Health coaching: A natural fit for nurses

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To introduce participants to coaching as a strategy to partner with patients, clients or residents to help them achieve their health goals.
Objectives

This webinar will:

• Describe health coaching, what it is and why it is important
• Introduce participants to the coaching fundamentals
• Introduce participants to the Donner-Wheeler 4 C’s of the Coaching Conversation
Setting the Context

- *Patients* increasingly wanting to take charge of their own health but often needing help in making behaviour changes that are long lasting
- *Organizations* and *health-care providers* wanting to transform the patient experience to a truly patient (and family) centred care environment where patients are engaged in their care
- *Health-care systems* faced with a significant increase in chronic diseases with finite dollars to manage
The Issue

Where have we been?
• Traditional clinician-patient relationship (clinician as expert, patient as recipient of care)

Where are we now?
• Patient experience
• Increase in chronic diseases
• Quality of care indicators
• Self-management ability

Where would we like to go?
• *Working with* rather than *doing for* the patient
• Patient more actively involved in their care
• Transform the clinician/patient relationship using *coaching*
Why Health Coaching?

Evidence

• Positive impact on client health outcomes (Lawson et al, 2013)
• Clients are seeking more involvement in their own care and goal setting (Kuluski, 2012)
• Fosters partnership relationship between health professional and client to enhance self-management, reduce exacerbations of chronic illnesses (Frates et al, 2011; Huffman, 2007; Wong-Rieger, 2011)
• Complements education strategies that promote client’s lifestyle changes (Institute for Optimizing Health Outcomes, 2011)
• Promotes shift from disease-centric to wellness-centric model (Lawson et al, 2012)
What is Health Coaching?

A specific coaching application where the nurse partners with patient, client or resident (and their families) to enhance confidence and competence in the ability of the patient to self manage health conditions or make lifestyle changes.
Health Coaching Involves

• Co-creating with the patient a vision for their health, setting health goals and developing an action plan
• Asking meaningful questions, actively listening, observing and providing feedback
• Helping the patient to move forward towards the achievement of their health goals
Coaching Fundamentals

• **Client**: Self-identified need for change is the catalyst

• **Coach**: Creates the environment that unlocks the potential for people to be their best

• **Coaching Relationship**: Founded on mutual trust and respect

• **Coaching Conversation**: Takes place within the relationship and embodies four components — the 4 C’s
Coaching: A Tool for Facilitating Intentional Change

Clients need to come willingly to the coaching conversation. Their identified need for change is the catalyst for moving forward and, as in any change process, not until they identify their intention will there be any modification of behaviour.
Coaching as a Nursing Skill

• Something we *DO* versus *HOW WE DO* something
• Motivation to coach — change practitioner behaviours
• Confidence as a coach through skill development
• Transferrable and adaptable
• Interprofessional application
• Embed into organizational culture
The Donner-Wheeler 4 C’s of the Coaching Conversation

- Climate Building: create a space conducive to dialogue and learning
- Clarifying: establish an agreement, articulate purpose and identify goals
- Collaborating: co-create possibilities, take action and overcome obstacles
- Closing: declare and commit to next steps

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Summary

Patient/client engagement is a priority in health care; patients, clients and residents (and their families) want and deserve more involvement in directing their care; and co-designing care is becoming part of the “new way” forward.

Health professionals are expected to partner with patients, clients and residents, and to shift their care from doing for to working with them.
Health coaching is one strategy to facilitate this shift and organizational health coaching skill development programs are becoming more common with the goal of embedding coaching into nursing practice.

The use of the Donner-Wheeler 4 C’s of the Coaching Conversation — climate building, clarifying, collaborating, and closing — is a tool nurses can use to assist patients, clients and residents realize their health goals.


5. Coaching Patients for Successful Self-Management [http://www.youtube.com/watch?v=g-6Nxp9DBvo](http://www.youtube.com/watch?v=g-6Nxp9DBvo)

“Coaching is not advice giving, not teaching, and not directing — it is a collaboration in which the coach acts like a midwife, supporting, encouraging, and helping the client through the experience while acknowledging the client as the person ‘making it happen.’”

Donner & Wheeler (2009)
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Upcoming Webinar

Aboriginal health nursing in Canada: Policy and best practice

February 24, 2015
12 – 12:45 p.m. ET
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