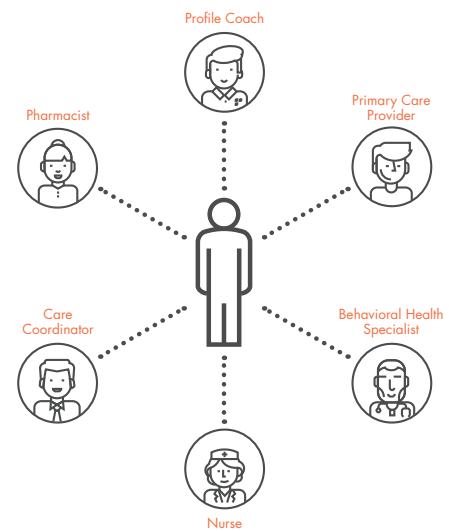




# THE ROLE OF A PROFILE HEALTH COACH

Healthcare providers time with patients is valuable and limited. Interdisciplinary care team models support a well-rounded patient experience, effective care, and time efficiency. Chronic health conditions such as heart disease, stroke, type II diabetes, obesity, and certain cancers are some of the leading causes of modifiable and premature death in the U.S.<sup>1</sup> One effective method to address these conditions is to utilize a health coaching model to support the care team by helping patients initiate and maintain behavior change.<sup>2</sup> Below, are a few highlights of Profile's evidenced-based health coaching platform that can provide extension of care to your team to guide your patient toward healthy lifestyle behaviors.



## THE ROLE OF A HEALTH COACH

A theoretical underpinning of health coaching is that behavior change is sustainable when it is personally meaningful to the individual and contributes to an individual's sense of purpose.<sup>3,4</sup> The role of the health coach is to increase member self-awareness, motivation, accountability, and confidence through support, feedback, and education.<sup>5</sup>

## PROFILE HEALTH COACHING ROLES



**SUPPORT**



**FEEDBACK**



**EDUCATION**

## MOTIVATION

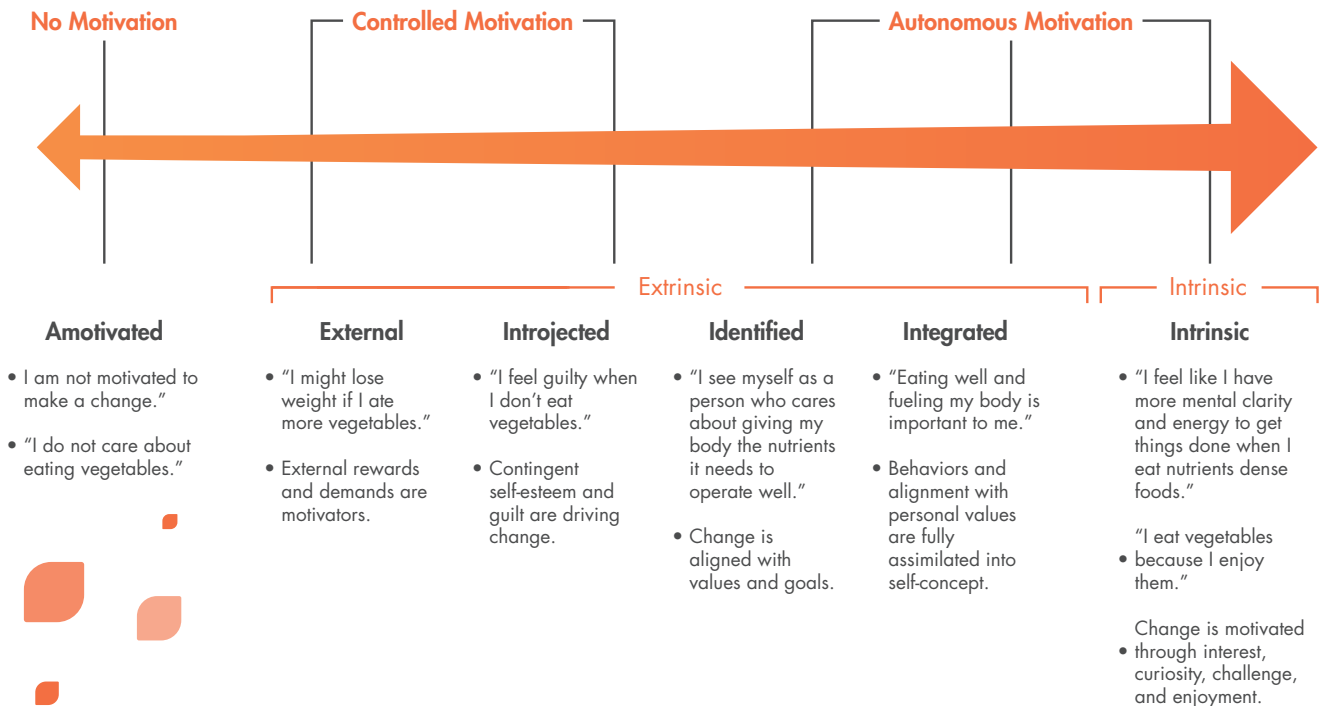
Motivation. Motivation is the driving force behind someone making a change or reaching a goal. Self Determination Theory represents motivation on a continuum from extrinsic towards intrinsic motivation in a step-wise fashion.<sup>6,7</sup>

Extrinsic motivation is controlled by outside forces: getting good grades, receiving praise from your boss, or seeing your weight change on a scale. Intrinsic motivation comes from within and occurs when behavior is aligned with a person's identity and core values.

