



better conversation
better health
health coaching

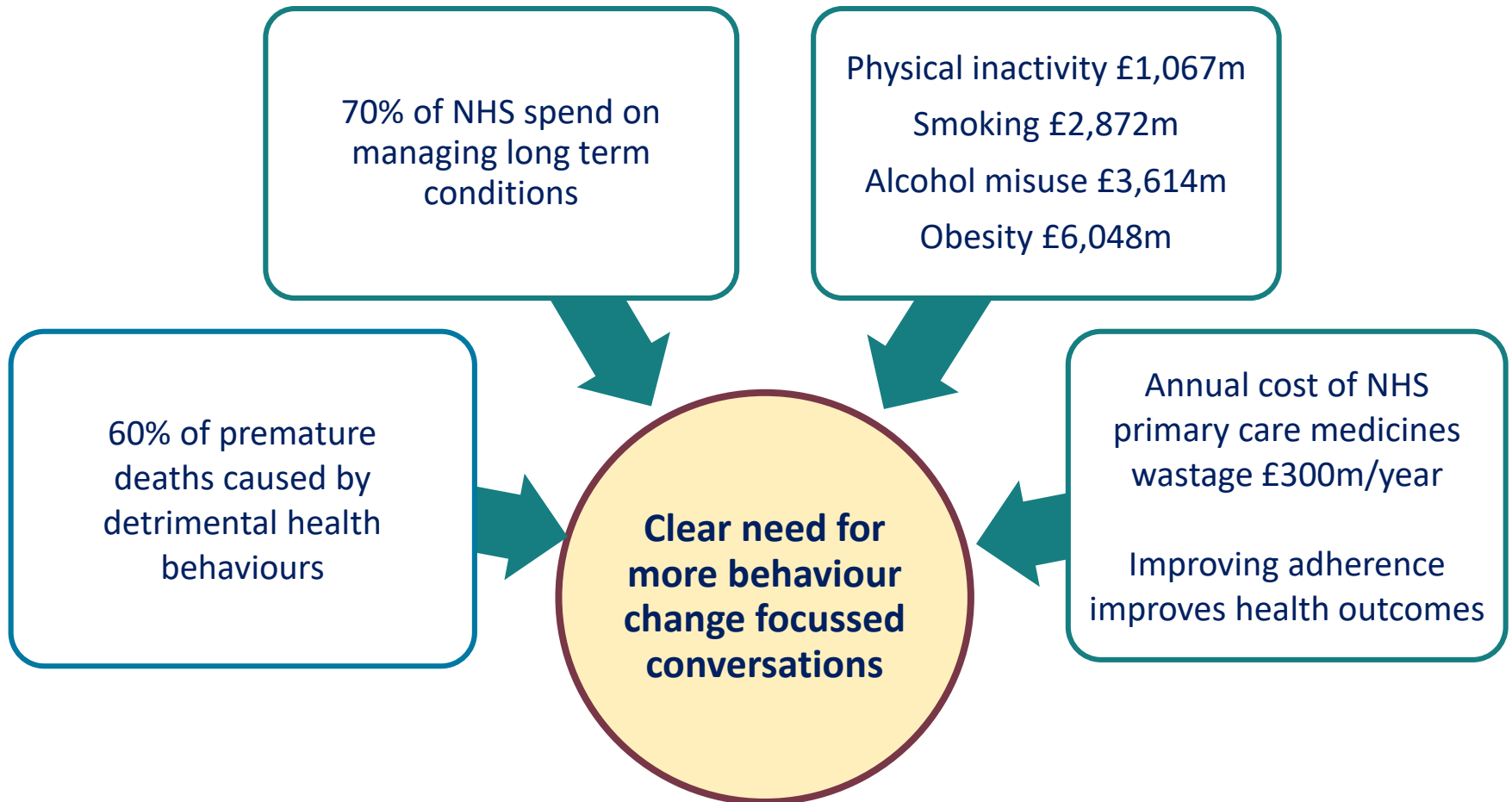
Conversations with Clinicians

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@AndrewTPC

What is important to you in a conversation about your health and wellbeing with a health & care professional?

