber. We are grateful to everyone who has worked with us to co-create all these materials, clinicians and leaders alike.

