

PREPARING THE HEALTH CARE WORKFORCE FOR CHRONIC CARE & PARTNERING WITH PEOPLE FOR BETTER HEALTH

- Learning and Proficiency Standards for Health Coaching
- Chronic Care Professional (CCP) Certification
- Registered Health Coach (RHC) and National Registry
- Health Coaching Performance Assessment (HCPA)

MOVING FROM ACUTE CARE TO CHRONIC CARE, SELF-CARE AND LIFESTYLE SUPPORT

“Current efforts to improve healthcare will not succeed unless we undertake a major, systematic effort to overhaul how we deliver health care services, **educate and train clinicians**, and assess and improve quality.”

“Professional training should be restructured to include a new set of **core competencies that prepare 21st century health workers** to manage today’s most prevalent health problems.”

Institute of Medicine Crossing the Quality Chasm (2001); Health Professions Education (2003)

“While the world is experiencing a rapid transition from acute diseases to chronic health problems, training of the healthcare workforce, however, relies on early **20th century models that emphasize diagnosis and treatment of acute diseases.**”

World Health Organization (2005)
Preparing a 21st Century Health Care Workforce



Institute of Medicine:
Health Professions
Education: A Bridge
to Quality.
[Learn more>>](#)

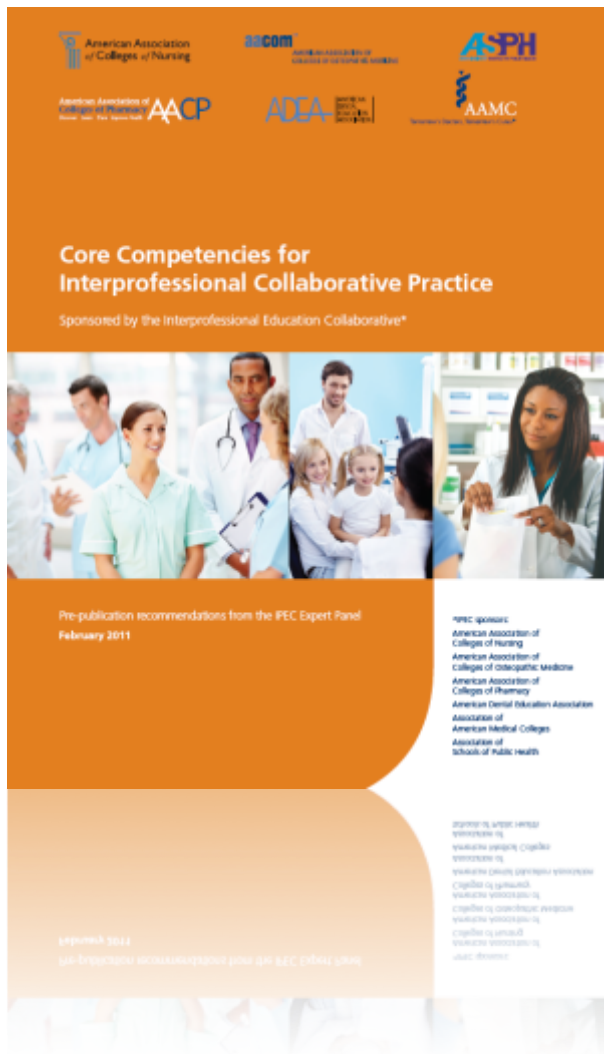


World Health
Organization:
Preparing a Health
Care Workforce for
the 21st Century
[Learn more>>](#)

INTERPROFESSIONAL COMPETENCIES FOR COLLABORATIVE PRACTICE:

- Patient/family centered
- Community/population oriented
- Relationship focused
- Process oriented
- Linked to learning activities, strategies, and assessments appropriate for the learner
- Able to be integrated across the learning continuum
- Sensitive to systems context across practice settings
- Applicable across professions
- Stated in language common and meaningful across the professions
- Outcome driven

Core Competencies for Interprofessional Collaborative Practice (2011)



The New Health Care Environment

Accountable
Care
Organizations

Medical
Homes

Bundled Payments

Advanced
Primary Care
Practice

Acute Care
Episode (ACE)

