

Improving Chronic Care and Health Coaching Outcomes: Learning and Performance Improvement Solutions

- Chronic Care Professional (CCP) Certification
- Population Health Improvement (PHI) Learning Collaborative
- Motivational Interviewing Proficiency & Certification Programs
- 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



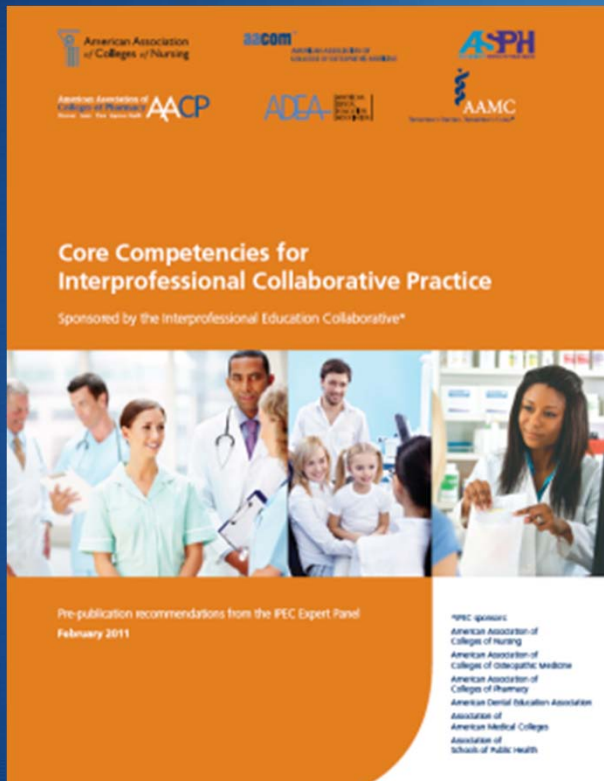
Institute of Medicine:
Health Professions
Education: A Bridge
to Quality.
[Learn more>>](#)



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

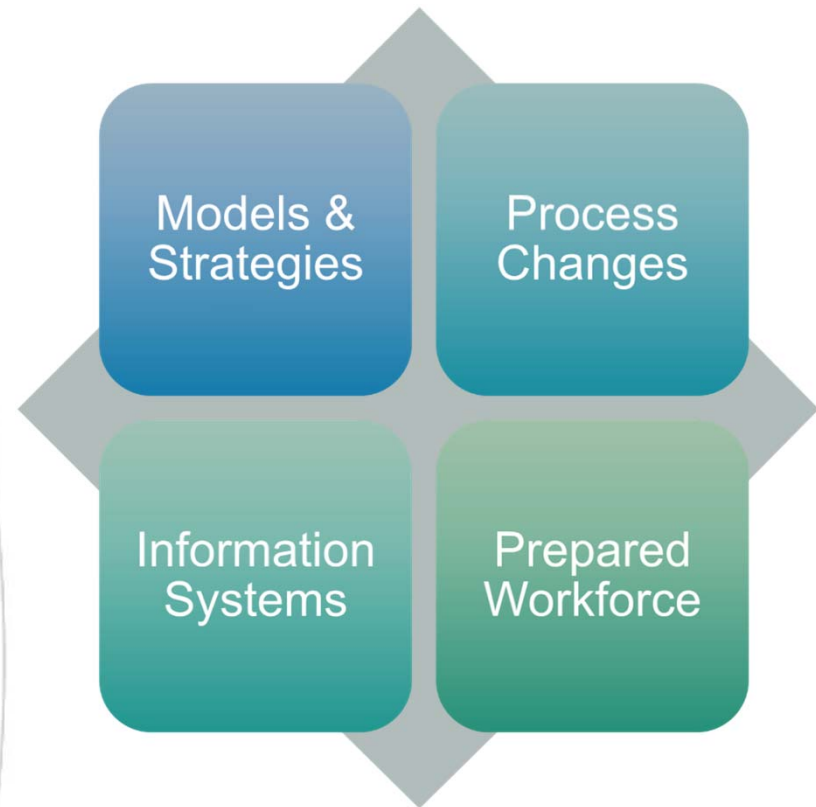
Independence
at Home

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 Help With the Main Causes of Poor Health & 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 who routinely apply these approaches in real world settings deliver better clinical and cost outcomes.

