

October 2 – 5, 2012

Gaylord Palms Resort & Convention Center
Orlando, FL

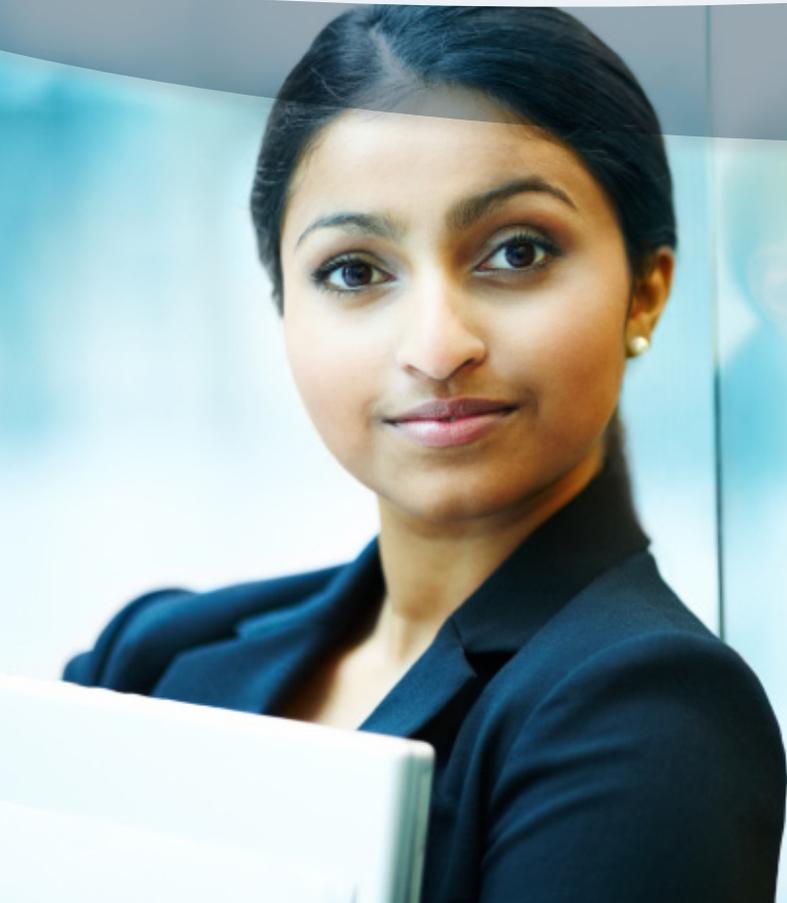
National Motivational Interviewing Health Coaching Conference

**The First National Training Conference Devoted Exclusively
to MI Health Coaching for Health Care**

- Chronic Care Professional (CCP) Preconference*
- MI Health Coaching Skill-Building Workshop*
- Breakthrough Results: Strategies for Engagement & Quality



*Fulfill two core training requirements for Registered Health Coach® and National Health Coach Registry® Recognition



Today chronic conditions are responsible for 75% of U.S. health care costs, with 85% of avoidable care costs due to behavioral factors such as disease self-care, treatment adherence and lifestyle. And the Affordable Care Act and other payer reforms are changing how health care is delivered and reimbursed—rewarding organizations that can deliver better patient-level results. Numerous peer-reviewed studies, as well as our own research, show that practitioners proficient in best practice wellness and chronic care—and brief, validated health coaching approaches—routinely deliver significantly better patient-level results than practitioners who are not.

The First National Training Conference Devoted Exclusively to MI Health Coaching for Health Care

We have an extraordinary program planned for you. We kick-off with a CCP preconference, followed by our two-day intensive MI health coaching training workshop. Your trainers include National Institutes of Health (NIH)-funded authorities on health behavior change and MINT-level, clinical health coaches. On the fourth day, you'll learn what it takes to achieve the first behavioral science and outcomes based health coaching credential—Registered Health Coach®—the “gold standard” of health coach training and proficiency. (By attending this conference, you'll be well on your way). We close with a half-day workshop sharing ground-breaking findings from an NIH-funded clinical study, led by one of our faculty, that led to a four-fold increase in engagement rates in “real world” settings by using skills you'll learn by at this conference. We share how we've applied what we've learned to measure and improve engagement, quality and customer results.

