



Health promotion – Primary findings and learning from large scale Health Coaching program





Support and effectiveness to disease management

Preve Oy, together with a network of partners, provides and develops outcomes based services to help health professionals work together with individuals and communities to more effectively manage long-term conditions

Programs available:

- Health coaching
 - Type 2 diabetes
 - CHD/HF

- Health forecasting
 - COPD

- WELL^{AT} WORKTM 
 - Smoking cessation
 - Lifestyle risk prevention

Preve is subsidiary of Pfizer Finland



Health coaching in a nutshell

Health coaching...

- is targeted at patients with long-term conditions or life-style risks.
 - Type 2 diabetes, Coronary Heart Disease, Cardiac Heart Failure
- is comprehensive and personal guidance done by a trained health coach over the phone.
- outcomes are regularly monitored and reported, and
- aims to empower the patient and enhance his/her self-care capabilities.



Changes in life style
& self-care
capabilities

Health
improvements

Changes in
service utilization

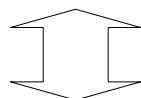
Health care
cost savings



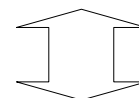
Health coaching is integrated into local processes

Customer's existing processes (local/company specific)

(including guidelines & on-going programs)

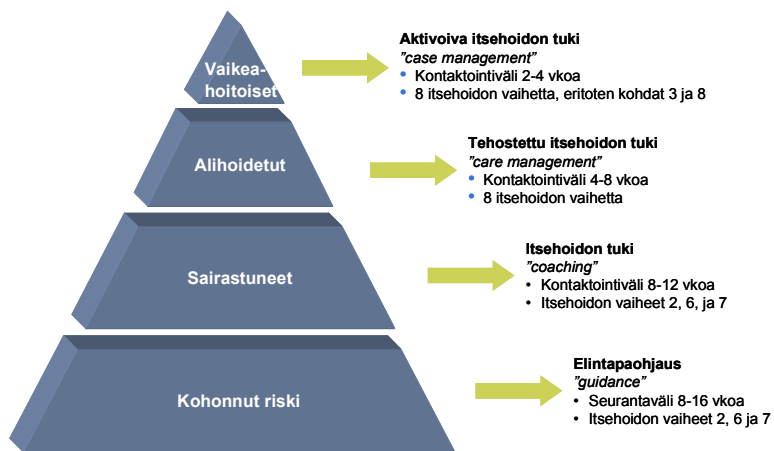


Health coaching model

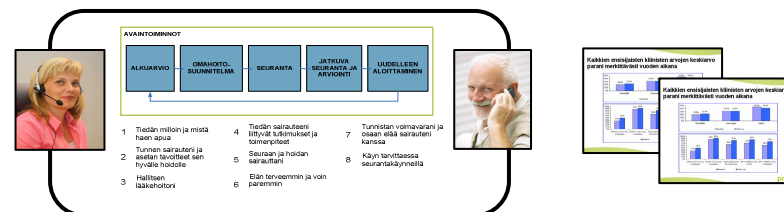


Project management

Patient selection



Coordination of health coaching process and reporting



Technology solutions



Self-care modules

Diabetes

Heart failure

Coronary heart disease

COPD

Asthma

Smoking cessation

Obesity

...



Learning from competence center operations

- Health coaches were dedicated only for outbound calls
- 200 patients per Health coach
 - 50% of their working hours consisted of outbound calls.
- In average one Coaching call per month
 - Frequency varied by patient conditions and knowledge gaps in 8 key priorities.
- Average duration of the call was 30 minutes
 - Initial & final assessment took longer (approx. 60 minutes).
- Training and quality evaluation during the program has standardized the operations
 - No significant difference between the outcomes when the health coaches were compared to each other.





Feedback from the Health coaches

- Telephone makes intervention more personal and more equal.
- No prejudices → only voice defining personality and outlook of the patient
- No nursing actions → Health coaches can focus on coaching
- Learning curve from nurse to Health coach took approximately 1,5 years
- Process and quality evaluation new to nurses.
 - Health coaches felt that recorded calls and external feedback is helping them to develop their capabilities.



Feedback from the patients

- Patients felt that the Health coaching they received was practical.
- Confidential relationship between coaches and patient came naturally and quickly.
- Patients asked for additional control calls after the Health coaching period.
- Some of the patient wanted to meet their Health coach personally, some of them did not.
 - "It is easier to talk to a voice, than to a face".
- Patient felt the Coaching calls were effective.
 - Coaching was consistent but still personal.
 - Topics were agreed for each of the calls.
- The Health coaching was not tied up to certain location.
 - Patients were willing to take calls also during holidays.





Factors with impact on the Health Coaching outcomes

- There were no significant differences between the Health Coaches in the outcomes of the Health Coaching -program.
- Changes were better within the patients who started Health Coaching –program in the later stage compared to those, who started the program in the early stage of the TERVA-project.
 - A quality control for process helped the Health Coaches to learn a new working model.
- The best outcomes were achieved in the age group from 65 to 75 years and partly also in the youngest age group.



Patients were satisfied with the Health Coaching *

- **89,5 %** were satisfied on the Health Coaching they received.
- **86 %** agreed that they learned new things from their Health Coach and this helped them to take care of themselves better.
- **83 %** felt that the content of the Health Coaching answered to their needs.
- **78 %** felt that Health Coaching has increased their ability to cope with their condition.
- **71 %** felt that Health Coaching has improved their health status.
- **70 %** had done positive changes in their lifestyle due to the Health Coaching.

* Patient survey after the Health coaching period (n = 266)



Health Coaching had an impact on both behavioral changes and clinical measures

- Behavioral changes were positive.
 - Smoking
 - Physical activity
 - Alcohol
 - Diet.
- Clinical changes were remarkable.
 - Statistically significant improvements in both systolic and diastolic blood pressure.
 - Waistline narrowed, BMI decreased and glucose homeostasis improved.



Conclusions

- Behavioral changes were obvious.
- There was a positive trend in the clinical markers.
 - Even small changes in clinical markers are remarkable when they are seen in several measures.
 - Type 2 diabetes: The greatest improvements within the patients with the poorest condition at baseline.
- Before the intervention an utilization of health services was random and an impact of the used services was uncertain – during the intervention the utilization didn't decrease but the impact of the interventions improved.
- There is a need to pay more attention to the integration of the new operations model to get the greatest benefit.



Thank You!

More info:

Jari Turpeinen
Head of Services Business Unit
Preve Oy (A division of Pfizer Oy)
Tietokuja 4, FI-00330 Helsinki, Finland
Mobile +358 40 841 1973
Fax +358 9 4300 4330,
<mailto:jari.turpeinen@preve.fi> or
<mailto:jari.turpeinen@pfizer.com>
www.preve.fi