



VA  U.S. Department of Veterans Affairs  
Department of Veterans Affairs  
Office of Patient-Centered Care and  
Cultural Transformation

Whole Health Life 

Whole Health Coaching

# What is Whole Health Coaching?

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 **Thoughts on Coaching** 

Because healing is a process, the metamorphosis of the role of doctor to healer is the change from doer to helper, from expert problem solver and fixer to servant and companion, an accompanier on the healing journey.

*Thomas Egnew, EdD  
Annals of Family Medicine, 2009*

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 **One Sentence Definition of WHC** 

Whole Health Coaching

Assisting Veterans (partners) to realize *their* own health goals based on *their* lives' mission/aspirations/purpose. (MAP)

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 **Two Distinguishing Features of WHC** Whole Health Life

✓The belief behind [integrative] health coaching is that behavior changes are sustainable when linked to personal values and sense of purpose.

Caldwell, K., Gray, J. & Wolever, R. (2013). The process of patient empowerment in integrative health coaching: How does it happen? *Global Advance in Health and Medicine*, 2 (3), 48 – 57.

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 **Two Distinguishing Features of WHC** Whole Health Life

✓Patients bring to the coach information and recommendations from their treatment providers and work with the coach to decide which ones to enact and most importantly how to do so in a way they can sustain given all they know about their lives.

Caldwell, K., Gray, J. & Wolever, R. (2013). The process of patient empowerment in integrative health coaching: How does it happen? *Global Advance in Health and Medicine*, 2 (3), 48 – 57.

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 **VIDEO** Whole Health Life

The American Veteran—Integrative Health Coaching

<https://youtu.be/JSTkaFT07f8>

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**Characteristics of Health Coaching** Whole Health Life

1. Strength-focused.
2. Views the client as competent (Shared expertise).
3. Aspiration focused – may be eliminating a problematic area or enhancing a positive focus.
4. Generally, present and future focused.
5. Individual, group, telephonic.

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**What is Whole Health Coaching?** Whole Health Life

**Using the 4 Stage Coaching Process**

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**HEALTH COACHING PROCESS MODEL**

**Stage IV**  
Execute the Action  
Take further action. Re-plan. Learn lessons. Assess action.

**Stage I**  
Explore Mission Aspirations Purpose  
Create vision. Explore values and value conflicts.

**Stage III**  
Plan for Action  
Goals & Actions. Explore barriers. Training & Support. Accountability

**Stage II**  
Reflect, Assess & Focus  
Conduct PHI assessment. Define focus. Assess readiness.

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**Whole Health Coaching** Whole Health Life

<p><b>Qualities of a Coach</b></p> <ul style="list-style-type: none"> <li>• Respectful</li> <li>• Is Present</li> <li>• Mindful</li> <li>• Listens</li> <li>• Uses a Guiding Style</li> <li>• Is a Partner</li> <li>• Articulate &amp; Succinct</li> <li>• Willing to Learn</li> <li>• Is Open</li> <li>• Is Empathic</li> </ul>	<p><b>Communication Skills</b></p> <ul style="list-style-type: none"> <li>• Uses <i>Inquiry</i> for Open &amp; Close Ended Questions</li> <li>• Uses <i>Simple Reflections</i> of parroting, paraphrasing and summary</li> <li>• Uses <i>Complex Reflections</i> that are double-sided and have deeper meaning, values</li> <li>• Uses <i>Direct Statements</i> to provide information and guide the process, using I statements</li> </ul>	<p><b>Coaching Strategies</b></p> <ul style="list-style-type: none"> <li>• Develops MAP, explores values, guides future visioning</li> <li>• Assesses components of health using PHI, selects a focus area, assesses importance and confidence</li> <li>• Set SMART Goals and Action Steps, explore barriers, contingency plans, and resources</li> <li>• Explore perspectives</li> </ul>
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**Coach Qualities** Whole Health Life

**Respectful** – honors the unique agenda, resources and ‘inner wisdom’ of another

**Present** – fully available for the other

**Mindful** – demonstrates Jon Kabat-Zinn’s 7 Attitudes of Mindfulness

*Beginner’s Mind   Non-Judging   Patience   Non-Striving   Acceptance   Letting Go   Trust*

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**Coach Qualities** Whole Health Life