People may know “what” to do but the “how” is more difficult – clinicians need skills based on the science of behaviour change



Creating the conditions for a behaviour change conversation is difficult

Clinicians

Internal interferences

- Judgements & beliefs
- Own state

External interferences

- Time pressures
- Competing tasks

Role identification

- Being seen as the expert

Patients

Internal interferences

- Anxiety & embarrassment
- Beliefs & expectations

External interferences

- Family
- Car parking

Role identification

- Expect to be told answers



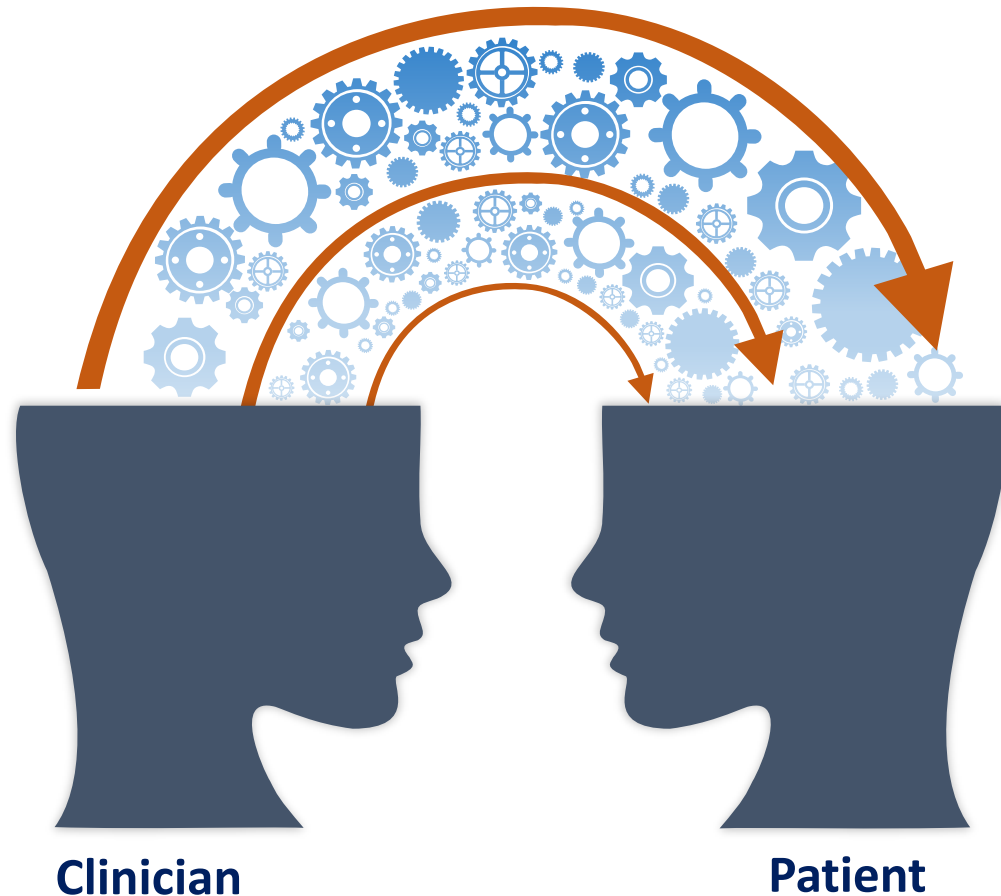
Clinician



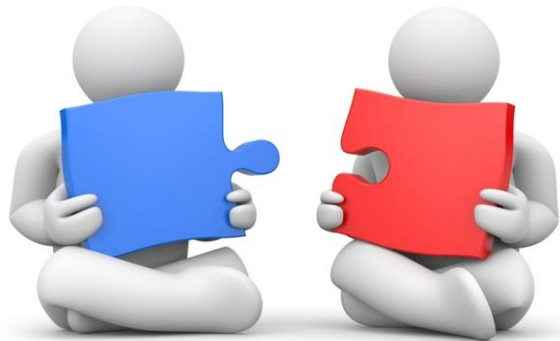
Patient

Traditional approach: A culture of “telling people what they need to do”

- Clinician is viewed as expert
- Decisions often made by clinician
- Patient believes it is the clinician’s role to fix them
- Goals are often suggested by the clinician
- Focus on extrinsic motivators
- Psychological factors in change unlikely to be addressed



We need a different kind of conversation



“Instead of treating patients as passive recipients of care, they must be viewed as partners in the business of healing, players in the promotion of health, managers of healthcare resources, and experts on their own circumstances, needs, preferences and capabilities.”