Public Reporting

Community-
Based Care
Transitions

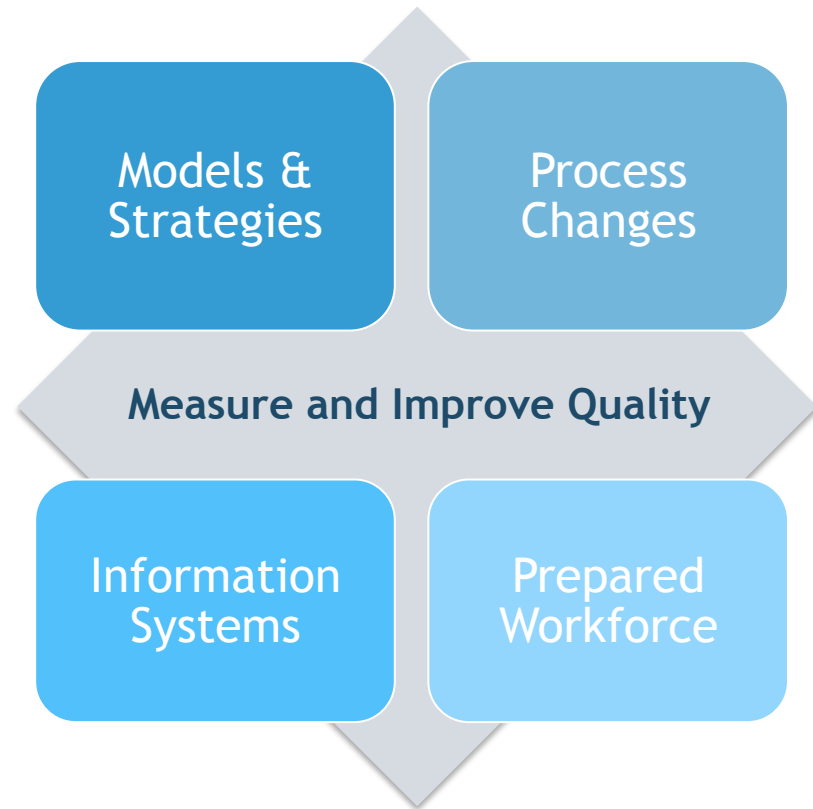
Independence
at Home

Value-Based Reimbursement

Home Health
P4P

SNF Value-Based
Purchasing

REQUIREMENTS FOR SUCCESS



"We won't get better health care value without greater integration of evidence-based medicine and evidence-based management."

Stephen Shortell, Ph.D., Professor & Dean School of Public Health at the University of CA-Berkeley

WE NEED TO PREPARE PROFESSIONALS TO ADDRESS THE MAIN CAUSES OF POOR HEALTH AND AVOIDABLE COSTS

Chronic diseases account for **75%** of total health care costs, and most death and disability.

85% of avoidable health care costs are due to health behaviors, e.g., self-care adherence, lifestyle choices.

There are brief, **highly effective** steps for improving chronic care and supporting health behavior change.

Professionals & programs who **routinely use** these approaches deliver better clinical and cost outcomes.

death and disability

lifestyle choices

behavior change

outcomes
clinical and cost

NATIONAL LEARNING & PROFICIENCY STANDARDS FOR HEALTH COACHING

Building a 21st Century Health Care Workforce
Prepared to Improve Chronic Care and Partner
with People for Better Health



WHY ARE HEALTH COACHING LEARNING AND COMPETENCY STANDARDS NEEDED?

Like any health care service, health coaching should reflect **best practice** and deliver **measurable results**.

Though **patient education approaches** are widely used for coaching, researchers find they often **evoke patient resistance**.

Popular health coaching approaches or certifications have not demonstrated outcomes; coach **proficiency is usually unmeasured**.

Health coaching is a complex skill—similar to learning a language or a musical instrument.

Clear standards exist for developing and measuring proficiency in the most effective health coaching skills.

WHAT ARE THE KEY REQUIREMENTS FOR A HEALTH COACHING COMPETENCY MODEL?



Truly **patient-centered** to support better engagement and results.

Interdisciplinary and aligned with the Institute of Medicine's guidelines for a 21st Century health care workforce.

Developed in collaboration with **trained specialists** in behavioral medicine, health behavior change, wellness and chronic care.

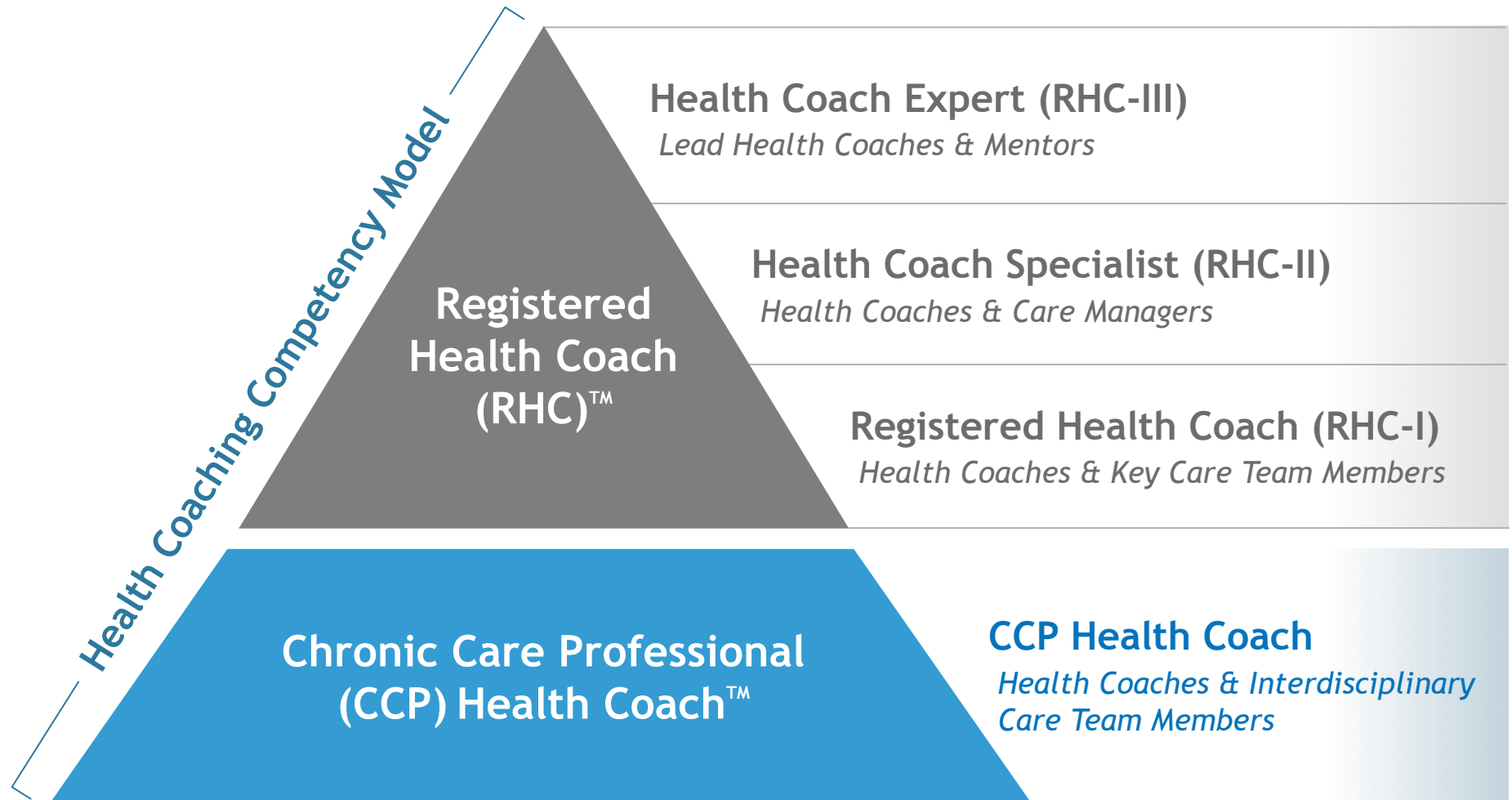
Reflect over two decades of published research and **build proficiency in motivational interviewing**—the only health coaching method validated in 300+ clinical trials.