**Listener** – set aside own agendas to fully listen to the other

- Not a ‘teller’ – not inclined to give advice or instruct/educate the other

**Guiding style** – guides the process, but does not direct the agenda, outcomes nor strategies

- Not a directing style

**Partner** – goes along side the other on their journey

- Not an ‘expert’

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 **Coach Qualities** 

**Articulate and succinct** – is clear and succinct in communication style

**Willing to learn / Open**

**Empathic** – seeks to fully understand and be present with the experience of another

**Interest in health enhancement and education** – is not necessarily an ‘expert’ in all areas of health but values health enhancement and education

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 **Coaching Strategies** 

- ✓ Develop Mission, Aspirations and Purpose (MAP)
- ✓ Explore values and value conflicts
- ✓ Guide future visioning
- ✓ Assess components of health utilizing PHI
- ✓ Select a focus area
- ✓ Assess importance of focus in light of MAP
- ✓ Assess/enhance confidence

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 **Coaching Strategies** 

- ✓ Set SMART goals (in light of MAP)
- ✓ Set SMART action steps (in light of goal)
- ✓ Explore strengths
- ✓ Explore barriers and contingency plans
- ✓ Explore resources and support
- ✓ Establish accountability
- ✓ Assess lessons learned

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 **Coaching Strategies** 

- ✓ Explore and develop perspectives
- ✓ Reassess/re-establish action steps, goals, focus area, MAP
- ✓ Utilize *elicit, provide, elicit* to respectfully provide information
- ✓ Conduct brainstorming
- ✓ Guide basic group processes
- ✓ Lead mindfulness activities
- ✓ Direct/redirect coaching process

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 **For Whom is Health Coaching Appropriate?** 

- ✓ A self-motivated Veteran who is seeking support.
- ✓ A Veteran referred by clinical team or provider.
- ✓ Motivation may vary; coach may need to assist Veteran in determining motivation.
- ✓ Assessing the coach/client fit and referring the Veteran to another provider.

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 **17<sup>th</sup> Century Nun's Prayer** 

Keep me from the fatal habit of thinking I must say something on every occasion.

Release me from craving to straighten out everybody's affairs.

Make me thoughtful but not moody; helpful but not bossy.

*(Continued....)*

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 **17<sup>th</sup> Century Nun's Prayer** 

With my vast store of wisdom, it seems a pity not to use it all, but I want a few friends at the end.

Keep my mind free from recitals of endless details; give me wings to get to the point.

Give me the ability to see good things in unexpected places, and talents in unexpected people. And, give me, the grace to tell them so.

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  U.S. Department of Veterans Affairs  
Department of Veterans Affairs  
Office of Patient Care and Cultural Transformation



Whole Health Coaching

**Participant Manual**

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 **Participant Manual** 



 **OPCC&T**  
Office of Patient Care and Cultural Transformation

Components of Proactive Health & Well-being Under the "Circle of Health"



**Me** + **Me** + **Me** + **Me** + **Me** = **Me**

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## Agenda

WHOLE HEALTH COACHING			
Year	Month	Topic	Facilitator
2018	11	Introduction to Whole Health Coaching	Dr. [Name]
2018	12	Health Coaching in the VA	Dr. [Name]
2019	1	Health Coaching in the VA	Dr. [Name]
2019	2	Health Coaching in the VA	Dr. [Name]
2019	3	Health Coaching in the VA	Dr. [Name]
2019	4	Health Coaching in the VA	Dr. [Name]
2019	5	Health Coaching in the VA	Dr. [Name]
2019	6	Health Coaching in the VA	Dr. [Name]
2019	7	Health Coaching in the VA	Dr. [Name]
2019	8	Health Coaching in the VA	Dr. [Name]
2019	9	Health Coaching in the VA	Dr. [Name]
2019	10	Health Coaching in the VA	Dr. [Name]
2019	11	Health Coaching in the VA	Dr. [Name]
2019	12	Health Coaching in the VA	Dr. [Name]
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2020	11	Health Coaching in the VA	Dr. [Name]
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2020	11	Health Coaching in the VA	Dr. [Name]
2020	12	Health Coaching in the VA	Dr. [Name]

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## Welcome and Introduction

**WELCOME**

Welcome to the Whole Health Coaching training.

Veterans Health Administration (VHA) established the Office of Patient-Centered Care and Cultural Transformation (OPCCCT) in 2011 to lead one of the most massive changes in the philosophy and process for healthcare delivery ever undertaken by an organized healthcare system. The Transformation for Health describes the ideal system in which "patients are in control of their health care, and the system is designed around the needs of the patient." To accomplish this requires a paradigm shift from provider-based disease care to Whole Health Care, based on the whole person.