Coulter (2011)

New skills for a new kind of relationship?

Role of clinician

The coach is a healthcare professional **trained in behaviour change theory, motivational strategies, and communication techniques**, which are used to **assist patients to develop intrinsic motivation and obtain skills** to create sustainable change for **improved health and wellbeing**.

Role of patient

A patient centred approach wherein patients **at least partially determine their goals**, use **self-discovery and active learning processes** together with **content education** to work towards their goals, and **self-monitor** behaviours to increase accountability all within the context of an **interpersonal relationship with a coach**.



Clinician



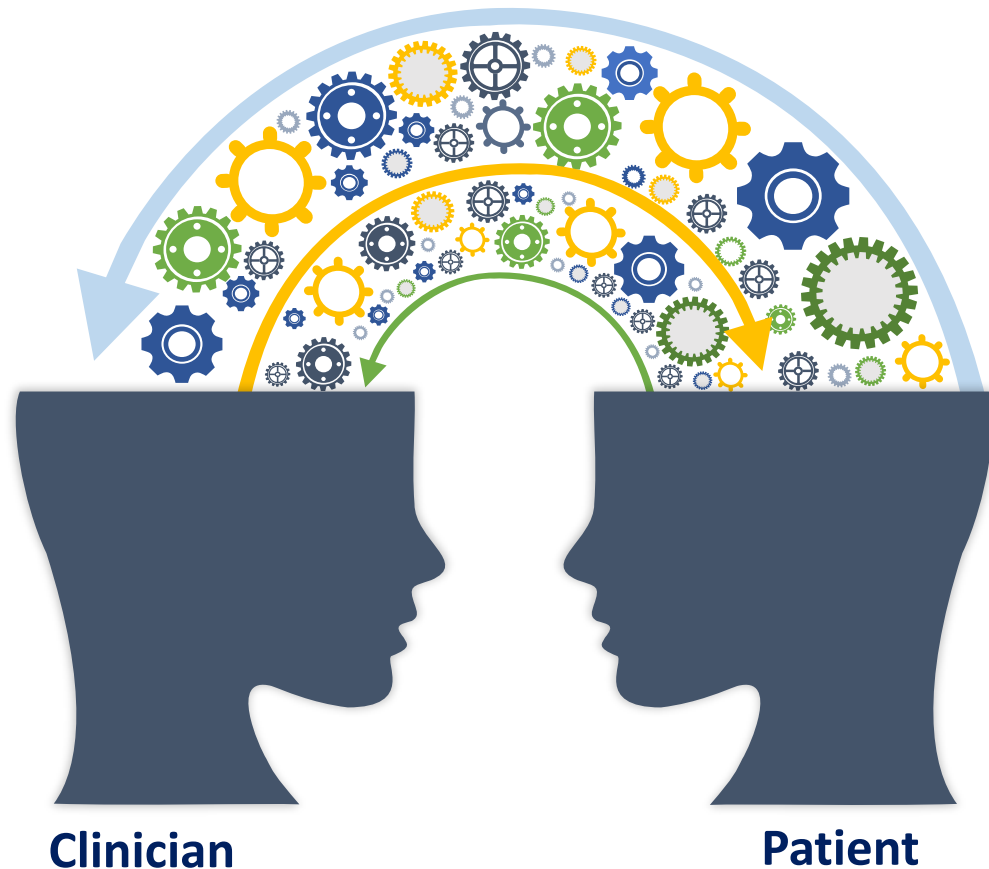
Patient

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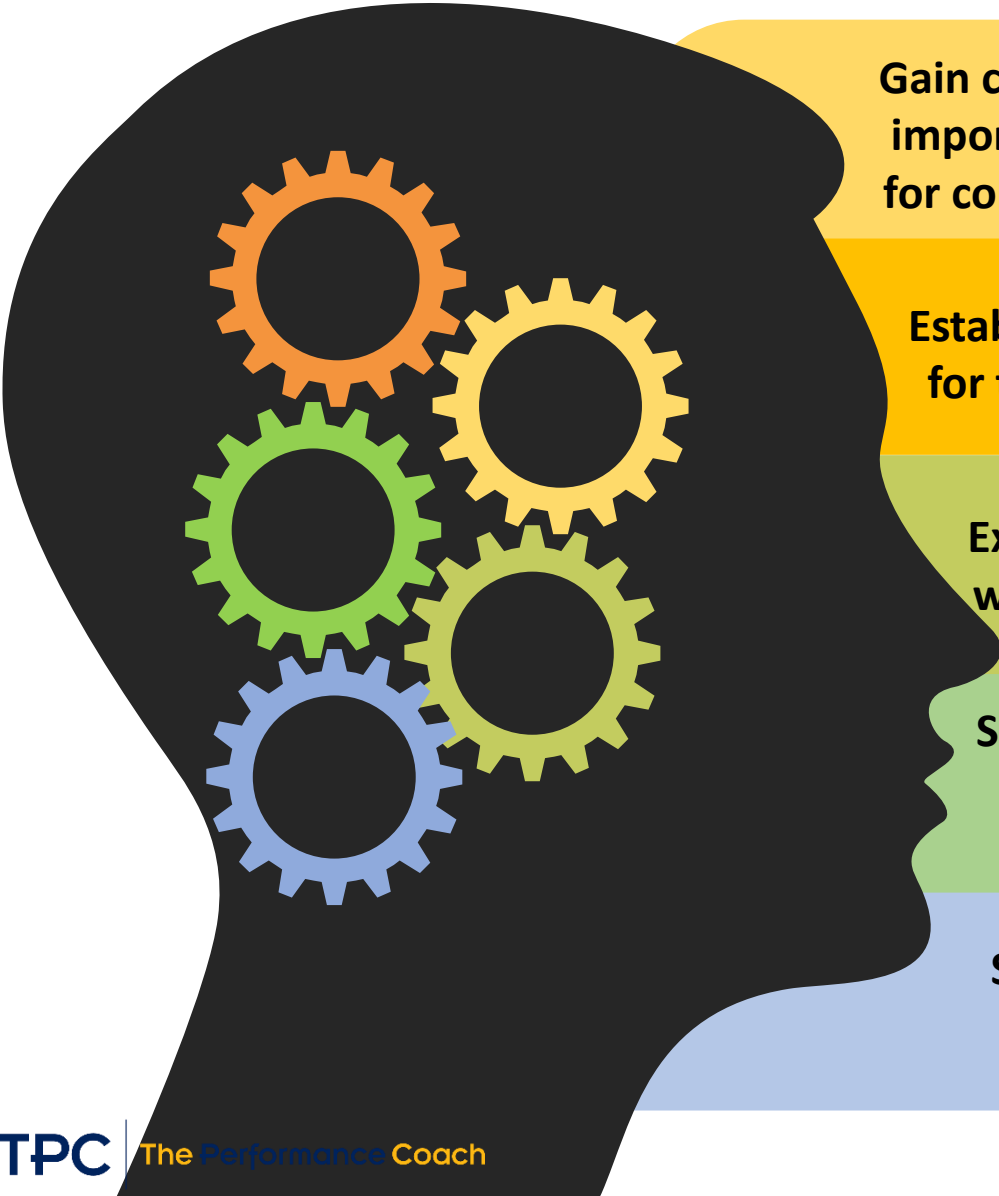
Health Coaching approach:

A culture of “encouraging people to be resourceful”

- Patient is viewed as the expert in their own life
- Patient contributes to generating their own solutions
- Decisions made in partnership
- Patient believes that they have an active role in their health
- Patient is supported to define & measure their own goals
- Focus on intrinsic and extrinsic motivators
- Psychological factors in change are addressed



Elements of a simple coaching conversation

A black silhouette of a human head in profile, facing right. Inside the head, there are seven interlocking gears of various colors: orange, yellow, green, light green, blue, and light blue. The gears are arranged in a cluster, with some overlapping. To the right of the head, there are five horizontal, overlapping bars of different colors (yellow, orange, light green, green, blue) that contain text and numbers. Each bar is connected to the head silhouette by a thin line.