Outcomes-based, reflecting adult learning best practices and **standardized measurement of health coach proficiency** using a validated tool.

WORKFORCE COMPETENCIES FOR POPULATION HEALTH IMPROVEMENT & HEALTH BEHAVIOR CHANGE FACILITATION



HEALTHSCIENCES INSTITUTE'S VALIDATED HEALTH COACHING COMPETENCY MODEL



CHRONIC CARE PROFESSIONAL (CCP) HEALTH COACH

Achieve beginning proficiency in brief, evidence-based chronic care, health improvement and motivational interviewing (MI)-based strategies—to improve patient engagement, self-care, adherence, lifestyle management outcomes—and reduce chronic disease risk, disease complications and avoidable health care costs.

ONLINE CCP LEARNING PROGRAM & EXAMINATION (40-HOURS)

- Population health improvement (wellness, disease management and care management)
- Recommended medical care and self-care of chronic conditions
- MI-based health coaching skills for engagement, adherence, self-care and lifestyle management

POPULATION HEALTH LEARNING COLLABORATIVE (ONGOING)

- A not-for-profit learning community offering free, noncommercial monthly skill-building events to the national CCP community
- Offering on demand, online access to a comprehensive library of past events led by presenters from Mayo, Cleveland Clinic, Harvard, Johns Hopkins among others



ABOUT THE CHRONIC CARE PROFESSIONAL (CCP) LEARNING & CERTIFICATION PROGRAM

Since 2004, CCP remains the only award-winning, nationally recognized and accredited learning and certification program in chronic care and health coaching.

When adopted by integrated chronic care and health coaching teams, CCP is linked with better clinical results and improvement in outcomes including rehospitalization in evaluations with organizations such as Kaiser Permanente.

CHRONIC CARE PROFESSIONAL PROGRAM

Today CCP is recommended or required for staff by many health management programs.

CCP has been widely used to prepare integrated wellness and chronic care management teams in primary care and other direct care settings.

- State health care collaboratives in Minnesota (pilot), Wisconsin (pilot), Montana, Vermont and in the provinces of Alberta and Ontario, Canada
- Over 100 health plan wellness, disease and care management teams, including 20+ BCBS affiliates
- Health systems including Kaiser Permanente
- Patient-centered medical homes and accountable care organizations
- State home health care associations and visiting nurse teams
- Air Force, Army and Veterans Administration
- Care Continuum Alliance and Case Management Society of America

CCP CURRICULUM OVERVIEW

Module 1: Evaluating Health Care Performance	Module 2: Population Health Improvement Solutions	Module 3: Chronic Diseases & Age-Related Conditions
<ul style="list-style-type: none"> • US & International Health Care Quality • Health Care Improvement Solutions • Chronic Care Improvement 	<ul style="list-style-type: none"> • Wellness and Disease Prevention • Disease Management • Case Management • Health Improvement Foundations • Outcomes Measures and Standards 	<ul style="list-style-type: none"> • The Big Five Chronic Diseases • Key Chronic Diseases and Conditions • Age-Related Conditions • Issues of Late-Life
Module 4: The Partnership Model of Care	Module 5: Motivational Interviewing- Based Health Behavior Change Facilitation	Module 6: Health Promotion and Coaching
<ul style="list-style-type: none"> • Self-Care and Adherence Support • Whole Person Care • Health Literacy Improvement • Cultural Competence 	<ul style="list-style-type: none"> • Orientation to Health Behavior Change • Models of Behavior Change Facilitation • MI-Based Health Coaching Approaches • MI-Based Five-Step Brief Coaching Model 	<ul style="list-style-type: none"> • Orientation to Health Coaching • Diet and Nutrition • Obesity and Weight Management • Physical Activity and Fitness • Self-Care for Caregivers

A COMPREHENSIVE TRAINING, CERTIFICATION AND ONGOING CE PROGRAM

The CCP Program is a best practice, learning and competency development program. Additional resources are included to support continuous learning and transfer of learning to the job.