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**INTRODUCTION**

This manual is designed to supplement the health coach training developed and delivered for Veterans Health Administration (VHA) employees, such as a workbook. It contains descriptions of the core training concepts, skills and strategies that are critical to successful training and references for additional information. To ensure the same information is delivered in the hands-on training, but is organized by topic and does not cover the material in the same order as presented in the training. It also provides additional information not presented in the hands-on training.

Throughout the manual, the term Veterans or coaching partner is used, usually as the recipient of coaching. In other venues, the term partner, client or patient might be used. The use of Veterans in this manual is not intended to be inclusive of only Veterans, nor is it intended to exclude anyone else, such as spouses, Active Duty, or family members. To be less cumbersome, the term Veterans or partner is used to address content involving coaching. Similarly, the term Whole Health Coach, health coach, or coach are interchangeable and used throughout this document. All refer to those providing coaching to the Veterans.

**FUTURE OF HEALTH COACHING IN THE VA**

OPCCCT needs to recognize that this health coach training effort builds on existing needs training efforts already underway in the VA and will continue to evolve to be fully integrated with the other programs. Coach training is in its infancy and there is much that can be learned from working together to forward the goal. OPCCCT needs to make health coaching and health coach training a very visible and supported part of the VHA system of care. This may take many formats, including:

- Dedicated health coach training as part of PACTs
- Clinician supporting health coaching practitioners in their interactions with Veterans
- Trained coaches acting as ambassadors to assist other employees in developing their skills.

Regardless of the form health coaching may take, the VHA aims health coaching as vital to the provision of the PCC initiatives and goals as identified above.

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**HEALTH COACH CERTIFICATION**

Up until recently, health coach certification was not recognized. Through the efforts of the National Commission for the Certification of Health and Wellness Coaches (NCCCHC), a certification process is in progress. In 2015, the VHA was approved as a Transiently Accredited Health Coaching Program by NCCCHC. For this to happen, a practical skills evaluation has been added and all course participants (past and future) are given an opportunity to take the practical skills exam as part of the certification process. This is a step discussed during the coaching training. Below are the steps posted on the NCCCHC website as of this printing.

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**NCCCHC CERTIFICATION EXAMINATION**

In order to earn the National Certification in the Transition Phase and the Permanent Phase, health and wellness coaches must meet the eligibility requirements occupational basis for each phase, and then pass the National Certification Examination. The examination is based upon the NCCCHC Health and Wellness Coach Job Task Analysis. The written examination will be administered throughout the United States.

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## The Manual

- Does not follow the lectures
- More like a textbook
- Designed to complement the course

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 **Additional Course Material** 

- Beginning on pg. 73 – find the OPCC&CT link to the SharePoint site to download PowerPoint slides
- Information about the Office of Patient Centered Care & Cultural Transformation
- Links to course videos and more that might be helpful

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 **Resources and References** 

- OPCC&CT – pg. 76-77
- Resources to support your Whole Health journey – pg. 78
- Other VHA resources and suggested websites pg. 78-79