I extend a special invitation to over 10,000 of our colleagues who have joined us since January 2010 as members of the Population Health Improvement Learning Collaborative. This conference is a direct result of member enthusiasm and commitment to excellence.

We look forward to seeing you in Orlando.

Blake Andersen, PhD
President & CEO
HealthSciences Institute
St. Petersburg, FL

Who Should Attend?

The conference is designed for all clinical and non-clinical members of the interdisciplinary care team in employer, health plan, primary care, medical home, accountable care, hospital, home care, long-term care, government, military and community settings including:

- Nurses and advanced practice nurses
- Health and wellness coaches
- Case managers and care coordinators
- Physicians and physician assistants
- Diabetes educators
- Rehabilitation therapists
- Dietitians
- Respiratory therapists
- Psychologists
- Social workers

Why Should Individuals and Employers Invest in this Conference?

- A working conference that is 100% focused on building key competencies
- Focused exclusively on MI-based health coaching skills and interventions for health care
- Offering two evidence-based programs for the first time on an open-enrollment basis
- A noncommercial learning environment with no vendor bias or commercial support
- Introducing the new 2012 health coaching framework from Miller and Rollnick
- With MINT clinician experts from “real world” health care and health management settings
- Save up to 50% on the award-winning CCP program and acclaimed MI Health Coaching Workshop
- Free access to monthly CE events, replays and materials if CCP-enrolled or certified
- New breakthroughs and innovations for better engagement and quality
- Fulfill the two core training requirements for RHC

One Event. Two Evidence-Based Programs.

The Chronic Care Professional (CCP) program and MI workshop fulfill two core training requirements for Registered Health Coach® credential and National Health Coach Registry® Listing.

The MI Skill-Building Workshop has been delivered to large teams from some of the nation’s premier health plan and provider organizations. For the first time, it is being offered on an open-enrollment basis. The MI program is designed to build proficiency in the only health coaching approach validated to improve patient-level outcomes in over 300 clinical trials. It features MINT health care specialists and reflects the evidence-based MI proficiency development guidelines of the Motivational Interviewing Network of Trainers (MINT). Both programs fulfill two core training requirements for the Registered Health Coach (RHC) credential.



Conference Agenda

Tuesday October 2, 2012

1:00 pm to 5:00 pm | Chronic Care Professional (CCP) Preconference

Faculty

- Blake Andersen, PhD, President & CEO, HealthSciences Institute

The CCP preconference provides an introduction and overview of the National Chronic Care Professional (CCP) certification program, along with tips for studying and passing the exam. After July 31, attendees will be provided access to the 40-hour CCP online program and receive a CCP program manual. CCP includes access to archived and live health coach training webinars and MI training video and vignettes. Note that the online 40-hour program and examination must be completed before CCP certification and CE hours are awarded. The CCP program meets the training requirements for the Registered Health Coach (RHC) credential. Learn more about CCP at: www.healthsciences.org/Chronic-Care-Professional-Certification

Included in the CCP Preconference:

- Half-day CCP preconference session
- Online CCP learning modules (40 CE hours)
- CCP program and reference manual
- CCP examination (completed within one year)
- Over 50 hours more of archived/monthly CE events
- All CE hours required for CCP recertification

5:30 pm to 7:00 pm | Welcome & Networking Event

Join us for this welcome reception and networking event hosted by HealthSciences Institute, open to all attendees and members of the National Population Health Improvement Learning Collaborative.

Wednesday October 3, 2012 & Thursday October 4, 2012

8:30 am to 4:30 pm | MI Health Coaching Skill-Building Workshop

Faculty

- Susan Butterworth, PhD, Associate Professor, Oregon Health & Science University; HealthSciences Institute; MINT Member
- Mike Brody, MSN, PMHNP, VP/Dean of Students, Reed College; HealthSciences Institute; MINT Member
- Carol DeFrancesco, MALS, RD, Sr. Research Associate, Oregon Health & Science University; HealthSciences Institute; MINT Member
- Judy Thomas, RN, CWOCN, CCP, HealthSciences Institute; MINT Member
- Blake Andersen, PhD, President & CEO, HealthSciences Institute

Our popular two-day, hands-on workshop is specifically designed for clinician and non-clinician members of the health care team, as well as specialists in phone or face-to-face wellness, disease management or care management programs. Workshops are facilitated by a team of MINT health care specialists and clinicians—seasoned in “real world” direct care, wellness, disease management and care management settings. This HealthSciences Institute workshop has been updated in 2012 to incorporate the latest MI and health behavior change research and interventions, including material from Miller and Rollnick’s 2012 upcoming *Motivational Interviewing: Preparing People to Change* (3rd Edition). You’ll learn about a new MI health coaching framework and exciting revisions to the theory and practice of MI.