Chronic Care Professional (CCP) Learning & Certification

Building the Knowledge and Skills Required
for Better Chronic Care and Chronic
Disease Prevention



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 cost-related outcomes including rehospitalization.

Chronic Care Professional Program

Today CCP is recommended or required for staff by many health care organizations; others have adopted CCP to prepare effective, integrated wellness and chronic care management teams.

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

CCP Curriculum Overview

Module 1: Evaluating Health Care Performance

US & International Health Care Quality
Health Care Improvement Solutions
Chronic Care Improvement

Module 2: Population Health Improvement Solutions

Wellness and Disease Prevention
Disease Management
Case Management
Health Improvement Foundations
Outcomes Measures and Standards

Module 3: Chronic Diseases & Age-Related Conditions

The Big Five Chronic Diseases
Key Chronic Diseases and Conditions
Age-Related Conditions
Issues of Late-Life

Module 4: The Partnership Model of Care

Self-Care and Adherence Support
Whole Person Care
Health Literacy Improvement
Cultural Competence

Module 5: Motivational Interviewing-Based Health Behavior Change Facilitation

Orientation to Health Behavior Change
Models of Behavior Change Facilitation
MI-Based Health Coaching Approaches
MI-Based Five-Step Brief Coaching Model

Module 6: Health Promotion and Coaching

Orientation to Health Coaching
Diet and Nutrition
Obesity and Weight Management
Physical Activity and Fitness
Self-Care for Caregivers