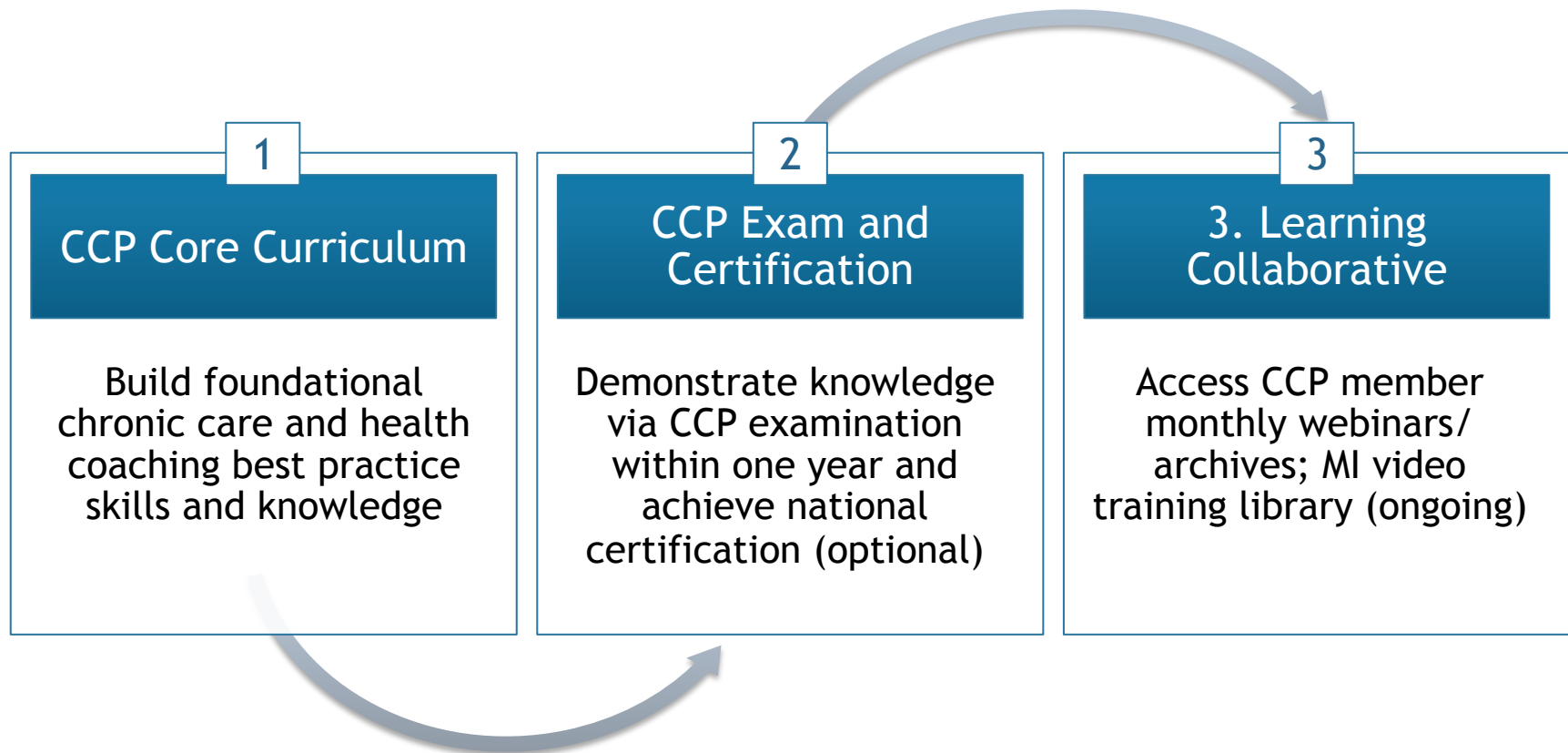
CORE CCP PROGRAM & EXAMINATION

- CCP online learning modules (40 hours)
- Pre-approved CE for nurses, physicians and others
- 400+ page learning and reference text
- CCP online examination and CCP certification

ADDITIONAL LEARNING RESOURCES

- The largest motivational interviewing (MI) health coaching video skill-building library (10 hours)
- Monthly and archived webinars from the Population Health Improvement Learning Collaborative (50 hours)

CCP INCLUDES A CORE CURRICULUM, CERTIFICATION PATH AND PRACTICE UPDATES



MONTHLY LEARNING COLLABORATIVE

The Population Health Improvement Learning Collaborative is an interprofessional community that brings practice experts in chronic care and health coaching to health care professionals and teams.

- Webinar events are presented on the first Friday of the month and open to all professionals
- Archives and materials available to CCPs or paid subscribers
- Faculty from Kaiser, Mayo Clinic, Johns Hopkins, Cleveland Clinic, Harvard, etc.
- Non-commercial and vendor-free
- Unlike usual CE, focused on skill-building and CCP updates
- Topics include: chronic disease management updates, MI in health care, hospitalization prevention and transitional care, adherence, self-care support, comorbid mental health issues
- Largest chronic care and health coaching community with over 5000 professionals