Gain clarity about important topics for conversation?

01

Establish a specific goal for the conversation?

02

Expand awareness about what is happening now?

03

Supporting the generation of new perspectives for what they could do?

04

Support commitment to a plan of action as a result of the conversation?

05

Raising Awareness and Increasing Responsibility

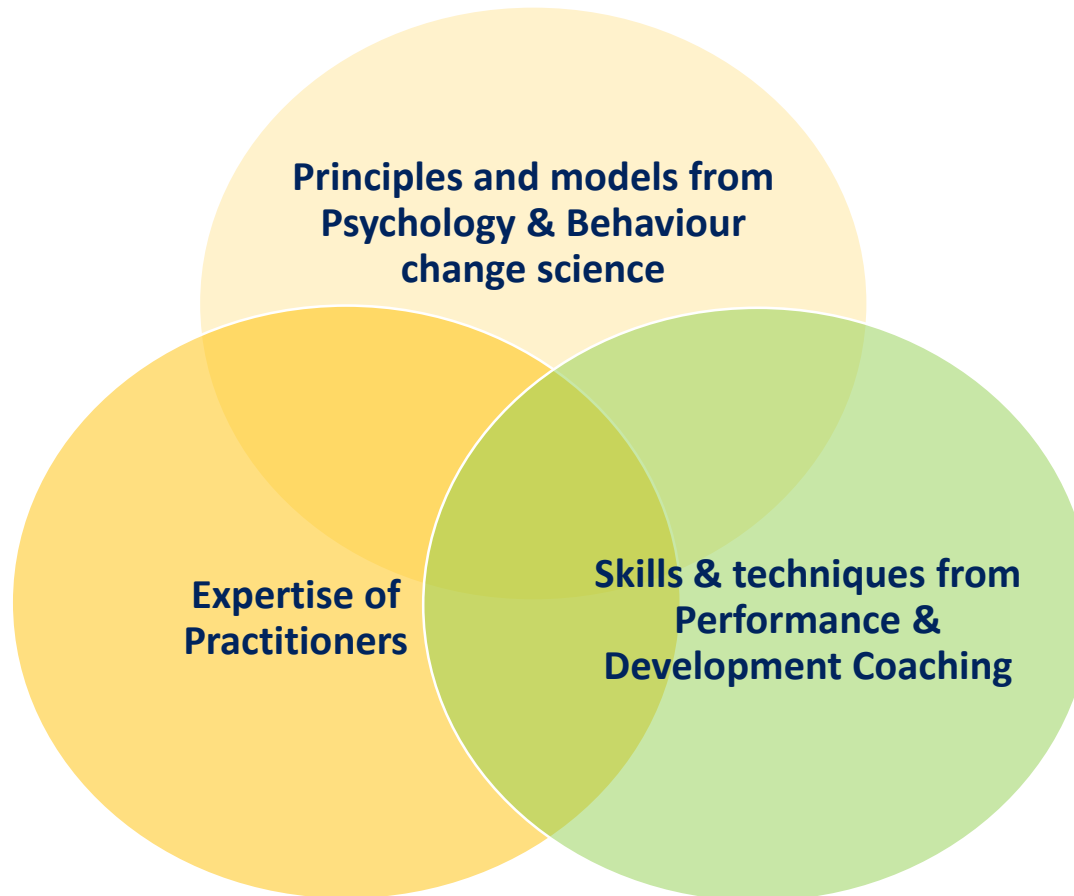
Raise Awareness



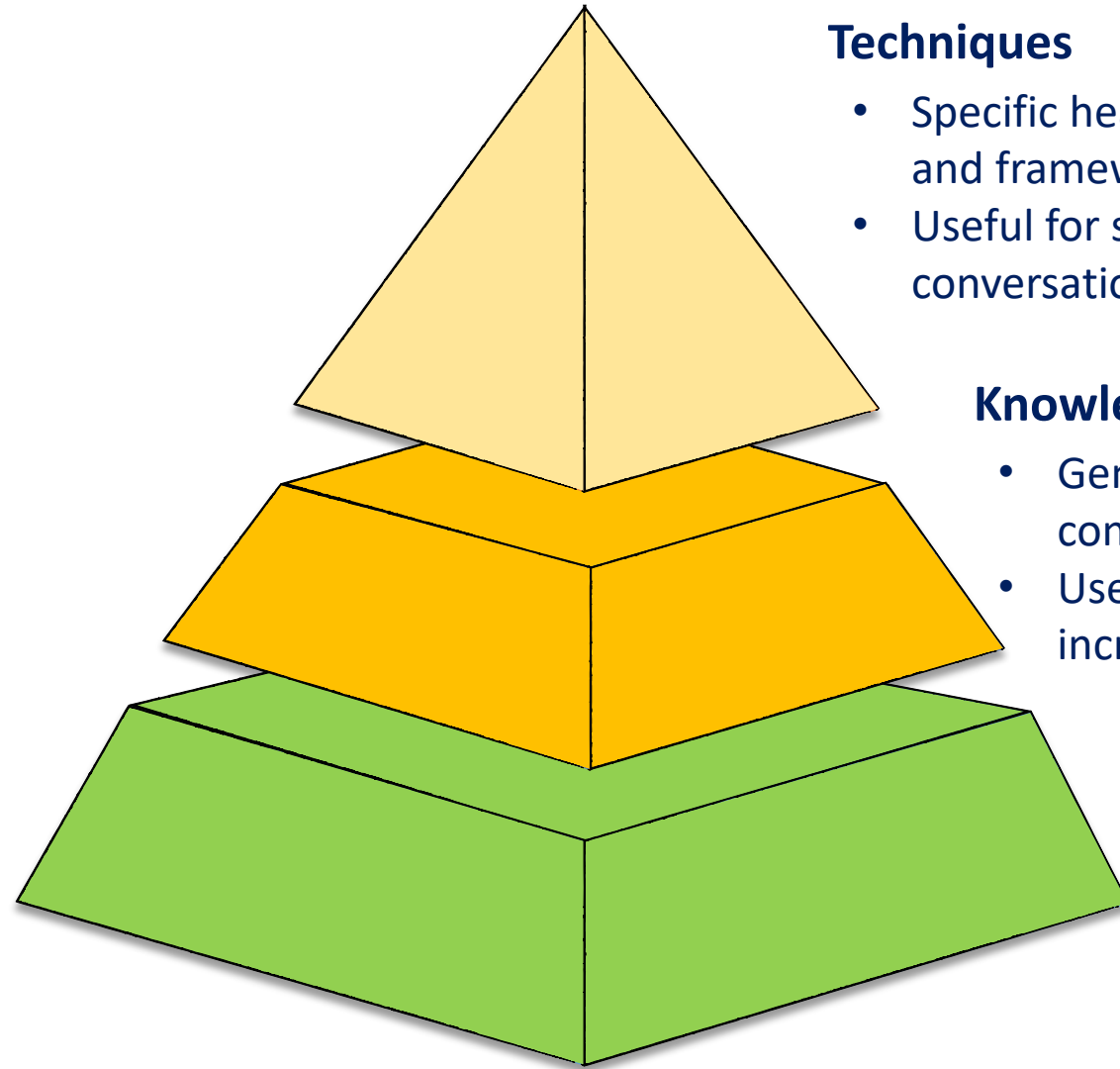
Increase Responsibility



Integration of principles and skills



Mindset, Skills & Techniques



Techniques

- Specific health coaching techniques and frameworks for conversations
- Useful for specific behaviour change conversations

Knowledge & Skills

- General health coaching skills and concepts
- Useful in many interactions to increase awareness and responsibility

Mindset

- Developing a coaching mindset
- Useful in most interactions and can be generalised to other applications (e.g. leadership)

Health coaching mindset

"mindset" {noun}

a set of beliefs or a way of thinking that determines one's behavior, outlook and mental attitude.

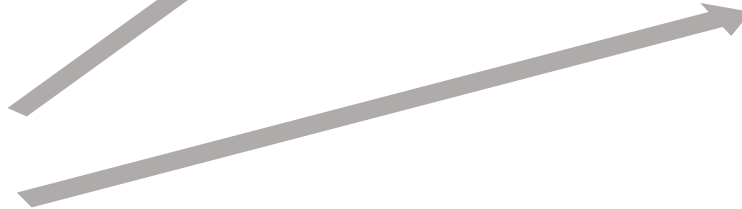


How would practitioners need to think differently and what would they need to believe in order to engage with a health coaching approach?