With this model in mind, Profile coaches and members work together to explore ways in which lifestyle changes are personally meaningful. Members are encouraged to reflect on how change fits with their view of themselves and their core values. Coaches help members identify changes that are interesting and satisfying to them and support their movement toward intrinsic motivation for lasting behaviors change.



## SELF DETERMINATION THEORY OF MOTIVATION



## EDUCATION & ACCOUNTABILITY

In weight management, we know that nutrition knowledge alone provides only a limited benefit in improving dietary intake and sustaining healthy dietary changes.<sup>8,9</sup> Education and accountability must move beyond focusing on knowledge alone and include emphasis on nutrition related skills and behaviors with reinforcement over time. Profile Health Coaches have a variety of resources to discuss with members to increase knowledge on nutrition, activity, and lifestyle topics.

Profile education resources are regularly presented in a “read-do-reflect” format in order to 1) introduce a skill or concept, 2) have the learner apply the skill/concept, and 3) have the learner reflect on the experience of applying a new skill/concept and (in doing so) increase self-awareness (Figure 4). For example, effective stress management requires knowledge of different management options, the skill of executing a particular stress management strategy, and reflecting on that experience to explore ways to continue with the behavior or any necessary adjustments.

### SELF-COMPASSION

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#### WHAT IS SELF-COMPASSION?

What if we told you that you don't need to be overly critical or “hard on yourself” in order to be successful or reach your goals? Self-compassionate people show themselves kindness when faced with personal suffering or failure rather than unkindly judging themselves. Increased self-compassion is associated with greater levels of life satisfaction, optimism, and overall body acceptance.

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#### LET'S CHECK IN!

How often do you notice self-criticism or negative thoughts about yourself? **RARELY MONTHLY WEEKLY DAILY**

#### SELF-COMPASSION HAS THREE MAIN INGREDIENTS

#### 1 Self-Kindness

Self-kindness is acting in a kind and understanding way toward yourself. Think about the last time you were critical of yourself. If a close friend or loved one were standing in your shoes at that moment, what would you have said to them? Self-kindness is about re-engineering the negative thoughts you have about yourself into supportive statements.

#### 2 Common Humanity

No one in the universe is perfect, we all have limitations. Often, people can trick themselves into believing that their own imperfections cannot be understood by others and can lead to feelings of isolation. In contrast, those who practice self-compassion are better equipped to recognize that their imperfections are part of a shared human experience.

#### 3 Mindfulness

Mindfulness is the practice of experiencing thoughts and feelings in a nonjudgmental way. Rather than telling yourself to “get over it,” or ignoring challenging experiences, mindfulness is giving yourself the permission to explore positive and negative emotions, thoughts, and feelings.

### SELF-CRITIC TO BIGGEST SUPPORTER

The following activity will challenge your inner critic and turn you into your biggest supporter.

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**STEP 1** Think about the ways you use self-criticism. Is there one criticism you tell yourself on a regular basis?

Personal Criticism: “\_\_\_\_\_”

What emotions do you notice or feel when you find yourself being self-critical? \_\_\_\_\_

What environments or roles do you find yourself most self-critical? (i.e. at work, as a parent, etc.) \_\_\_\_\_

**STEP 2** What language would a supportive friend, parent, or mentor use to lift you up during a challenging experience? Write below how you might turn your self-criticism into a self-compassionate statement.

Your Supportive Message: \_\_\_\_\_

**STEP 3** In the future, when you catch yourself being judgmental or self-critical, first notice how it makes you feel (mindfulness), recognize that you're human (common humanity), and show yourself kindness (self-kindness). Think of a kinder, more caring way to talk to or motivate yourself. **A single word or phrase** can be helpful self-talk to re-frame criticism to compassion.

A word or phrase I can say or think to myself is: “\_\_\_\_\_”

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#### LET'S REFLECT!

Self-compassion can be helpful to reinforce the positive changes and overcome challenges along your journey. Turning self-criticism into self-compassion takes time and practice.

My ability to recognize my self-criticism is:

not aware 1    2    3    4    5 very aware

My confidence in reframing self-criticism to self-compassion is:

not confident 1    2    3    4    5 very confident

**VISUAL CUES** can be a huge help in creating the change you want in life. Write down your word or phrase from the Self-Compassion activity and keep it in your wallet, purse, bathroom mirror, or some other place you know you will see it throughout the week. Take a picture and share with your coach!

**REFLECT** on how you feel when you give yourself the support and kindness you extend to others. Take a few minutes each evening to reflect on a moment you showed yourself some support or kindness. Bring this into your next coaching session to discuss with your coach!

## HEALTH COACHING HIGHLIGHTS



**1. Health Coaching Works** with health coaches effectively partnering with individuals focusing on long-term, sustainable health improvements, research consistently shows that health coaching is more effective than trying it alone. In weight loss, studies reveal that individuals participating in health coaching programs lose 3 times more weight than people that try to lose weight by themselves, even when using apps or books as support.<sup>10</sup>



**2. Self-Determination Theory** represents motivation on a continuum from extrinsic to intrinsic motivation, and evidence supports that intrinsic motivation is needed for behavior change to last.



**3. Support & Relationship building** is a crucial component of health coaching. Profile coaches are trained to create a nonjudgmental space for members to share experiences freely, actively listen to a member, and express empathy.



**4. Effective Communication** is implemented through motivational interviewing. Profile coaches are trained to help members resolve feelings of ambivalence about behavior changes under consideration.



**5. Education and accountability** help members and coaches throughout the preparation and planning. Processes to introduce, support, and reinforce knowledge, skills, and behaviors. SMART goal setting is part of the planning process and is a known effective mechanism of successful health coaching programs.

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