About the CCP Program

Program Components & Resources

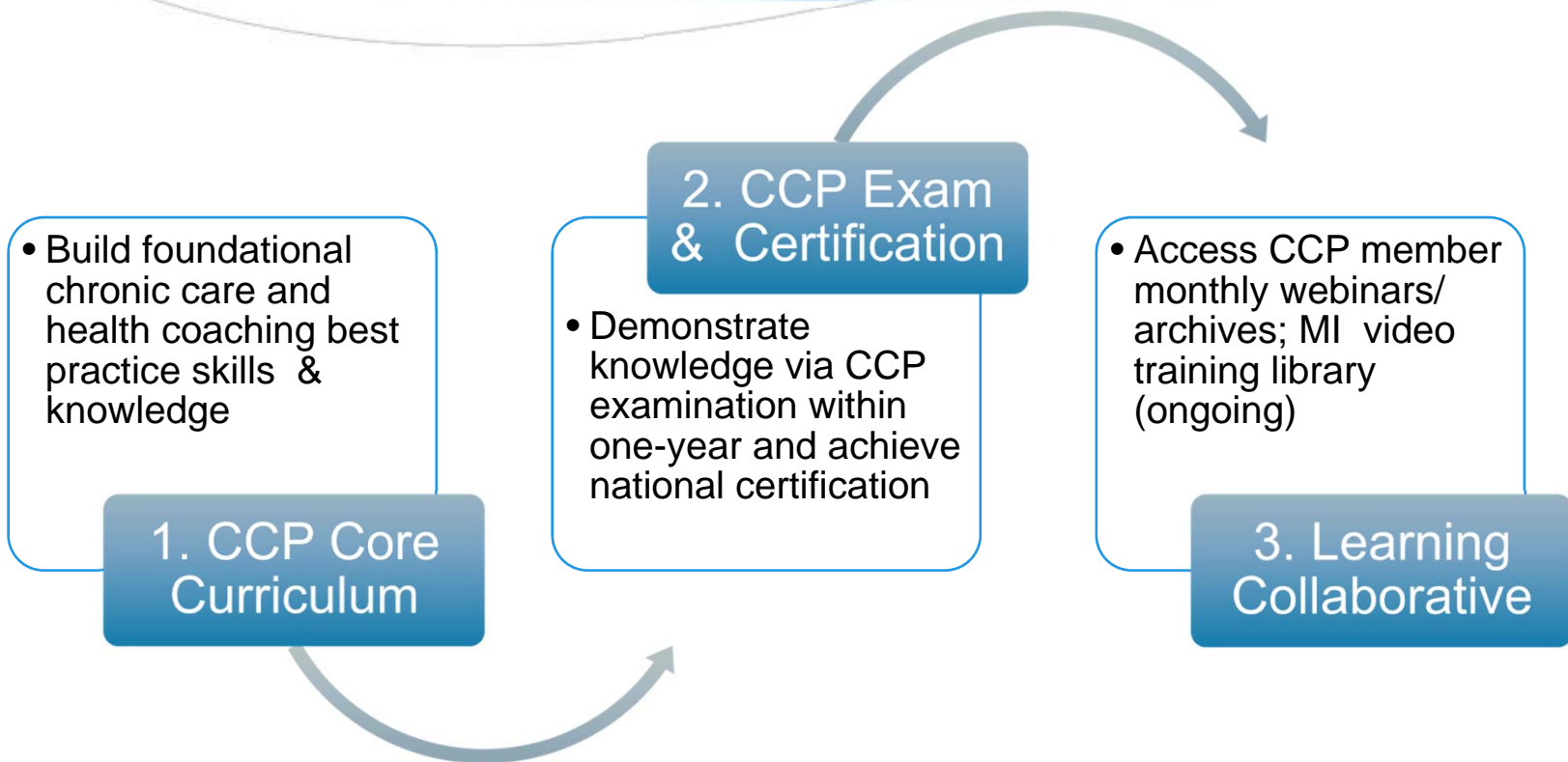
Core CCP Program & Examination

- 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 (optional)

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 & Practice Updates



Monthly Learning Collaborative

The Population Health Improvement Learning Collaborative is an interprofessional distance learning 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, among others
- Non-commercial & vendor-free
- Unlike usual CE, focused on skill-building & 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 only accessible to CCP registered professionals
- The classic six-hour video training series with MI founders Drs. 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



**Evidence-Based Health Coaching:
Motivational Interviewing in Action**

Video Training Series

DVD



CCP Resources: Evidence-Based Health Coaching: Motivational Interviewing in Action

- In 2011, HealthSciences released the first DVD video training series on brief MI with MINT health care specialists from Oregon Health & Science University & real patient volunteers
- Case studies with patients with disease self-care and lifestyle management issues
- Demonstrations of Miller & Rollnick's RULE framework designed for MI in healthcare
- Demonstrations of the CCP brief five-step health coaching model

About the CCP Program

Eligibility & Licensing

CCP Eligibility

CCP is available to all health care team members including:

- Nurses & AP Nurses
- Care Managers
- Physicians & PAs
- Pharmacists
- Rehabilitation Therapists, Dieticians, Diabetes Educators, Psychologists & Social Workers

CCP Use & Licensing

- Access to CCP program, MI video and learning resources licensed to an *individual* professional from *one* work and *one* home computer
- PartnersInImprovement Learning Collaborative Webinars may be attended at all; CCP enrollment *required* to access archives & learning materials

About the CCP Program Certification & Tuition Fees

Certification

- Professionals pursuing CCP Certification 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
- CCP tuition is inclusive: over 70 hours of CE, examination, MI video and ongoing monthly CE events and archives



Learn More or Register for CCP

- Detailed information: www.HealthSciences.org/CCP
- To register, complete the online registration form to pay by check or credit card
- Enter any special code provided by your organization; CCA, CMSA and Military codes provided on the page above.
- Upon receipt of payment you will be enrolled and a confirmation email sent with the login information and invoice
- A CCP manual will be delivered within 5 to 7 business days

Motivational Interviewing Health Care Proficiency & Certification Programs

Building Proficiency in the Only Health
Coaching Intervention Validated in Over 300
Trials to Support Better Clinical Outcomes

Highly Effective Health Coaching Approaches Are Not Widely Used

- Brief, highly effective health coaching approaches are not widely understood or applied in today's health care settings.
- There is limited awareness and adherence with best practices for health coach training and proficiency assessment.
- Today, lay people and clinicians with little to no training or proficiency refer to themselves as “health coaches.”
- The gap between *current* practices and *best* practices in both provider settings, as well as leading wellness, disease management and chronic care management programs, is wide.

