

2013 Healthcare Benchmarks

Health Coaching



Note: This is an authorized excerpt from *2013 Healthcare Benchmarks: Health Coaching*.
To download the entire report, go to <http://store.hin.com/product.asp?itemid=4555> or call 888-446-3530.

2013 Healthcare Benchmarks: Health Coaching

154 healthcare organizations describe how they implement health coaching as well as the financial and clinical outcomes that result from this health improvement strategy, including the health risk levels eligible for coaching, the behavior change tools employed by a coaching program, program promotion strategies, and more.

“The Patient Activation Measure® (PAM) and motivational interviewing skills are our [most effective health coaching program tools].”

> **Care coordination/case management program**

“[The most significant trend impacting health coaching in our organization] is employer incentives.”

> **Health coaching/disease management**

“[When measuring our coaching program success], we look at unplanned hospital admissions.”

> **Hospital/health system**

“Our online live coaching group [is our most effective tool in our coaching program].”

> **A private company**



2013 Healthcare Benchmarks: Health Coaching

This special report is based on results from the Healthcare Intelligence Network's fourth annual "Health Coaching" e-survey administered in January 2013.

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About the Healthcare Intelligence Network

The Healthcare Intelligence Network (HIN) is an electronic publishing company providing high-quality information on the business of healthcare. In one place, healthcare executives can receive exclusive, customized up-to-the-minute information in five key areas: the healthcare and managed care industry, hospital and health system management, health law and regulation, behavioral healthcare and long-term care.

Executive Summary

Health coaching is a critical tool in population health management, helping to boost self-management of disease and reduce risk and associated cost across the health continuum.

In its fourth Health Coaching e-survey conducted in January 2013, the Healthcare Intelligence Network captured the ways in which healthcare organizations implement health coaching as well as the financial and clinical outcomes that result from this health improvement strategy. Through responses provided by 154 healthcare organizations, HIN found that 75 percent of respondents have a health coaching program in place, a slight increase of 5 percent over 2010, the last year the survey was conducted.

The telephone remains the chief modality for program delivery, at 75 percent a 12 percent drop from 2010. Face-to-face coaching remains the second most preferred coaching method, despite a drop in use from 70 percent in 2010 to 59 percent in 2013. Weight and chronic disease management remain the top two areas addressed by coaching, but in terms of populations, those considered 'well' are just as likely to receive coaching today as those with chronic diseases.

And the single most effective tool, process or workflow in coaching programs? The sustained relationship between coaches, PCPs and patients/members, agree many of this year's respondents.

Survey Highlights

- ✓ Nearly three quarters (68 percent) of respondents incorporate motivational interviewing in their coaching efforts.
- ✓ Seventy-two percent of respondents use a health risk assessment (HRA) to qualify individuals for program participation.
- ✓ Health coaching programs are most often promoted via a company Web site/Intranet, say more than one-half of respondents.

*Three quarters
of survey
respondents offer
health coaching.*

*“Health risk
management
is a trend
impacting health
coaching in our
organization.”*

Using This Report

This benchmarking report is intended as a resource for healthcare organizations searching for comparable data and means to measure implementation and progress. It is also a helpful planning tool for organizations readying initiatives in this area.

The initial charts and graphs presented represent results from all respondents; images in subsequent sections depict data from high-responding sectors. (Figure titles begin with the segment they represent; for example, All, Health Plans, Hospitals, etc.)

Often, one of the largest responding sectors is composed of respondents identifying their organization type as “Other.” In general, we do not depict results from this segment because it represents a wide range of organization types, including consultants and product vendors. However, you will always find a graph indicating the demographics of respondents.

Here are some additional tips for using this report:

- ✓ See how you measure up: Scan this report for your sector, and see how your program compares to others. Note where you are leading and where you are behind.
- ✓ Evaluate your efforts: Think about where you have been focusing your efforts in this area. Look for trends in the data in this report. Look for benchmarks set by your sector and others.
- ✓ Set new goals: Use the data in this report to set new goals for your organization, or to raise the bar on existing efforts.
- ✓ Use it as a reference book: Keep this report accessible so you can refer to it in your work. Use these data to support your efforts in this area.

