Medical Coaching

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What is Coaching?

The International Coaching Federation defines coaching as partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.

What is Coaching?

Medical Coaching focuses on people with medical conditions that are receiving ongoing medical care—in this case VHL.

Challenges for Patients

- Patients newly diagnosed with acute medical conditions are often overwhelmed with their situation.
- Feel out of control and tend to not take on the level of care that the condition may require as effectively as possible.
- Multiple facets of disease to manage that add to the stress.
Medical Coaching

- Often Patients don’t know what to ask the doctor, how to evaluate the information provided, or how to arrive at good decisions about their treatment.
- Medical coaching seeks to change that by giving patients the tools to make more informed choices about their care, increase engagement in integrating medical condition and take a wholistic approach in increasing overall well being.

Medical Coaching provides:

- New perspectives and resources
- Integrates values into their medical treatment
- Personalizes goal setting skills
- Learns to manage difficult emotions
- Provides effective communication techniques
- Focus on whole life
- Aims to increases overall wellbeing

Example

Newly Diagnosed Diabetic not adhering to medically advised protocol

56 year old VHL patient, post whipple*
- Not checking sugar levels regularly resulting in not taking prescribed insulin when needed

What do you do? Some options?

*Used with patient's permission

Positive Outcomes

Medical Coaching positively impacts health and increases likelihood for patients to adhere to their medically prescribed protocol, resulting in improved health outcomes.
Research

- 12-month randomized controlled trial of 441 patients at 2 safety net primary care clinics
- The primary outcome was a composite measure of being at or below goal at 12 months for at least 1 of 3 uncontrolled conditions at baseline as defined by hemoglobin A1c, systolic blood pressure, and low-density lipoprotein (LDL) cholesterol.


Results

- Almost twice as many coached patients achieved the hemoglobin A1c goal (48.6% vs 27.6%, P = .01).
- At the larger study site, coached patients were more likely to achieve the LDL cholesterol goal (41.8% vs 25.4%, P = .04).


VHL Medical Wellness Coaching Program

- Launched May 2017 webinar format biweekly for 60 min 6 months
- 12 modules
- Researched based practices and 50 specific tools to use with or give to patients via handout
- 2nd cohort online delivery via video,
- Each offering included 4 individual coaching sessions per participant and 4 group cohort online meetings

Feedback for VHL Medical Coaching Program

- We counsel patients and their families to help them to make the best decisions so they get the best outcomes. But things do not always turn out as we expected they should or would. How can we make it better?
- In the last six months, VHLA piloted a program designed specifically to enhance the work of the VHL Clinical Care Centers. Leona deVinne (Accendo Consulting) led us on a journey aimed at enhancing the mental and emotional well-being of our patients as well as ourselves, the healthcare professionals. On this journey, we made many discoveries of the emotional and psychological forces in our personal and work lives. For example, the Medical Wellness Coaching has opened us to practices such as introspection by unedited self-reflection, or building resilience by making connections or simply accepting a situation.
- We learned how vastly different we are as human beings in terms of characteristics and core values, and how much these differences impact our daily communications. We also learned that exercising empathy for others can do much to break the barriers impeding communication. It is important to acknowledge that there are different languages to use when engaging patients in a discussion or decision making. In VHL wellness coaching sessions, we learned that when we encounter difficulties, instead of hitting the wall again and again and feeling defeated, we must step back, take deep breaths, allow inner-ease to take control, and regain the power.
- Xia Wang, MD, PhD, Member of VHLA Clinical Care Center Team at Moffitt Cancer Center, Tampa, FL VHL.
- Thank you to the VHL Alliance for providing us tools to enhance our VHL patient care!
Coaching involves Integrity

That means:
We can not provide others what we
do not give ourselves in a coaching
relationship—we are committed to
our own ‘work’ as well

“It is entirely possible to feel someone’s pain,
acknowledge their suffering, hold it in our hands
and support them with our presence without
depleting ourselves, without clouding our
judgment. But only if we are honest about our own
feelings.” Dr. Rana Awdish, In Shock: My Journey from Death to Recovery and
the Redemptive Power of Hope

Bio-psycho-social Approach

Research based focus on various
aspects of wellbeing as the
framework for the Medical coaching
program to bolster the wholistic
approach of patient care

Focus on Coaching Fundamentals

• Empathy
• Inquiry
• Deep listening
• Whole person focus
• Self compassion
• Intuition (heart math)
• Staying out of judgmental
• Outcome focused

Focus on Overall Wellbeing

• Historical
• Physical
• Spiritual
• Relational
• Medical
• Familial
• Emotional

Foundation of Coaching

Wellbeing Focused
Sample of the Tools

- Bottom lining
- Empathy
- Inquiry
- Managing difficult emotions

Sample of Skills

Empathy

Part of effective communication and building trust

Medical personal that understand patients emotions can facilitate more accurate diagnosis and provide more caring treatment (Dr. H Reiss)

Increases patient’s compliance

Understanding must precede advice (Dr. J Gottman)

Bottom Lining

Get to the heart of the matter

Important vs Interesting

- Important - most relevant
- Interesting - lots of data not truly relevant to present conversation

Bottom lining

- Your story matters, but for the sake of time today I’m going to ask you to sum up what’s important in a sentence or two

Empathy

Teresa Wiseman
Use Inquiry as a Means of Creating Change

Ask questions whenever possible

- When someone comes up with their own answers, adherence to change is more likely.

Want to provide direction?

- Place ‘what’ or ‘how’ in front of statement to provide opportunities for reflection and self-informed answers from patient.
- ‘Why’ questions not effective.

For Ourselves and Patients

- Mindfulness (Kristen Neff)
- Self compassion (Kristen Neff)
- Empathy

Managing Tough Emotions

Ask questions

- What’s the most challenging thing you’re facing?
- What’s the hardest part right now?
- What do you need right now?

Practice

- Present a challenge in a sentence or two.
- Show Empathy to your partner.

Practice Empathy

- See the world as others see it
- Stay out of judgement
- Understanding others feelings
- Communicate feelings
- Mindfulness
Closing

Thank you!

Grateful to be able to contribute to the exceptional care of VHL patients and caregivers