William Miller, PhD



Stephen Rollnick, PhD

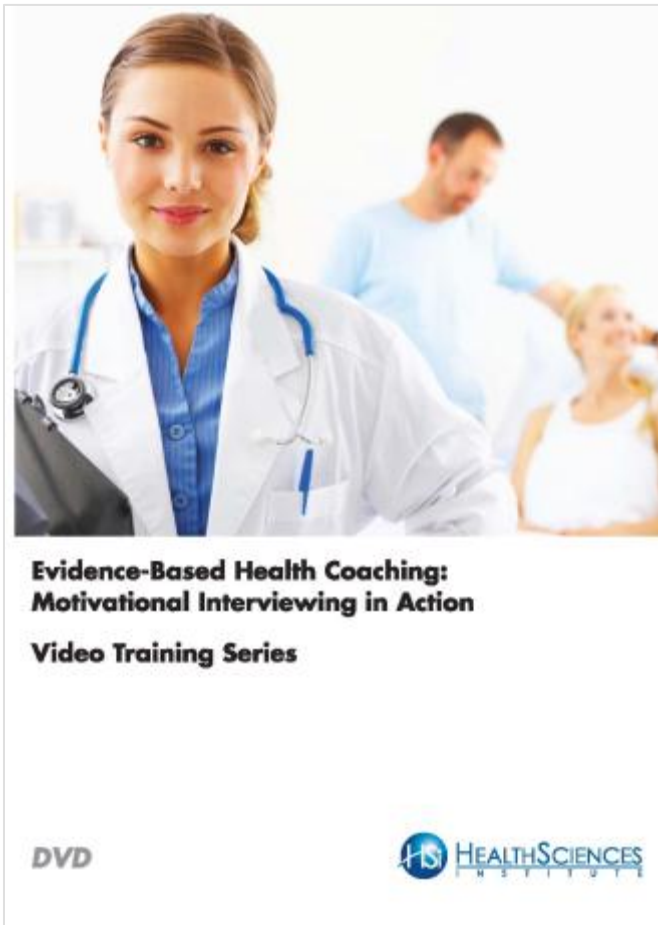
CCP RESOURCES: MOTIVATIONAL INTERVIEWING (MI) VIDEO SKILL-BUILDING PROGRAM FOR HEALTH CARE PROFESSIONALS

CCP includes the largest online MI video training library accessible to CCP enrollees

The six-hour video training series with MI founders William Miller and Stephen Rollnick

A comprehensive overview of MI concepts, approaches and techniques, and vignettes

Offered through an exclusive arrangement between Dr. Miller's University and HealthSciences Institute



CCP RESOURCES

EVIDENCE-BASED HEALTH COACHING: MOTIVATIONAL INTERVIEWING IN ACTION

- HealthSciences produced the first DVD video training series on brief MI with MINT health care specialists from Oregon Health & Science University and real patient volunteers
- Case studies with patients with disease self-care and lifestyle management issues
- Demonstrations of Miller and Rollnick's RULE framework designed for MI in healthcare
- Demonstrations of the CCP brief five-step health coaching model

CCP ELIGIBILITY, USE & LICENSING

CCP may be licensed and completed by any clinical or non-clinical member of the interdisciplinary health care team.

CCP ELIGIBILITY

- Nurses
- Advanced Practice Nurses
- Care Managers
- Physicians and PAs
- Pharmacists
- Rehab Therapists, Dieticians, Diabetes Educators, Psychologists and Social Workers

CCP USE AND LICENSING

- Access to CCP, MI video and learning resources licensed to an individual from one work and one home computer
- **PartnersinImprovement** Learning Collaborative Webinars may be attended at no cost by all; CCP enrollment required to access archives and learning materials

CERTIFICATION & TUITION FEES

CCP is a nationally-recognized credential conferred to professionals who have successfully completed the CCP program and final online exam.

CCP is a comprehensive learning solution, offering on-going CE events and practice updates *after* certification.