Limitations of Traditional & Popular Health Coaching Approaches

Traditional Patient Education Approaches

- Assumes that knowing “why” or “what” to change is *sufficient* for behavior change.
- Views patients who don’t change as unmotivated, unwilling or resistant.
- Least effective for higher risk, less motivated patients.
- Embedded in clinician training, reflexive and difficult to unlearn.

Popular Health Coaching Approaches

- Based on pop psychology, fitness training or unvalidated life coaching models.
- Often suggests effective health coaching is “easy” or intuitive.
- May be helpful for verbal, highly motivated patients from Western cultures
- Lack of standards for training, proficiency or results.

Health Coaching Best Practice: Motivational Interviewing

- **Motivational Interviewing (MI)** is the only health coaching approach to be fully described and consistently demonstrated as causally and independently associated with positive behavioral outcomes (Butterworth, Linden, McClay, 2008)
- Over 300 clinical trials demonstrate its efficacy (www.motivationalinterview.net)
- CCP provides basic training in motivational interviewing-based health coaching, but MI proficiency requires advanced training and assessment in this approach

Practitioner Health Coaching Style: Key Determinant of Patient Outcomes

- MI is an evidence-based approach like many other health care interventions.
- Practitioners who use MI-adherent approaches will be *more* likely to evoke change talk—which is strongly linked with actual behavior change.
- Practitioners who use MI-*inconsistent* approaches will be *less* likely to engage patients and evoke behavior change.

“[Practitioners] who wish to see more change talk should selectively reflect the change talk they hear and provide fewer reflections for counterchange talk. What [practitioners] reflect, they will hear more of.”

Moyers et al., 2009

CCP Builds Core Foundations in MI-Based Health Coaching Best Practice

Wellness &
Chronic Care
Foundations
& Strategies

Brief
Motivational
Interviewing-
Based Health
Coaching

Engagement,
Adherence &
Self-Care
Steps

Lifestyle
Management
Support

Worst & Best Case Scenarios: Moving to the “Do Not Harm Level”

Patient resistance is correlated with negative clinical outcomes

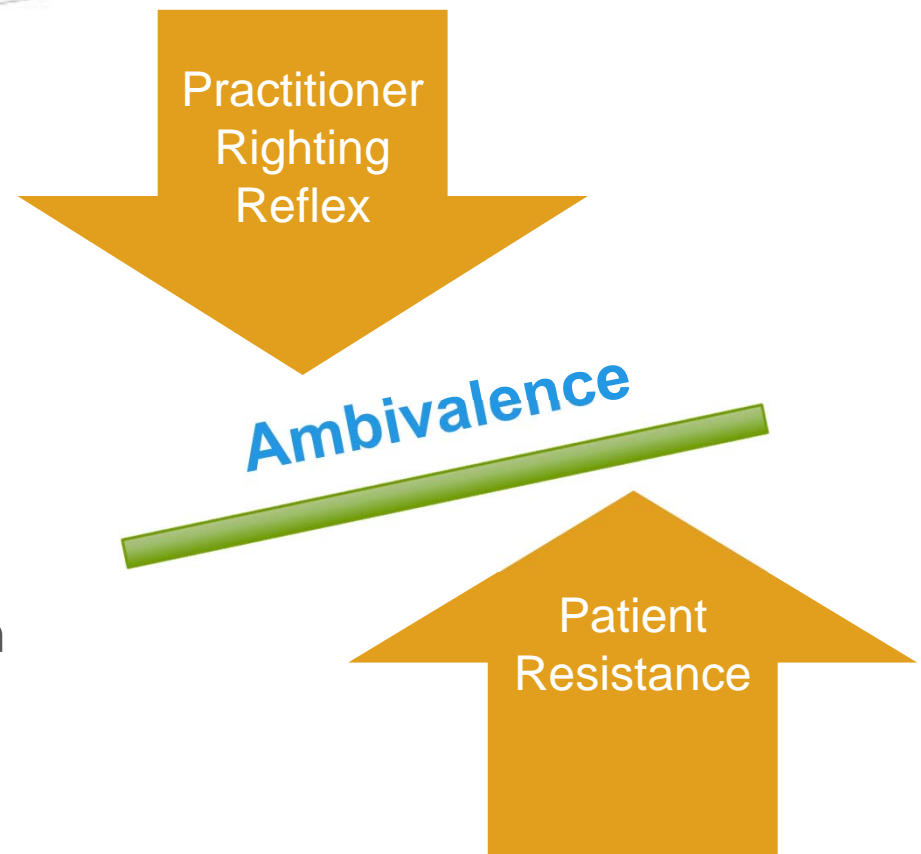
The **worst case** scenario is one in which provider argues for change while the patient argues against it.

