

## What do participants have to say about the Health Coaching programme?

" This programme offers a positive change to how people will come to believe in themselves as having much of the power to solve their own problems, and therefore engage with the healthcare services less "

" This has to be the most professional and useful course that I have attended in a long time. Gives you positive insight into dealing with others and how your behaviours can affect consultation and colleagues "

**71%** say they are confident using the health coaching approach\*

**72%** say there are benefits to their patients which are measurable\*

### For initial enquiries please contact:

Leanne Dellar, Programme Administrator  
[leanne.dellar@nhs.net](mailto:leanne.dellar@nhs.net)

Karen Bloomfield, Programme Lead  
[kbloomfield@nhs.net](mailto:kbloomfield@nhs.net)

Dr. Penny Newman, Clinical Lead for Health Coaching  
[penny.newman1@nhs.net](mailto:penny.newman1@nhs.net)

Ali Demery, Programme Administrator at The Performance Coach  
[ali@theperformancecoach.com](mailto:ali@theperformancecoach.com)

Dr. Andrew McDowell, Psychologist and Director of The Performance Coach  
[andrew@theperformancecoach.com](mailto:andrew@theperformancecoach.com)

\*Results are based on a survey of more than 400 clinicians who have attended the health coaching programme.

# Health Coaching

Better conversations, better care



For more information visit:  
[www.eoeleadership.nhs.uk/healthcoaching](http://www.eoeleadership.nhs.uk/healthcoaching)

**Living with chronic long term illnesses can be challenging and distressing for patients - which is why they often visit their clinicians. Adding a health coaching approach to the tool box of communication skills you use in your consultations can help promote patient self-sufficiency, satisfaction and motivation, enabling people to manage their condition with greater independence and self-confidence.**

## The facts

- People with long term conditions account for 50% of all GP appointments, 70% of all inpatient bed days and 70% of overall NHS spend
- The number of people with three or more long term conditions is predicted to rise by 1 million to 2.9 million by 2018
- Three quarters of all deaths will be as a result of chronic disease by 2020.

## What is health coaching?

Health coaching is talking to people with long term conditions in a way that supports and empowers them to better manage their own care, fulfil their self-identified health goals and improve their quality of life.

## What are the benefits of health coaching?

- Improves communication fundamental to care. Last year, complaints to the GMC about communication increased far more than complaints generally (up 65% vs. 24%)
- Encourages people with long term conditions to prioritise their health and do more to care for themselves
- Enables clinicians to shine the spotlight on personal awareness and responsibility in a supportive manner, and transform the clinician/patient relationship
- Can increase patient self-sufficiency, satisfaction, confidence, motivation, compliance, and reduce costs for organisations.

## What skills will I learn?

You will learn a combination of tools and techniques you can use every day with patients that support behaviour change and help you listen, build rapport and challenge more skilfully, as well as set goals, motivate and encourage your patients.

## Which teams and patients would benefit most?

The skills are useful with all patients but particularly in the following areas: with long term conditions; mild anxiety; depression; medication compliance; pain management; lifestyle; recovery, and rehabilitation.

## How does this fit with other priorities for me and my organisation?

The training will help you work towards addressing the following:

- Improving patient experience and quality of care
- Increasing Friends and Family test scores
- Reducing complaints especially around communication
- Reducing organisational costs and saving time
- Builds relationships with colleagues, and collaborative working
- Supports the delivery of integrated care and care planning
- Enhances local plans for managing patients with long term conditions

## How do I access the training?

Training sessions, funded by Health Education East of England, will be held in the east of England from May 2014 to March 2015, with a special focus on Norfolk and Suffolk. Various local training venue options and dates are available. Teams from your organisation can apply through our website. Go to 'How to Apply' at [www.eoeleadership.nhs.uk/healthcoaching](http://www.eoeleadership.nhs.uk/healthcoaching)

## Who can participate?

The programme is open to doctors, nurses, and allied health care professionals, in teams, from or across organisations. The programme is delivered over 2 days. For further information visit [www.eoeleadership.nhs.uk/healthcoaching](http://www.eoeleadership.nhs.uk/healthcoaching)