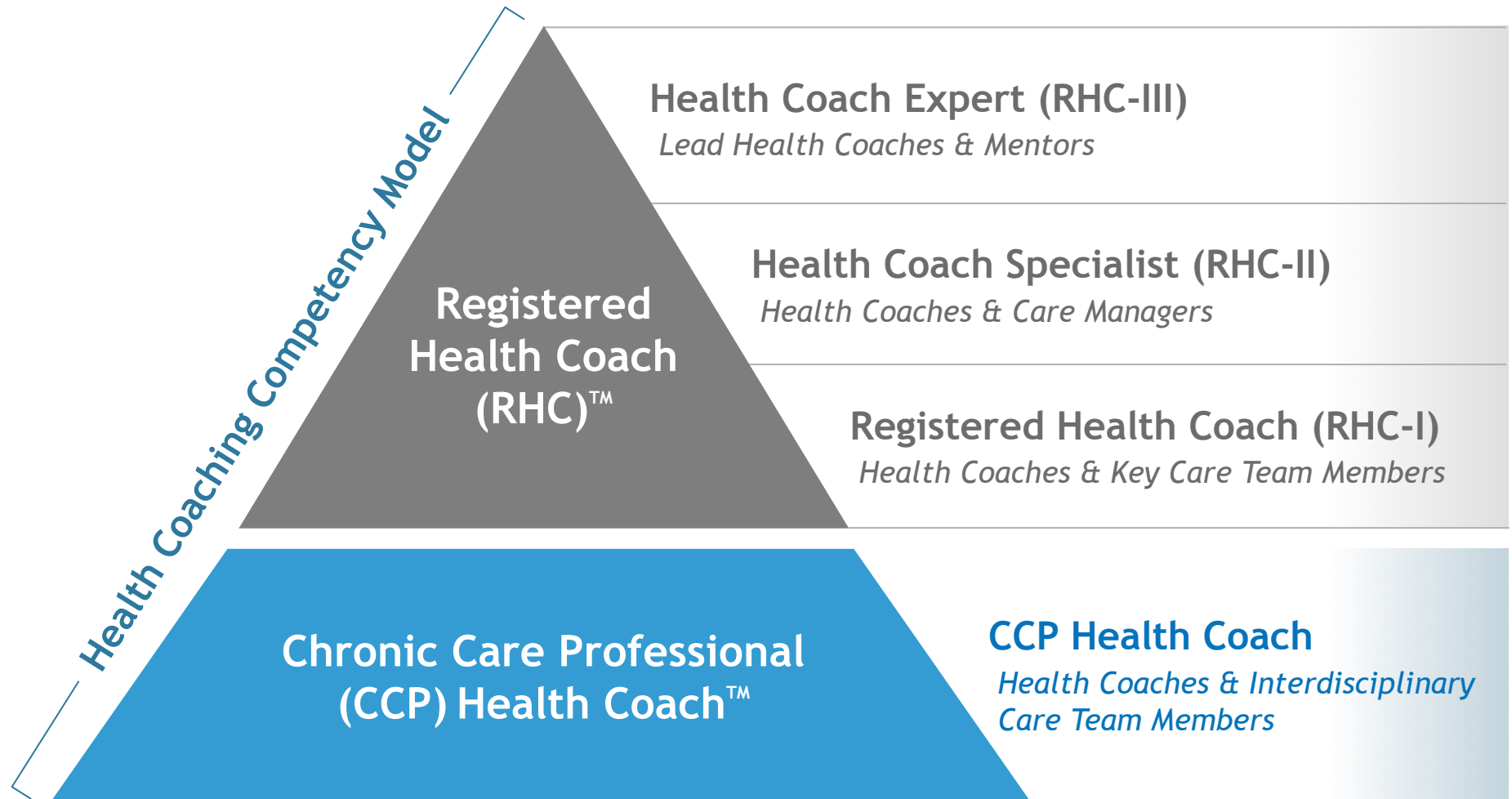
CERTIFICATION

- CCP enrollees must complete the CCP learning program and attain a score of 70 or better on the CCP online examination within one-year of registration
- CCP Certification is valid for three years; 15 hours of CE is required for CCP renewal
- HealthSciences provides *all* CE required for renewal at no cost

CCP TUITION FEES

- The standard tuition fee for CCP is \$1,295
- Association or organization tuition support may be available via HealthSciences Institute
- Military tuition rates are available
- CCP tuition is inclusive: over 70 hours of CE, examination, MI video and ongoing monthly CE events and archives (a \$5,000+ value)

HEALTHSCIENCES INSTITUTE'S VALIDATED HEALTH COACHING COMPETENCY MODEL



REGISTERED HEALTH COACH (RHC)[™]

Basic to expert proficiency in MI-based health coaching following CCP, two-day live and webinar-based MI skill-building, with individual performance feedback and coaching.

Proficiency is measured using a standardized, validated performance measure.

REQUIREMENTS

- Registered Health Coach (RHC-I)
 - CCP certification
 - Two-day live MI health coaching workshop
 - Five training webinars on MI Spirit and the new four-step MI Practice Model: Engage, Focus, Evoke, and Plan.
 - Basic proficiency on the HCPA.
- Health Coach Specialist (RHC-II)
 - At least three HCPA reports and telephonic coaching sessions
 - Specialist proficiency on the HCPA
- Health Coach Expert (RHC-III)
 - Telephonic coaching as needed
 - Mentor skill-building sessions
 - Expert proficiency on HCPA

Health Coach Proficiency Level

Skill-Building Activities

Demonstration of Proficiency

**Chronic Care
Professional (CCP)
Health Coach™**

Online CCP learning modules,
MI training resources, learning
collaborative and archive library

**CCP
Examination**

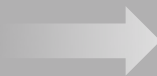
**Registered
Health Coach (RHC)™**

Complete CCP certification
and successive MI training
activities per level

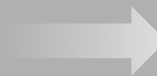
**HCPA
Proficiency Level**

RHC-I

**Registered
Health Coach**



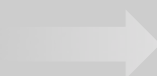
Two-day MI skill-building workshop,
five webinar skill-building sessions



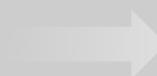
**Basic
Proficiency**

RHC-II

**Health Coach
Specialist**



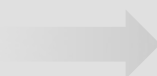
Three or more HCPA™ reports and
telephonic feedback sessions



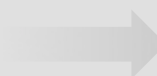
**Specialist
Proficiency**

RHC-III

**Health Coach
Expert**



Telephonic feedback & coaching
and mentor skill-building sessions



**Expert
Proficiency**

MI SKILL-BUILDING COMPONENTS AND FEATURES

1

Two-day MI Workshop

- Onsite or regional delivery
- Action-learning focus
- MINT health care specialist facilitated
- Brief coaching focus

2

Webinar Training

- Support learning transfer and application
- Address job barriers
- Archived for replay
- MINT health care specialist facilitated

3

HCPA Reports

- Assess individual proficiency in best practice health coaching
- Provide learner with specific skill-building recommendations

4

Individual Coaching

- Phone-based
 - Provide review of HCPA results and personal feedback
 - MINT health care specialist facilitated
-

NATIONAL HEALTH COACH REGISTRY™

An online national registry of professionals who have met evidence-based training requirements and demonstrated proficiency in health coaching best practice via a standardized, externally-validated measure.