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 **Handout Section** 

  
Pgs. 1-11 The Personal Fitness Inventory

<http://www.va.gov/PATIENTCENTEREDCARE/about.asp>

  
Resources – My Story

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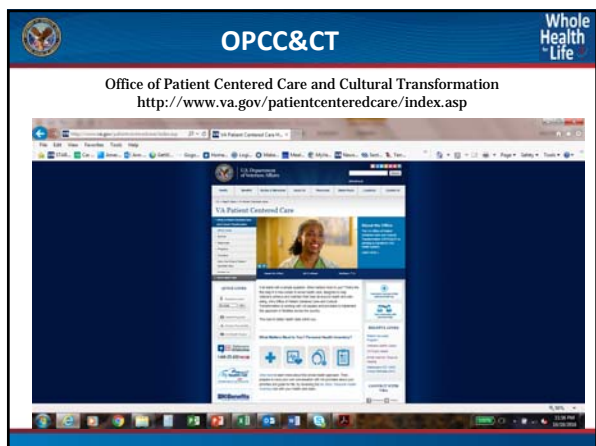
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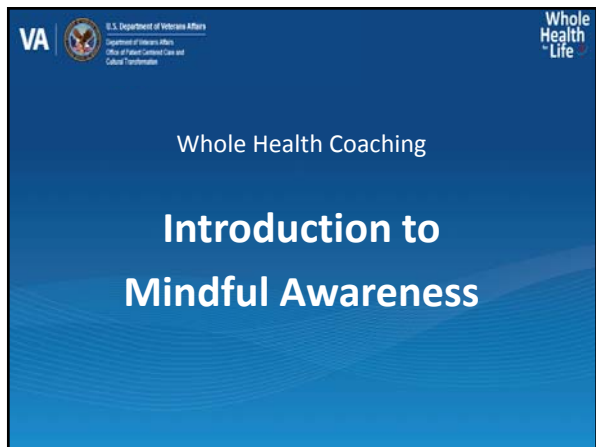
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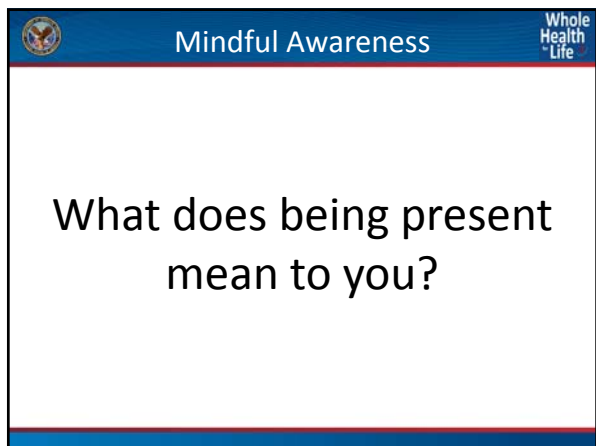
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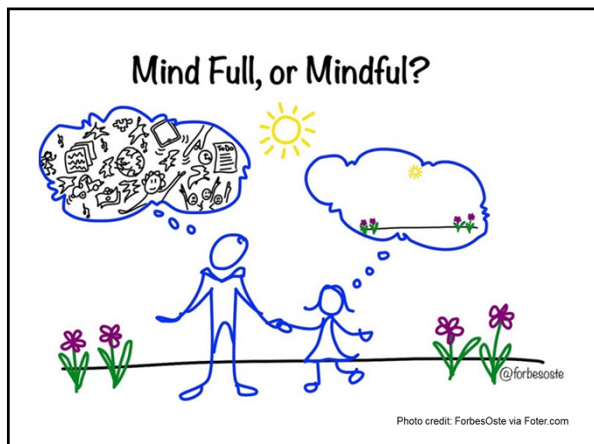
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 **Mindful Awareness** 

“Paying attention on purpose,  
in the present moment,  
non-judgmentally.”

*Jon Kabat-Zinn, PhD*

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 **Mindful Awareness** 

“The intention to pay attention,  
in the present moment, with a  
friendly and open orientation.”

*Jeff Brantley, M.D.*

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 **Mindful Awareness** 

We all have it . . .  
the natural capacity to  
pay attention with curiosity  
and openness.

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 **Mindful Awareness** 

We also have the capacity  
for *mindless*ness,  
in-attention, or going on  
auto-pilot.

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 **Mindful Awareness** 



“Mr. Duffy  
lived a short  
distance from  
his body.”  
*James Joyce*

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 **Mental Benefits of Mindful Awareness** Whole Health Life

Less emotional distress and rumination  
Decreased anxiety, worry, anger, depression  
Increased concentration, emotional intelligence, creativity and problem solving

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 **Physical Benefits of Mindful Awareness** Whole Health Life

Decrease in stress hormones  
Decrease in heart rate, blood pressure, and hypertension  
Decrease in inflammatory molecules  
Decrease in chronic pain  
Increase in immune function

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 **Behavioral Benefits of Mindful Awareness** Whole Health Life

Increase in non-reactivity  
Smoking cessation  
Decrease in binge eating  
Decrease in sleep disturbance  
Reduction in alcohol use and illicit substance use

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- The slide, titled "Practice of Mindful Awareness" with a "Whole Health Life" logo, contains a bulleted list of instructions for practicing mindfulness.
- Find a comfortable position
  - Allow your eyes to close if you like
  - Remember the 7 attitudes
  - Let go of busy-ness or life concerns
  - Pay attention to your breath
  - When attention wanders to thought, sensation, emotion, etc. . . . simply notice
  - Gently return focus to your breath
  - Practice as long as you wish

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The slide, titled "Mindful Awareness" with a "Whole Health Life" logo, features a quote by T.S. Eliot.