Change talk is correlated with positive clinical outcomes

The **best case** scenario is one in which the provider is strategically evoking change talk from the patient.

Behavior Change Research: Resistance is Not a Patient Problem

Resistance is not a patient problem, but form of counterchange talk. It represents interpersonal tension between patient and practitioner when the practitioner fails to resist the *righting reflex* (need to direct or fix) and falls back into the traditional medical model or patient education model. The result is the patient defending the counterchange part of his/her ambivalence.



Motivational Interviewing is a Complex Skill-Set

“Watch a skillful clinician providing MI, and it looks like a smoothly flowing conversation in which the client happens to become increasingly motivated for change. In actual practice, *MI involves quite a complex set of skills that are used flexibly, responding to moment-to-moment changes in what the client says.* Learning MI is rather like learning to play a complex sport or a musical instrument.”

Miller &
Rollnick
(2009) p.
135

Motivational Interviewing Proficiency Programs

Preparing health care professionals in the application of motivational interviewing-based health coaching approaches that support patient engagement, disease self-care, adherence and lifestyle management.

Motivational Interviewing Proficiency Programs

- Designed for CCP health coaching or care management specialists or teams.
- Focused on best practice learning and performance improvement solutions for “real world” health care settings.
- Solutions designed and delivered by NIH-funded health behavior change experts & MINT-level clinicians specializing in brief MI for health care.
- HealthSciences measures the impact & ROI of all MI training programs using the validated, standardized HCPA.

Motivational Interviewing (MI) in Health Care Certification

- Clinical research has demonstrated that proficiency in MI is essential for delivering best patient-level outcomes.
- Motivational interviewing in health care requires a specialized skill-set versus other MI applications or settings.
- **Motivational Interviewing in Health Care (MI-HC) Certification** is available for professionals who:
 - Complete Chronic Care Professional (CCP) Certification
 - Complete the MINT or HealthSciences' MI Proficiency Program (available to teams of 50+ or to individuals via regional events)
 - Demonstrate Health Coach Specialist Level proficiency on HCPA

Motivational Interviewing Proficiency Ladder

**MI-HC
Certification**

Health Coaching Performance Assessment

*Measure/report staff/program effectiveness;
Build skills and continuously improve program impact.*

Case Review Skill-Building Sessions

*Phone-based, monthly small team sessions to transfer new
learning and apply skills on-the-job (6-12 months)*

Motivational Interviewing (MI) Immersion Training

*Onsite action-learning skill-building program focused to develop
brief MI-based health coaching skills (2 day onsite/50+ minimum)*

Chronic Care Professional (CCP) Certification

*Core curriculum in wellness, chronic care and health coaching—featuring
MI-based learning resources, job tools and monthly practice updates.*

Health Coaching Performance Assessment™ (HCPA)

Assessing and Building Individual and Program
Effectiveness in Health Coaching Best Practices
Linked with Better Engagement, Self-Care,
Adherence & Lifestyle Management.

