



## COURSE OFFERING

April 15, 2021  
through May 27

**Weekly virtual classes:**  
Thursdays from  
2:30-4:00 p.m. CST

**Small group  
practice sessions:**  
Each registrant will  
participate in two (2)  
45-minute sessions  
and one (1) 90-minute  
session scheduled  
throughout the 7 weeks.  
Days/times TBD.

# ADVANCING BEST PRACTICE IN HEALTH COACHING AND CARE MANAGEMENT

**HEALTH COACHING IN THE CLINICAL SETTING IS COMMONLY PAIRED WITH SMART CARE MANAGEMENT STRATEGIES. THEY GO HAND IN HAND.** Coaching skills help uncover patient motivations and challenges, bringing patient goals and perspectives to the plan of care. However, integrating health coaching with care management is often inconsistent—not fully understood by the entire care team. Communicating patient preferences, goals and barriers is foundational to co-creating a care plan that actively engages patients and inspires full care team support. More than ever, the communications skills AND role of the health coach/care manager influence the effectiveness of chronic care, and patient health outcomes.

Advancing Best Practice in Health Coaching and Care Management is the newest training being offered by The Iowa Chronic Care Consortium (ICCC), founder of Clinical Health Coach training. **This “next-level” course targets those who have completed either Clinical Health Coach Fusion or v-Fusion.** It expands upon the foundational skills of motivational interviewing and provides a roadmap to creating a sustainable care management model. It builds performance capacity. ICCC is pleased to be partnering with [HealthTeamWorks](#), a national leader in care management training, organizational development and performance improvement.

Advancing Best Practice in Health Coaching and Care Management is a 7-week course, with weekly 90-minute virtual classes and intimate small group health coaching skills practice sessions. Virtual classes will include a mix of didactic and practice activities. All sessions are facilitated by experienced training faculty from ICCC or HealthTeamWorks.

*\* Participants must have completed either Clinical Health Coach Fusion or v-Fusion training prior to enrolling in this next-level training.*

## LEARNING OBJECTIVES

### HEALTH COACHING:

- Develop enhanced motivational interviewing (MI) core skills
- Deepen understanding of the “MI Spirit” which includes
  - Building empathy for patients’ experiences
  - Reviewing the complexities of behavior change, including the role that SDoH plays
- Explore how core skills are effectively applied during Engaging, Focusing, Evoking, and Planning
- Discuss patient engagement versus activation and the implications for health coaching
- Practice MI and coaching skills in small virtual groups of 3-5 and facilitated by experienced trainers in motivational interviewing
- Increase competence for strengthening patient motivation
- Explore coding as a tool for MI professional development in health coaching

### CARE MANAGEMENT:

- Develop strategies for improving teaming for effective patient care
- Define elements of a truly patient-centered care plan
- Discuss the design and use of a bi-directional collaborative care plan
- Develop cross-team communication tools and workflows
- Identify ways to recognize social determinants of health and root causes that may be impacting patient activation
- Discuss health inequities and the importance of building trust
- Recognize (un)conscious and systemic bias
- Discuss the impact of implicit bias to trust and health
- Identify tactics and next steps to advance equity

**THE COMMUNICATIONS SKILLS AND ROLE OF THE HEALTH COACH/CARE MANAGER GREATLY INFLUENCE THE EFFECTIVENESS OF CHRONIC CARE MANAGEMENT.**



### PRICING

**Registration Fees** \_\_\_\_\_ \$650.00  
(per participant)

**Group Discount** \_\_\_\_\_ \$595.00  
(with three or more persons registering together and from the same organization)

Registration fees include links/access to the virtual classes and small group practice sessions, handouts and training materials and CME/CEUs.

Participants must attend 80% of all sessions live in order to receive a certificate of completion.

**Registration is open through April 2, 2021.**

Contact Kathy Kunath at [kathy.kunath@iowacc.com](mailto:kathy.kunath@iowacc.com) or call 515.971.3234 with questions and to register.

*\*ICCC reserves the right to reschedule the training based upon enrollment level*

### CME/CEUS

Interstate Postgraduate Medical Association designates this enduring activity for a maximum of 14.0 AMA PRA Category 1 Credits™. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

IPMA is approved by the California Board of Registered Nursing, Provider Number 6971, for 14.0 contact hours. RNs outside of California must verify with their licensing agency for approval of this course.



Iowa Chronic Care Consortium (ICCC) is a nonprofit population health consulting, training and planning organization.

Its mission is to build capacity with other organizations to deliver effective, personalized health improvement and care strategies that reduce the burden of chronic conditions.



Clinical Health Coach® (CHC) is an internationally known, clinically focused health coach training program, developed in partnership with primary care providers. Over 4,000 medical professionals from primary care, hospitals, ACO's and public health organizations have completed our multi-disciplinary, team-based onsite or online training programs. Successful graduates deliver improved patient-centered care management and coordination using evidence-based health coaching and communications skills.



HealthTeamWorks seeks to solve complex healthcare problems in the pursuit of health, equity, and resilience. Amid significant transitions in healthcare, HealthTeamWorks provides proven expertise in performance improvement, organization development, and training to foster value in Alternative Payment Models (APM), improve access to culturally responsive whole-person care, and advance workforce readiness.