- Core concepts and principles of MI-based health coaching
- Compare traditional medical and popular coaching with validated MI health coaching approaches
- Worst and best case scenarios in behavior change facilitation that predict clinical outcome
- Practical MI health coaching techniques for better patient engagement, self-care, adherence, lifestyle—and clinical outcomes
- Structured framework for brief, evidence-based health coaching
- Concrete MI health coaching skills for health care
- Plan for continued proficiency development

The workshop features an advanced action learning framework to support competency development. This workshop builds on MI content and resources from the Chronic Care Professional (CCP) program. Case studies and practice examples for improving patient engagement, self-care, adherence and lifestyle management will be offered. A MI Skill-Building Workshop Manual is provided to each attendee. CCP is a recommended, but not required prerequisite. This workshop meets a core training requirement for Registered Health Coach.

Conference Agenda

Friday October 5, 2012

8:30 am to 9:00 am | Becoming a Registered Health Coach (RHC)[®]
A Pathway to Proficiency & National Recognition

Faculty

- Blake Andersen, PhD, President & CEO, HealthSciences Institute

Validated standards for health coach training and proficiency are not widely used. As a result, the quality of health coaching services that payers and consumers receive is often unmeasured and unknown. The Registered Health Coach[®] program incorporates training and proficiency standards for health coaching based on over 300 clinical studies and better patient-level outcomes from “real world” health care settings. Registered Health Coaches are listed in the upcoming PartnersInImprovement National Health Coach Registry.[®]

- Summarize the evidence for the RHC competency model and training requirements
- Share skill-building tips and strategies for reaching health coaching proficiency
- Detail each of the training requirements for the Registered Health Coach
- Detail career opportunities and benefits for Registered Health Coaches

9:00 am to Noon | Achieving Breakthrough Results: Key Strategies for Better Engagement, Quality and Purchaser Outcomes

Faculty

- Blake Andersen, PhD, President & CEO, HealthSciences Institute
- Susan Butterworth, PhD, Associate Professor, Oregon Health & Science University; HealthSciences Institute; MINT Member

Engagement rates define the success of any medical home, ACO or wellness, disease management or care management program. Each needs a strategic plan for engaging patients beyond traditional patient education approaches or financial incentives—which research finds do not lead to long term behavior change. This workshop will share findings from a 2011 National Institutes of Health (NIH)-funded study by HealthSciences Institute faculty and how they were used to achieve engagement rates four-times industry rates in real-world settings. You'll also learn about new strategies and tools for reporting and improving the results of your program using the standardized, validated Health Coaching Performance Assessment (HCPA) system. By moving beyond traditional quality assurance approaches, programs can achieve significant gains in engagement, as well as patient-level clinical and cost results. Learn how your program can compete against competitor marketing claims with breakthrough patient-level results.

- Describe what we have learned from the NIH-funded study about the key characteristics of people who do not participate in wellness and health management programs
- Compare and contrast usual program quality assurance with performance improvement approaches
- Identify how engagement strategies and approaches can be modified to significantly improve engagement rates
- Describe how the proficiency of practitioners and effectiveness of programs can be measured and improved for better engagement and patient-level outcomes



Faculty

Susan Butterworth, PhD, Associate Professor, School of Medicine, Oregon Health & Science University; HealthSciences Institute; MINT Member

Dr. Butterworth has been in the health promotion field for over 20 years. She received her doctoral degree in adult education and training with a cognate in health promotion from Virginia Commonwealth University. Her special area of expertise and research is Motivational Interviewing-based health coaching. She is an associate professor with the School of Medicine at Oregon Health & Science University. She has been awarded two National Institutes of Health (NIH) grants to study the efficacy and impact of health management interventions, and has published multiple papers on the theory and outcomes of health coaching. Dr. Butterworth has led large MI workforce development training programs in a variety of health care and disease management settings. At HealthSciences Institute, she serves as lead technical advisor in the areas of evidence-based health coaching assessment, MI training and performance.