“We shall not cease from exploration. And the end of all our exploring will be to arrive where we started and know the place for the first time.”

*T.S. Eliot*

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 **Mindful Awareness** 

“Life moves pretty fast. If you don't stop and look around once in a while, you could miss it.”

*Ferris Bueller*

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Department of Veterans Affairs  
Office of Patient-Centered Care and Cultural Transformation 

Whole Health Coaching

**Whole Health and Patient Centered Care**

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 **VHA Strategic Goals** 

**Objectives for 2013-2018**

Provide Veterans personalized, proactive, patient-driven health care and support to successfully implement their personal health plans.

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 **VIDEO** 

**VIDEO: Tracy Gaudet—Personalized, Proactive, Patient-Driven Care**

(Video link available on Sharepoint)

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 **Personalized, Proactive, Patient-Driven** 

**PERSONALIZED**  
A dynamic adaptive prevention and education system based on the individual user's preferences, lifestyle, behavior and needs.


**PROACTIVE**  
A system that anticipates health problems and prepares for them before they occur, rather than just reacting; taking action to a situation or condition to strengthen the mind-body approaches prior to the event.

**PATIENT-DRIVEN**  
An engagement system where the patient is at the center, and the system is based in their needs, values and preferences. *requires that we change the conventional place.*

*“Tailor my care to me as a person”*

*“Help me prevent future problems and prepare for any health problem that comes up”*

*“Support me with what matters most to me”*



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 **Questions for PCC Consideration** 

1. Think of a time when you or a loved one received what you believe was ‘patient-centered’ care.
2. What did the provider say or do that made it a memorable patient-centered experience?
3. How was it either:
  - a. Patient-driven?
  - b. Personalized?
  - c. Pro-active?

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Office of Patient-Centered Care and  
Cultural Transformation

Whole Health™ Life

Whole Health Coaching

# Listening

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 Mindful Communication 



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 Practice #1 

## Mindful Speaking & Listening

- **Speaker:** Share a decision you are currently making, or have made in the past.
- **Listener:** Bring your attention to your partner's words.

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 Practice #2 

### Mindful Speaking & Listening

- Speaker: Talk about an area of your life where you're considering making a change.
- Listener: As you listen, notice **your own inner experience** (body sensations, thoughts, emotions)

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 Practice #1 and #2 Debrief 

*What did you notice?*

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 Listening 

- Being present allows us to listen
- Listening involves paying attention to what our client/partner is saying or not saying, both verbally and non-verbally, the feeling and meaning behind the words.

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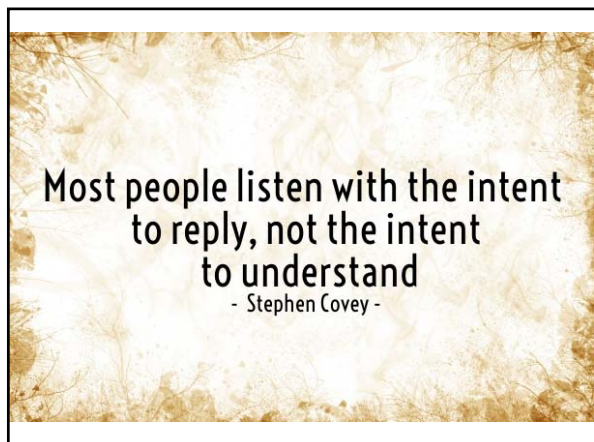
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 **Coaching Quality: Listening/Empathy** 

As you watch the video...

- Bring a mindful attention to your thoughts, feelings, reactions

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 **VIDEO** 

**Empathy—The Human Connection to Patient Care (Cleveland Clinic)**

[https://youtu.be/cDDWvj\\_q-o8](https://youtu.be/cDDWvj_q-o8)

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 **Partner Activity** 

Based on the video you just watched:

- Each person will share a response to the video.
- The speaker will have 2 minutes.
- The role of the listener is to be present and listen without responding. Simply 'hold the space' for your partner to share.

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 **Listening/Empathy Activity Questions** 

1. What was it like just to listen?
2. What was your experience being listened to without interruption?
3. How does listening relate to empathy?