- Promotes transparency, as well as, consensus regarding training and proficiency standards
- For clinician and non-clinician health coaches in direct care and wellness, disease management and care management settings
- Lists individuals at four levels from CCP through Registered Health Coach (RHC-III)
- In 2012, this registry will be promoted to brokers, government and employer health care buyers, health plans, and consumers through HealthSciences and the not-for-profit **PartnersinImprovement** Alliance
- Recognizes programs that require staff in health and health coaching roles be Registered Health Coaches (RHC - I, II, III)

HEALTH COACHING PERFORMANCE ASSESSMENT (HCPA)

Measuring the Quality of Health Management
Services, Health Coaching Programs and
Staff Proficiency

HEALTH COACHING PERFORMANCE ASSESSMENT (HCPA)

A validated system for benchmarking the quality and effectiveness of wellness, disease management and chronic care management programs—and staff proficiency.

Measures the ROI of HealthSciences Institute's learning solutions.

- Developed following an expert panel review and analysis of peer-reviewed health behavior change clinical research
- Only system that measures staff proficiency in health coaching methods validated to improve patient engagement and facilitate health behavior change
- Features advanced web-based data entry, algorithms, and analytics
- Provides individual and program-level reports to benchmark and improve staff and team proficiency
- Reporting by department, division, region/across time
- Reliability and validity of the HCPA demonstrated in 2011 in a national evaluation study conducted by the Linden Consulting Group

ASSESSING HEALTH MANAGEMENT PROGRAM QUALITY PROVIDES A COMPETITIVE MARKET ADVANTAGE

Can you describe your wellness, disease management, care management, or health coaching **intervention**?

Are your staff proficient **in best practice health methods proven to deliver better** engagement and clinical/cost outcomes?

Do you have a **standardized, formal process** for measuring service quality and improving program performance?

What are you doing that is **different or better** than other health plans, providers or vendors offering these services?

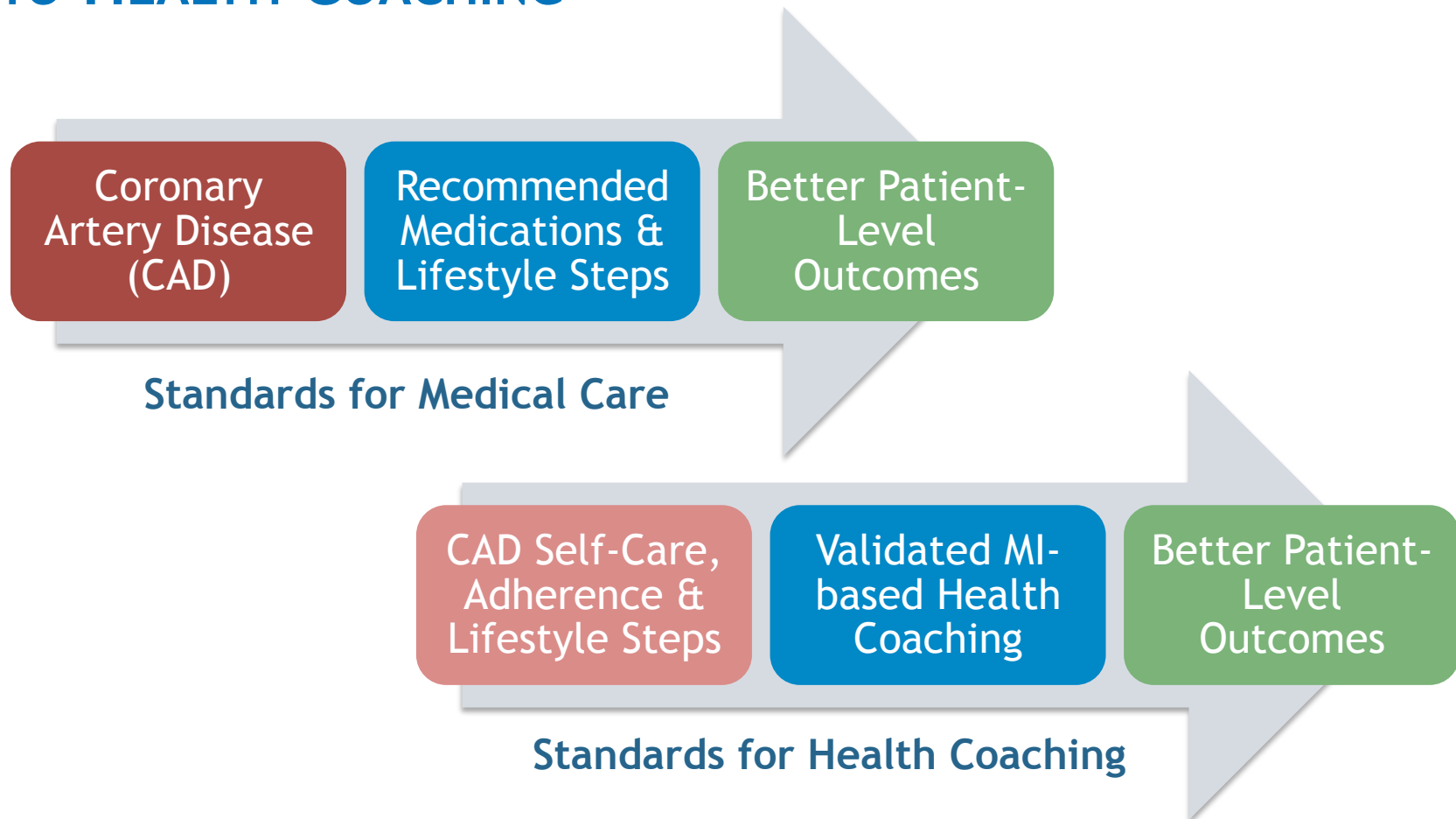
RESEARCH & STANDARDS FOR PROFICIENCY IN MOTIVATIONAL INTERVIEWING

Motivational interviewing (MI) is a **brief, highly effective approach** for engaging patients and facilitating health behavior improvement.