How are you seeing the other person



Person has a purpose in life with challenges to meet in pursuit of that purpose



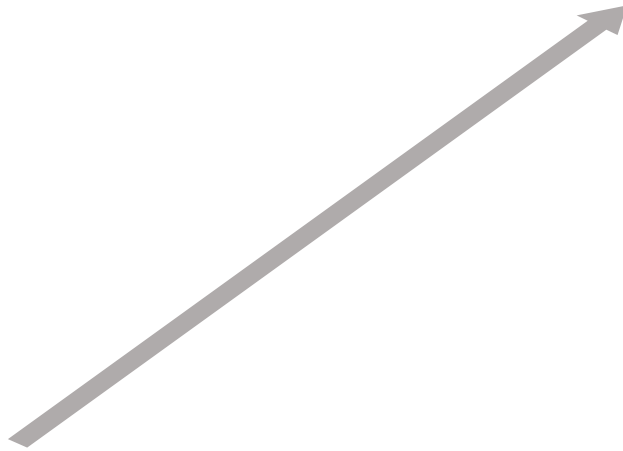
Person has a problem and needs your help



Person is a problem



Bi-focal vision

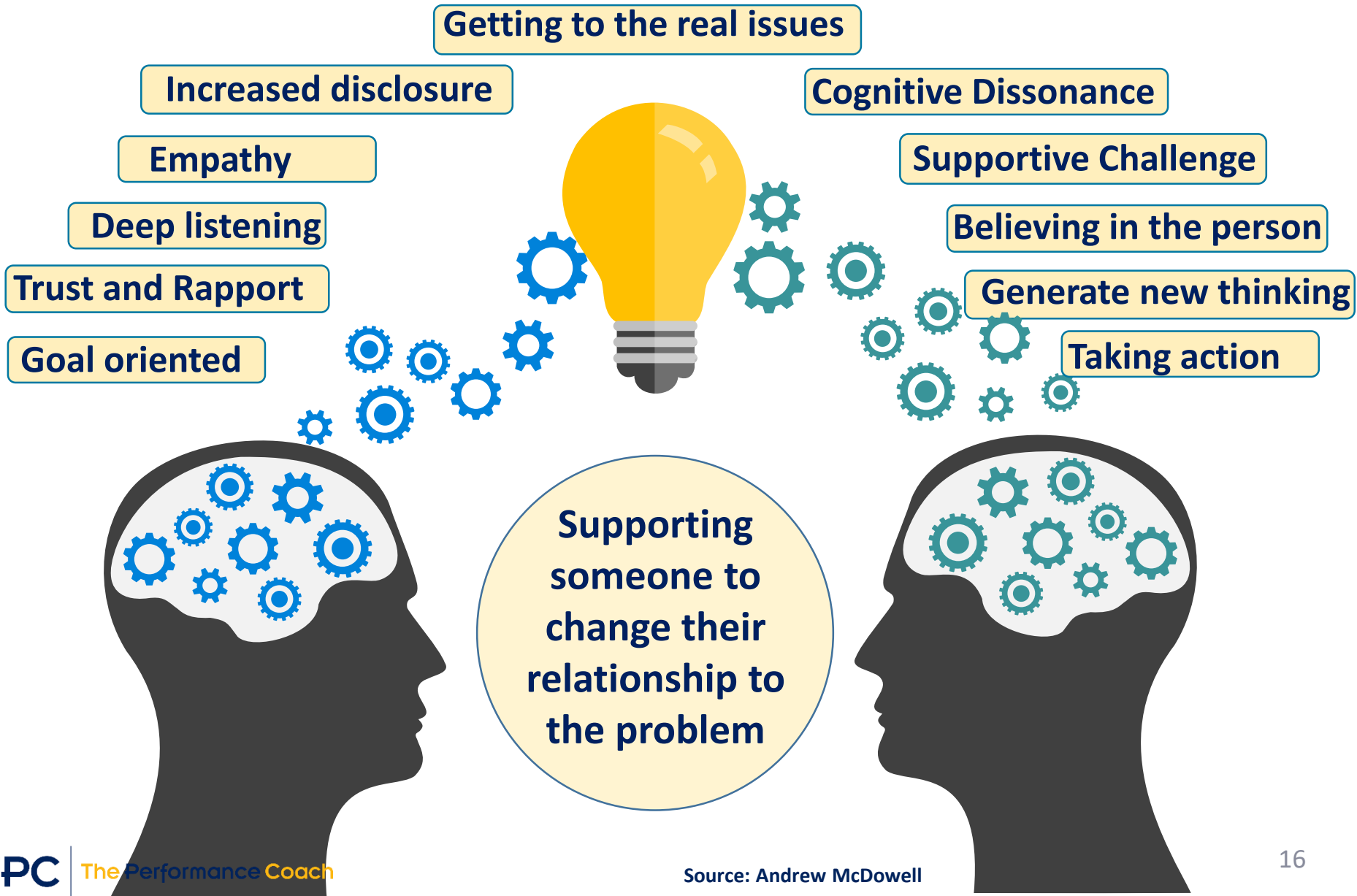


**What is the potential?
The person holds solutions to their problems**

What is the problem that needs fixing?



What sort of clinical conversation we need?



Ingredients for Better Conversations

Active listening

Being respectful and curious about the other person's experience

Encourage Reflection

Using open questions to help the person explore and broaden their perspective

Goals

Exploring what the person wants to achieve and why it's important to them



Ownership

Inviting the person to generate their own ideas about what can be done

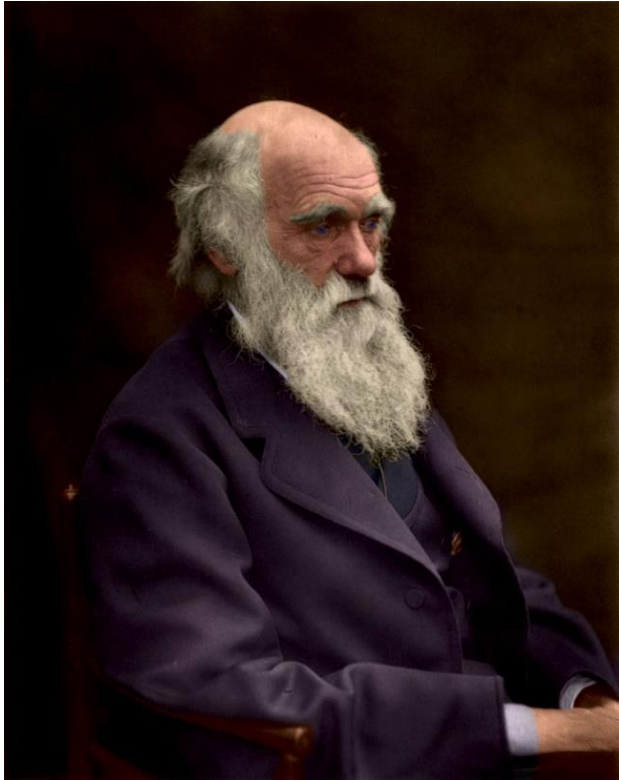
Preparation

Reducing distractions and planning how to have the conversation

Action

Encouraging the person to take small steps in their chosen direction

And finally....



“It is not the strongest of the species that survive, nor the most intelligent, but the one most receptive to change”

Charles Darwin

Patient activation requires:

- **Clinician activation**, and
- **System activation**

About the Performance Coach

The Performance Coach is an international leadership and coaching consultancy, who have been proud to be working with the NHS for the last 15 years, delivering a wide range of senior and clinical leadership development programmes with a variety of NHS Organisations.

TPC ran the first coaching training programmes with the NHS Institute for Innovation and Improvement, is leading on health coaching and the clinical application of coaching within Health Care System, and is supporting Trusts, CCGs and CSUs to develop their coaching, leadership and OD capability.

Our work is guided by our core values to support Organisations to create sustainable solutions - and enabling leaders at all levels to own their own development and learning agenda in support of better patient outcomes.

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