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 **Listening** 

- How can you tell if someone is really paying attention and listening to you?
- When are times when you don't listen well?
- What gets in your way of listening well?

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 **Two Types of Listening** 

- Primarily Self-focused
- Primarily Other-focused

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 **Self-Focused Listening** 

- Multi-task, distracted
- Formulate responses
- Filter through past experiences, history, assumptions
- Personal stories, agenda, advice

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 **Other-Focused Listening** 

- Beginner's Mind, Not-knowing
- Attention to body language, facial expression, tone of voice
- Attuned to energy and emotions behind the words
- Allow for silence, space, pause

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 **The Pause** 



"The PAUSE: that impressive silence, that eloquent silence, . . . which often achieves a desired effect where no combination of words. . . could accomplish it."  
*Mark Twain*

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 **Listening Questions** 

1. If time or money were no issue, what would you be doing with your life?
2. Think about one or two people who inspire you. What about them is inspiring?
3. What parts of your current job or life activities do you enjoy most?

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 **VIDEO** 

**It's Not About the Nail**  
<https://youtu.be/-4EDhdAhrOg>

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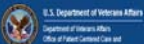

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Whole Health Coaching

**Overview of the Whole Health Coaching  
Process Model**

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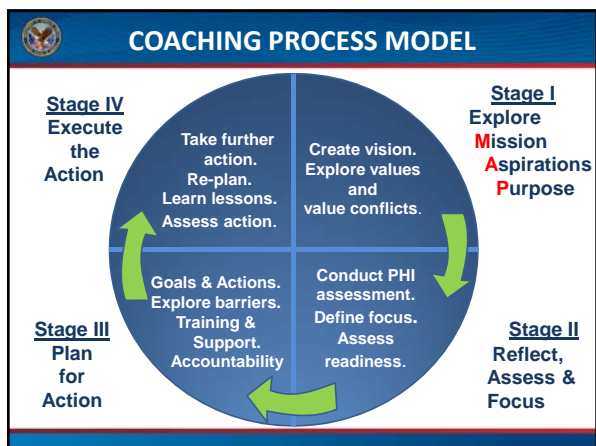
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VA U.S. Department of Veterans Affairs  
Department of Veterans Affairs  
Office of Primary Care and  
Cultural Transformation

Whole Health Life

**Whole Health Coaching**

**Health Coaching Process Model -  
Stage I, Phase 1**

**Mission/Aspiration/Purpose**

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**Exercise (MAP)** Whole Health Life

1. What were some dreams/aspirations you had when you were younger?
2. Are you in any way currently living out those dreams/aspirations? If so, How?
3. What are some aspirations/dreams you have for yourself in the future?
4. What do your dreams/aspirations tell you about what is important to you now (values)?

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 **Developing a Personal Mission (MAP) and Creating a Vision** 

One Way to Start a Conversation	A Different Way to Start a Conversation
<ul style="list-style-type: none"><li>• “What’s the matter?”</li><li>• “What concerns you about your health?”</li><li>• “What are your problems today?”</li></ul>	<ul style="list-style-type: none"><li>• “What matters most?”</li><li>• “What do you want your health for?”</li><li>• “What is your vision of your best possible health?”</li></ul>

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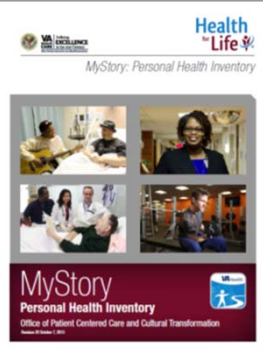
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 **Developing a Personal Mission (MAP) and Creating a Vision** 



MyStory: Personal Health Inventory

VA  **Health Life**

MyStory  
Personal Health Inventory  
Office of Patient Centered Care and Cultural Transformation

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 **Developing a Personal Mission (MAP) and Creating a Vision** 

“The future vision of VA healthcare transforms the organization from a problem-based disease care system to one that is patient centered and focused on [your] whole health.”

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Developing a Personal Mission (MAP) and Creating a Vision Whole Health Life

“You ought not to attempt to cure the eyes without the head or the head without the body, so neither ought you attempt to cure the body without the soul...for the part can never be well unless the whole is well.”

*Plato*

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Developing a Personal Mission (MAP) and Creating a Vision Whole Health Life

**Whole Health**

“Living life fully and optimizing health and well-being goes beyond not being sick; it means understanding what matters to you and looking at all aspects in life that contribute to a sense of well-being.”