Mike Brody, MSN, PMHNP, VP/Dean of Students, Reed College; HealthSciences Institute; MINT Member

Michael A. Brody, PMHNP received a BA from University of California, Berkeley, a BS in Nursing, and Masters in Nursing, with a specialty in Psychiatry, both from the Oregon Health and Science University (OHSU). He has taught psychopharmacology and psychotherapy as a member of OHSU's clinical faculty. For the past decade he has provided individual and group therapy as a private practitioner, focusing on young adults with a wide range of psychiatric and psychological issues. Mike has been a member of the Motivational Interviewing Network of Trainers (MINT) since 2002. He has provided numerous trainings for a wide range of clinicians, educators and coaches. Mike is currently the Vice President and Dean of Students at Reed College in Portland, Oregon, where he oversees a comprehensive program of support for traditional-age college students, including a robust health and wellness program.



Carol DeFrancesco, MALS, RD & Senior Research Associate, Oregon Health & Science University; HealthSciences Institute; MINT Member

Carol DeFrancesco, MALS, RD is a Senior Research Associate and Registered Dietitian in the division of Health Promotion and Sports Medicine at Oregon Health & Science University (OHSU). She received her Bachelor of Science in nutrition from Oregon State University (OSU) and her Master of Arts in Liberal Studies from Reed College. Carol completed her dietetic internship at Brigham and Women's Hospital in Boston and joined OHSU in 1990 conducting omega-3 fatty acid research and counseling in the Lipid Disorders Clinic. She graduated with honors from both institutions. Carol trained as a Motivational Interviewing trainer in 2000 under William Miller PhD and has since been an active member of the international network of Motivational Interviewing trainers. Carol conducts research investigating the underlying mechanisms of Motivational Interviewing. She teaches sports nutrition, yoga and motivational interviewing at Oregon Health & Science University.



Judy Thomas, RN, CWOCN, CCP, HealthSciences Institute; MINT Member

Judy Thomas, RN, CWOCN, CCP has a rich array of experience in the health care field across nursing practice, disease management, training, and health coaching. She received her Bachelor of Science in Nursing from the Medical University of South Carolina and completed post graduate studies in Wound Ostomy and Continence Nursing through Emory University in Atlanta, Georgia. She was a 2002 recipient of the Palmetto Gold Excellence in Practice Nursing award. Judy has worked in a variety of health care settings that include critical care and home health, pain management, and management of complex high-risk patients. She served as a clinical trainer for a national disease management organization provided motivational interviewing training to nurses. Judy is a member of the Motivational Interviewing Network of Trainers (MINT), an experienced coder using the Health Coaching Performance Assessment.



Blake Andersen, PhD, HealthSciences Institute

For over two decades, Dr. Andersen has been a leader in behavioral medicine, chronic care, health-related behavior change, and organization development. He received a PhD in psychology from the University of Missouri-Columbia, and served on the clinical faculty at the University of South Florida College of Medicine, where he completed post-doctoral studies in health psychology and behavioral medicine. He achieved certification as a Senior Professional in Human Resources (SPHR) and was a team leader with Arthur Andersen Business Consulting in Chicago, leading organization development and learning engagements for multinational companies. Dr. Andersen has led regional health systems change initiatives in States including Minnesota, Wisconsin and one of the largest health care workforce development projects in Florida. He designed and delivered physician practice performance improvement training for ImproveHF, the largest outpatient heart failure performance improvement study to date in the United States.



Registration Terms & Policies

All attendees must register by 5 pm Eastern September 28th. Attendance will be limited and this event is expected to sellout. We strongly recommend that attendees take advantage of reduced tuition fees and reserve a seat early. Onsite registration will not be available. Your seat will not be reserved until payment is received. All check payments must be received within 30 days of registration(s) or your seat(s) will be released.

Tuition payment may be made by check, money order or MasterCard, Visa or American Express. Register online, or via mail or fax.