Purchasers Expect Results From Wellness & Chronic Care Programs

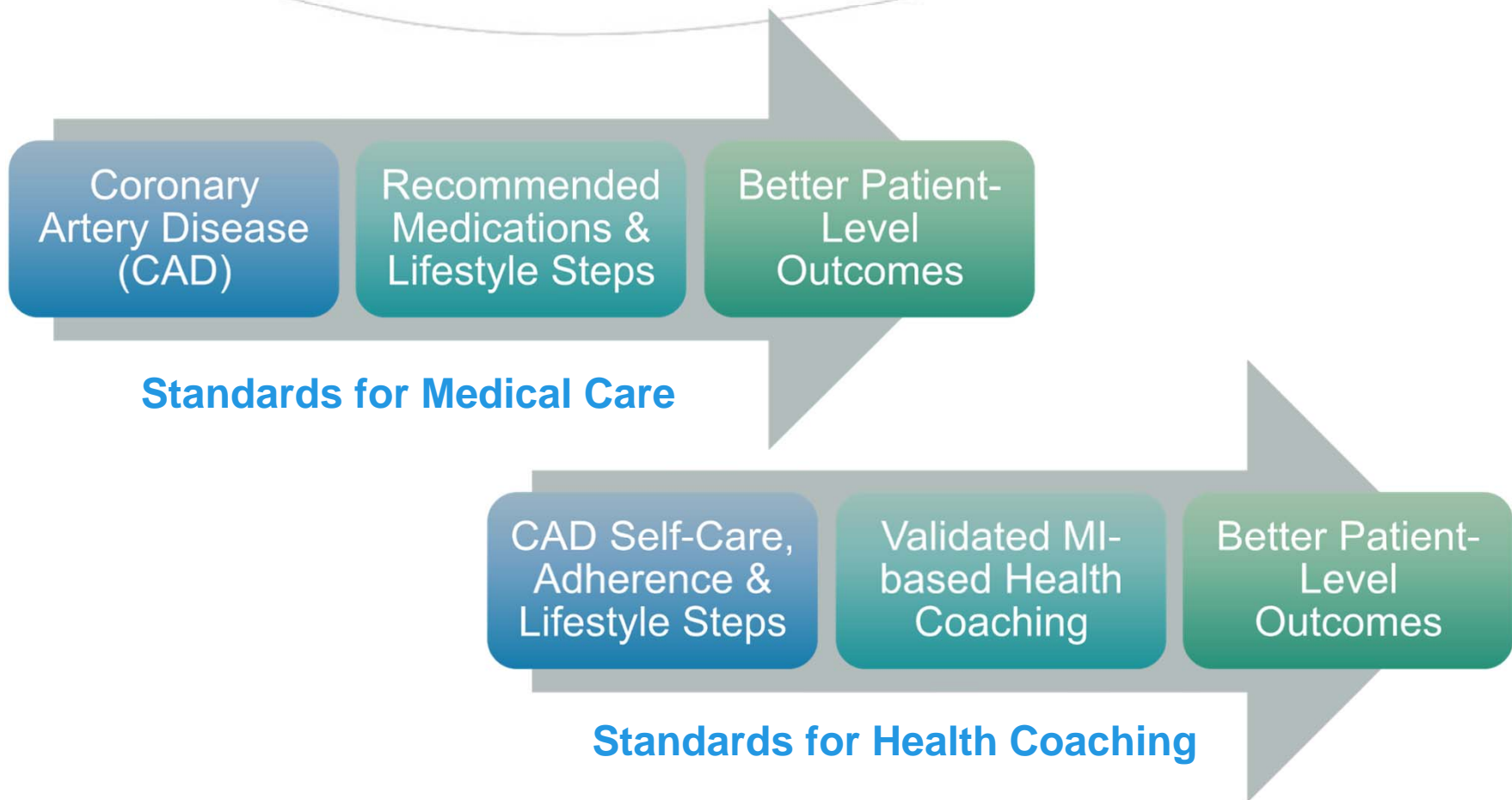
- Can you describe your wellness, disease management, care management, or health coaching *intervention*?
- Are your staff proficient *in best practice health methods proven to deliver better engagement and clinical/cost outcomes*?
- Do you have a *standardized, formal process* for measuring service 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



- Familiarity with the “MI spirit,” MI concepts or MI techniques does not equate to MI proficiency.
- Self-assessed proficiency in MI is statistically unrelated to actual proficiency in MI when measured with a validated, standardized tool.
- In the 300+ studies demonstrating the impact of MI, MI was the intervention.
- MI proficiency *requires* immersion training, application support and personal feedback using a standardized, validated tool according to the Motivational Interviewing Network of Trainers.