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Developing a Personal Mission (MAP) and Creating a Vision Whole Health Life

**The Components of Proactive Health And Well-Being**

*Also called:  
The Circle of Health*

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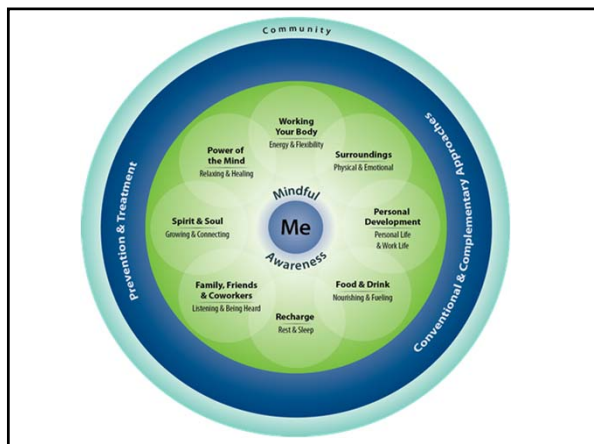
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**Developing a Personal Mission (MAP) and Creating a Vision**

**Whole Health Life**

**Discovering Why...**

“You are the expert on you! The first and most important step in creating your roadmap to your healthiest life is to step back from your health concerns. What really matters to you? Why do you want or need your health?”

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**Developing a Personal Mission (MAP) and Creating a Vision**

**Whole Health Life**

**Your Personal Health Inventory**

1. What REALLY matters...?
2. What brings you joy/happiness?
3. On the following scales...
  - Physical Well-Being
  - Mental/Emotional Well-Being
  - Day-to-day life?

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 **Developing a Personal Mission (MAP) and Creating a Vision** 

**Additional MAP Questions**

1. What do you see yourself doing in 3-5 years if you are healthy and happy?
2. What were your aspirations when you were younger? What are they now?
3. What do you need/want your health for?
4. What is my mission, aspiration, my purpose for my life?

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 **VIDEO** 

**Dream Rangers—  
What Do You Live For?**

<https://youtu.be/bp7S56aolhU>

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 **Developing a Personal Mission (MAP) and Creating a Vision** 

**Your Personal Health Inventory**

1. What REALLY matters...?
2. What brings you joy/happiness?
3. On the following scales...
  - Physical Well-Being
  - Mental/Emotional Well-Being
  - Day-to-day life?

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 **Instructions for MAP Activity** 

- Turn to the Personal Health Inventory (PHI) on page 5 of Handout Section.
- Complete questions 1-3. You will have 10 minutes to reflect and complete.

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  U.S. Department of Veterans Affairs  
Department of Veterans Affairs  
Office of Patient Care and Cultural Transformation

**Certification Process**

**National Board Certified  
Health & Wellness Coach  
(NBC-HWC)**



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 **NBC-HWC Certification** 

International Consortium For Health and  
Wellness Coaching  
<https://ichwc.org>

Whole Health Coaching accepted December  
2015 as Approved Transitional Program

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 **WHC Requirements** 

- Course completion—complete all hours of the 2 session training
- Participation in all triad/quad coaching practices (in training and interim)
- Certificate of completion

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 **NBC-HWC Certification** 

- **ICHWC Requirements**
  - Successful completion and certificate from an ICHWC accepted training/course
  - Educational and documentation requirements
  - 50 documented coaching sessions logged—groups and individuals
    - AFTER receiving final course evaluation
    - Coaching log available on ICHWC website—with instructions for confidentiality
  - Exam fee \$450

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 **NBC-HWC Certification** 

**WHC Certification Process**

- **PASSING**
  - Final Evaluation is compiled from all observed coaching practices
  - 30-day process—notification and documentation will be sent within 30 days
  - Final Evaluation, Certificate, and formal letter from Dr. David Rychener
  - Kelly Howard, at the OPCC, will be notified

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 **NBC-HWC Certification** 

- **PROVISIONAL PASS**
  - Not a fail—this means, at this time, our evaluations reflect a need for more practice
  - Notification within 30 days
  - Final Evaluation—with areas of strengths and opportunities for improvement to work on
  - Gain some practice—practice coaching skills and strategies
  - Contact Bobbie Bruner-Muirhead, WHC Site Coordinator and Kelly Howard to apply for a re-evaluation with coaching

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