Online at: www.HealthSciences.org/MI-Conference

Mail the completed registration form to:

HealthSciences Institute
4905 34th St. S., Suite 5300
St. Petersburg, FL 33711

Or fax to 866-640-6060

Make checks or money orders payable to HealthSciences Institute. Federal Tax ID # 27-3867762

There will be no refunds for "no shows" or cancellations. However, registered attendees may send a substitute if unable to attend.

Please submit substitution requests: hsisupport@HealthSciences.org.

Continuing Education (CEs)

Conference attendees may request a Certificate of Attendance onsite which may be submitted to the appropriate entity for CE credit

CCP preconference attendees who complete the Chronic Care Professional (CCP) online program and pass the CCP examination are eligible for 40 continuing education hours.

- **Nurses.** This educational program was approved by the Wisconsin Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.
- **Certified Case Managers (CCMs).** The Chronic Care Professional (CCP) certification program is approved for 40.0 clock hours by the Commission for Case Manager Certification. Approval number 790004883. To claim these CEUs, log into your CE Center account at www.ccmcertification.org.
- **Physicians.** The activity was designated for 40.0 AMA PRA Category 1 Credit(s)TM. The Academy for Continued Healthcare Learning is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

Hotel Information and Reservations

The Gaylord Palms is the official hotel for HealthSciences Institute Motivational Interviewing Health Coaching Conference. Located just 1.5 miles from the front gate of Walt Disney World® and in close proximity to other Orlando theme parks, Gaylord Palms Hotel is just 20 minutes from Orlando International airport. A special group-rate of \$119.00 single/double per night (plus tax) has been arranged for attendees. A daily resort fee, currently \$15.00 will be added to the guest room rate that includes wired/wireless internet in the room, fitness center and shuttle service to all four Disney Theme parks.

Rooms can be reserved by calling the Gaylord Palms at **407-586-2000**. When making your reservation, please refer to "Motivational Interviewing Health Coaching Conference" to receive the group rate. Reservations at the group rate will be accepted while rooms are available or until the cut-off date of Sunday, September 2, 2012. After this date, reservations will be accepted on a space-available basis at the prevailing rate. Availability permitting, the conference room rate will be available three days before and three days after the conference.

Gaylord Palms Resort & Convention Center
6000 West Osceola Parkway
Kissimmee, FL 34746
407-586-2000
www.gaylordhotels.com/gaylord-palms/



National Motivational Interviewing Health Coaching Training Conference Registration Form

Name _____

Job Title _____

Organization _____

Address 1 _____

Address 2 _____

City/State/Zip _____

Telephone _____

E-mail _____

INDIVIDUAL REGISTRATION

MI Health Coaching Training Conference

- Through Tuesday, July 31, 2012 (Save 30%) \$895
- Through Friday, August 31, 2012 (Save 15%) \$1,095
- After Friday, August 31, 2012 \$1,295

CCP Preconference & MI Health Coaching Training Conference

- Through Tuesday, July 31, 2012 (Save 30%) \$1,790
- Through Friday, August 31, 2012 (Save 15%) \$2,190
- After Friday, August 31, 2012 \$2,590

GROUP REGISTRATION

(Four or More Registrations Submitted Same Day)

MI Health Coaching Training Conference

- Through Tuesday, July 31, 2012 (Save 50%) \$647
- Through Friday, August 31, 2012 (Save 40%) \$777
- After Friday, August 31, 2012 (Save 25%) \$971

CCP Preconference & MI Health Coaching Training Conference

- Through Tuesday, July 31, 2012 (Save 50%) \$1,295
- Through Friday, August 31, 2012 (Save 40%) \$1,554
- After Friday, August 31, 2012 (Save 25%) \$1,942

Payment Information

Please send registration form and payment to:

HealthSciences Institute
4905 34th St. S., Suite 5300
St. Petersburg, FL 33711

Fax to: 866-640-6060. Federal Tax ID # 27-3867762



Online registration is available at: www.HealthSciences.org/MI-Conference

Credit Card Information

Cardholder Name _____

Account Number _____

Expiration Date _____ Security Code _____

Important note: Attendance is limited and this event is expected sellout. Your seat is not held until payment is received. All check payments must be received within 30 days of registration(s) or your seat(s) will be released.

There will be no refunds for "no shows" or cancellations. Please see Registration Terms and Policies for more information.