Applying Accepted Health Care Quality Standards to Health Coaching

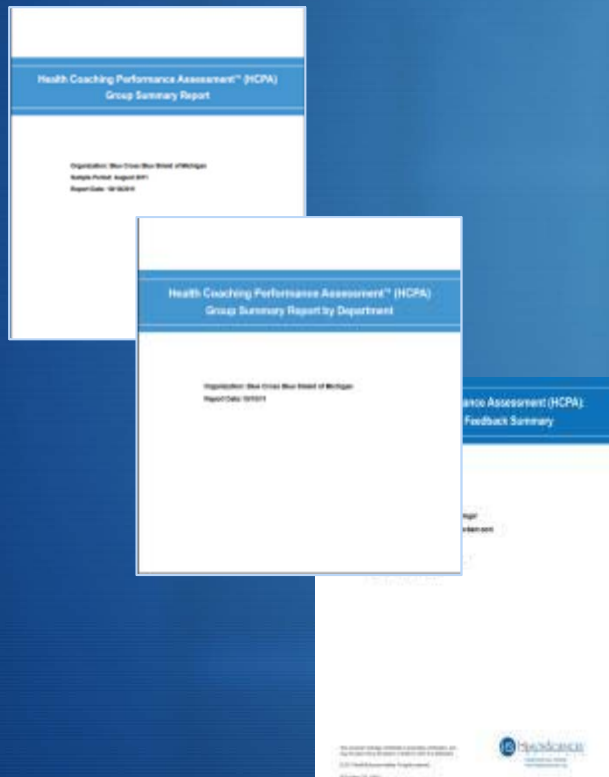


Health Coaching Performance Assessment (HCPA)

A process and tool for measuring fidelity to evidence-based health coaching practice for benchmarking individual proficiency and program effectiveness; validating the impact & ROI of HealthSciences Institute's MI proficiency programs.

- Developed following expert panel review of health behavior change and clinical literature
- Advanced web-based data entry and reporting system
- Measures staff proficiency and program adherence with best practice health coaching
- Assesses key patient and client behaviors empirically linked with behavior change—including change talk
- Only MI coding tool designed specifically for health care
- Excellent reliability & .91 validity with MITI global rating in external evaluation by Linden & Associates.
- Individual & group PDF reports

Improving Health Coaching Quality & Effectiveness



HCPA Coding & Reporting

1. Audio recordings of real or simulated health coaching encounters submitted via HIPAA compliant method
2. Samples coded by MINT/HCPA certified coding specialist
3. Clinician(s) benchmarked on multiple MI global/specific clinician behaviors, strengths, missed opportunities; patient change talk assessed; skill-building steps identified
4. Individual proficiency, group benchmarking and quality improvement reports delivered
5. Step for skill-building and program effectiveness implemented, improvement and reassessment

HealthSciences Institute Resources

Chronic Care Professional Certification

[Chronic Care Professional \(CCP\)
Certification Program](#)

Motivational Interviewing (MI) Proficiency Programs

[Motivational Interviewing
Certification](#)

[Health Coaching InFocus](#)

Population Health Improvement Learning Collaborative

[Upcoming Events](#)

[Archives of Past Events](#)

Health Coaching Performance Assessment (HCPA)

[HCPA White Paper Download](#)

[HCPA FAQ Document](#)

Website: www.HealthSciences.org • Contact: hsisupport@HealthSciences.org
To learn about upcoming events, please join our LinkedIn community or contact us.