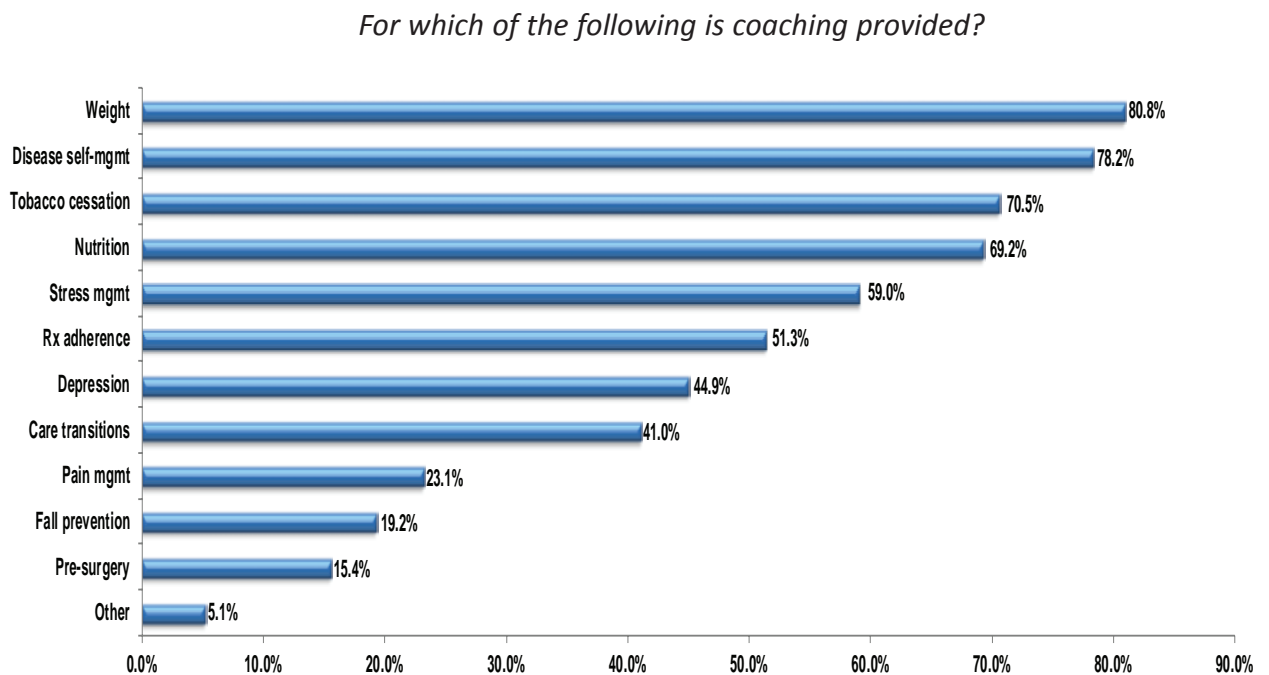
If you have questions about the data in this report, or have feedback for our team, don't hesitate to contact us at info@hin.com or 732-449-4468.



Both individuals and dependents are covered under a coaching program, say 51% of respondents.

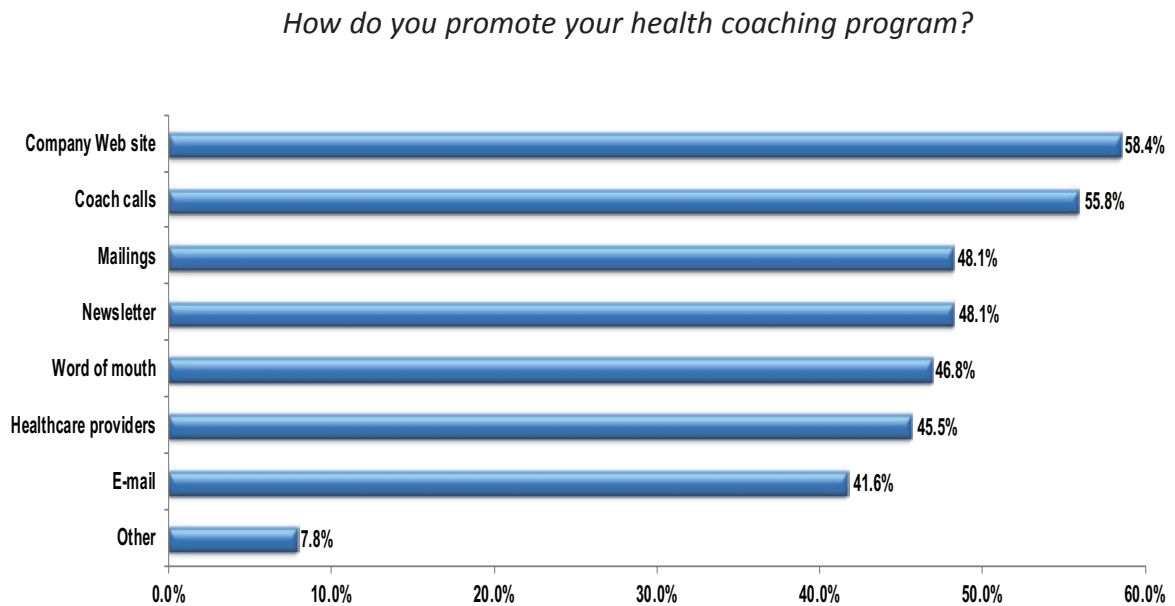
“The number of groups assigned to a coach influence the coach’s caseload.”

Figure 3: All - When Coaching is Provided



*HIN Health Coaching in 2013 Survey
January, 2013*

Figure 4: All - Program Promotion



*HIN Health Coaching in 2013 Survey
January, 2013*