Familiarity with the “MI spirit,” MI concepts or MI techniques **does not equate to MI proficiency**, nor is self-assessed proficiency in MI statistically related to actual proficiency in this approach.

MI proficiency **requires** two-day immersion training, training follow-up, and personal feedback using a standardized, validated tool according to the Motivational Interviewing Network of Trainers (MINT).

APPLYING ACCEPTED HEALTH CARE QUALITY STANDARDS TO HEALTH COACHING



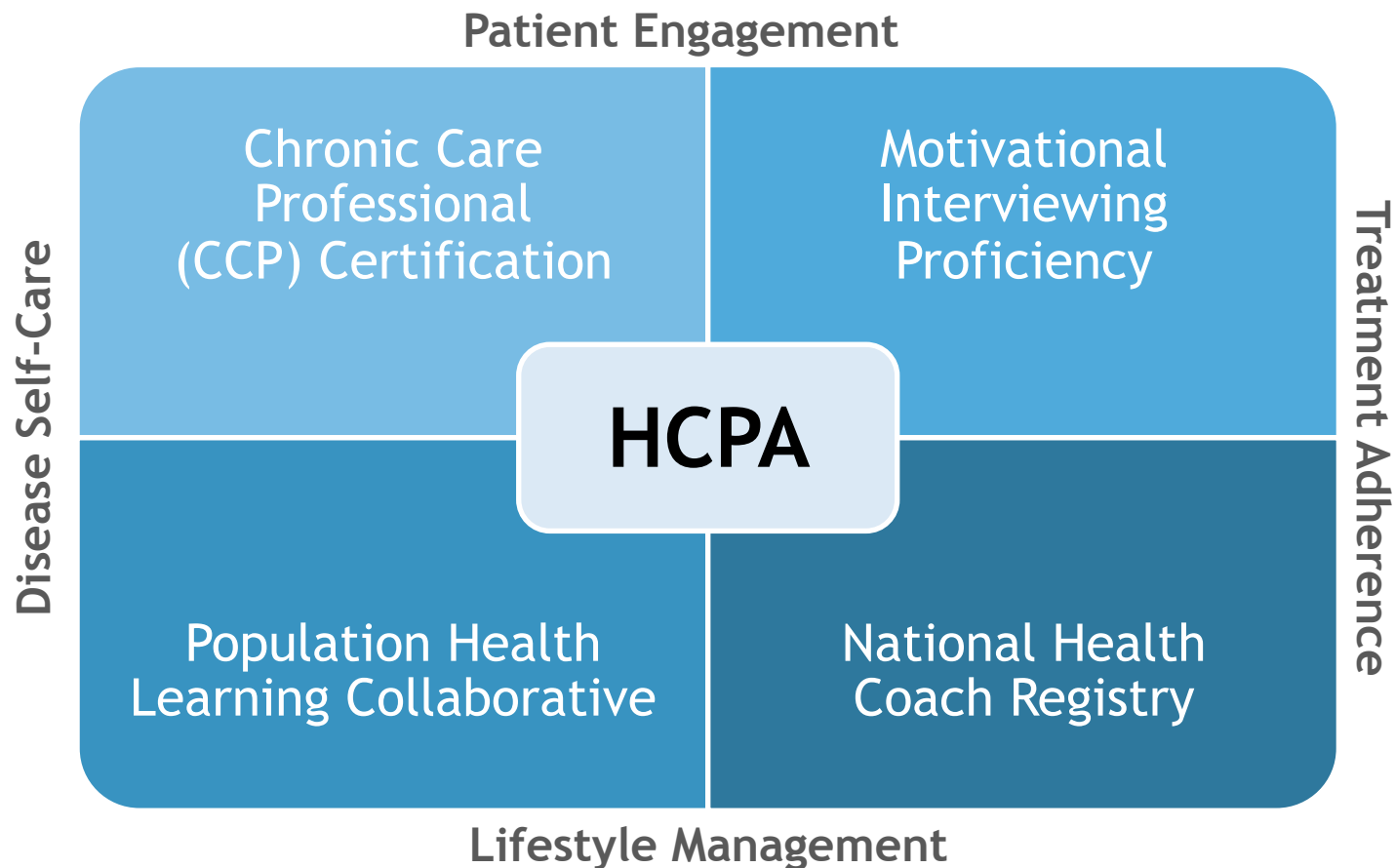
IMPROVING HEALTH COACHING QUALITY & EFFECTIVENESS

HCPA Coding & Reporting

- 1) Patient de-identified audio recordings of phone or face-to-face health coaching samples submitted to HealthSciences (or evaluated at client site)
- 2) Samples analyzed by MINT/HCPA-certified quality assessment specialists
- 3) Clinician/programs are benchmarked using validated quality criteria
- 4) Individual proficiency, group benchmarking and quality improvement reports delivered
- 5) Recommended steps for skill-building and program quality improvement identified



A NEW MODEL FOR WORKFORCE DEVELOPMENT, PERFORMANCE MANAGEMENT & BETTER ROI





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www.HealthSciences.org