

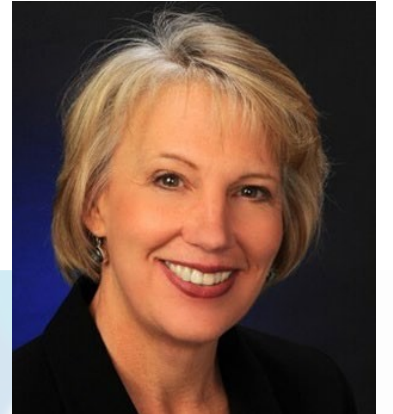
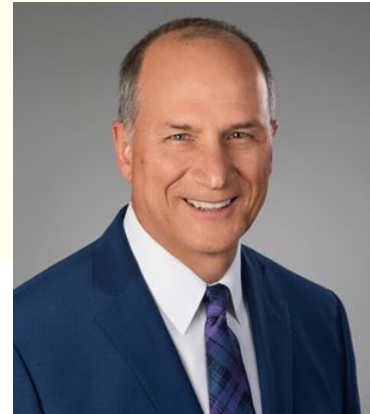


# Humanizing Healthcare

Inspire. Coach. Transform.



HEALTHCARE  
COACHING  
INSTITUTE



# The Business Case for Coaching in Healthcare

**Numerous studies have documented the positive impact of coaching. There are four key benefits of building a coaching culture in healthcare.**

- **Retention**

Retaining professional healthcare providers is vital. The replacement costs, particularly for these providers, professionals and administrators are extremely high – often double the salary for those who leave.

- **Engagement and Satisfaction**

A more advanced, personalized approach to development is required to keep highly educated and skilled professionals motivated, leading to higher retention, engagement and the prevention of burnout.

- **Career Advancement**

Professionals need space to advance in their careers, either through new challenges and responsibilities or being able to contribute to the state of the art in healthcare.

- **Career Extension**

Engaging senior professionals/physicians in new roles beyond what they imagine as retirement can extend the service of those who answered the call to medicine. Offering ways to reduce their clinical workloads appeals to many who desire new ways to contribute to organizational health and wellbeing of professional colleagues. Developing a cadre of these coaches keeps them in the game in ways that serve themselves and those they coach and develop. This also creates a pathway for developing the next and more diverse population of physician leaders



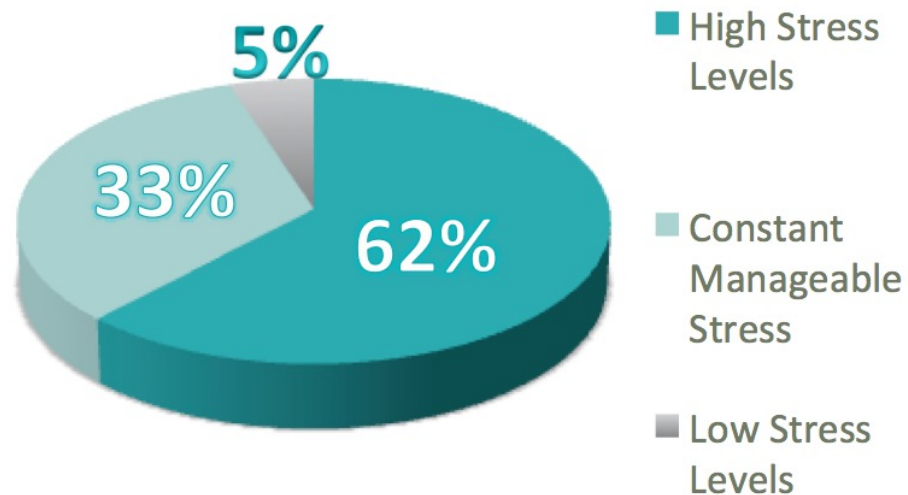


# Relevant Trends in Healthcare Coaching

1. Senior leaders are becoming more proactive and selective about who to coach within the organization – often leaders need to have a performance conversation, which they don't know how to have.  

Realizing Identity is often at stake, so professional coaching ensures providers retain a sense of appreciation and care during performance reviews and other development.
2. More training for leaders to coach – more leadership development so they interface effectively with administrators and colleagues.
3. More coaching for senior leaders where there is a sense of sadness or discontent.
4. Coach executives for innovation in planning.
5. **More Groups – efficient – peer support – sustainable**
6. Reducing barriers for access to wellness coaching – shift culture to self care as a personal obligation.
7. Senior providers/chairs need to shift from sacrifice and lack of self care to model balance. “Coaching requires quite a bit of confidence and courage to cut through this level of impression management”
8. Realize when to bring in professional coaches outside the organization when talent leaders coach those who can hire/fire... there is always an underlying agenda.
9. Teaming – across all provider model balance. Effective team coaching is new in this space.

# The Pandemic Before COVID → Stress



[www.compsych.com](http://www.compsych.com)

- 75 – 90% of medical visits are stress related
- Chronic stress costs the US business economy approximately \$600 B annually
- Depression is the leading cause of disability at work
- Greater risk factor for heart disease and cancer than smoking or eating fatty foods.
- And now, Surgeon General – declares a state of emergency for healthcare providers/burnout.



Gallup July  
2022

**28%** of people said they experienced a lot of sadness the previous day, the highest percentage ever recorded.

**42%** of people said they experienced a lot of worry the previous day, up from 40% in 2020

# The Great Resignation or Quiet Quitting?

## The Great Resignation?

**For physicians** it can also be the great reprioritization – which is also resulting in the “great reduction” – request to work less hours.

**For nurses and other providers** – mid-level, they may not leave the practice of medicine, but they can be hired away easily for perceived better cultures, more pay or less hours.

*These trends change the frame for coaching in healthcare. HCI brings cohorts together who are committed to change the conversation and the cultures in organizations.*



# Coaching – the great disruptor and tool for leading change

Our unique approach to teaching coaching skills for healthcare professionals is based on two core beliefs:

1. The most effective coaching conveys ownership of outcomes in a change agile and learning culture
2. Leadership that embraces coaching begins with deep listening and a dialog that starts with, “what can you imagine?”





# What is Coaching?

- The International Coaching Federation (ICF) defines coaching as *partnering* with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential, which is particularly important in today's uncertain and complex environment.
- Coaches honor the client as the expert in his or her life and work and believe every client is *creative, resourceful, and whole*.

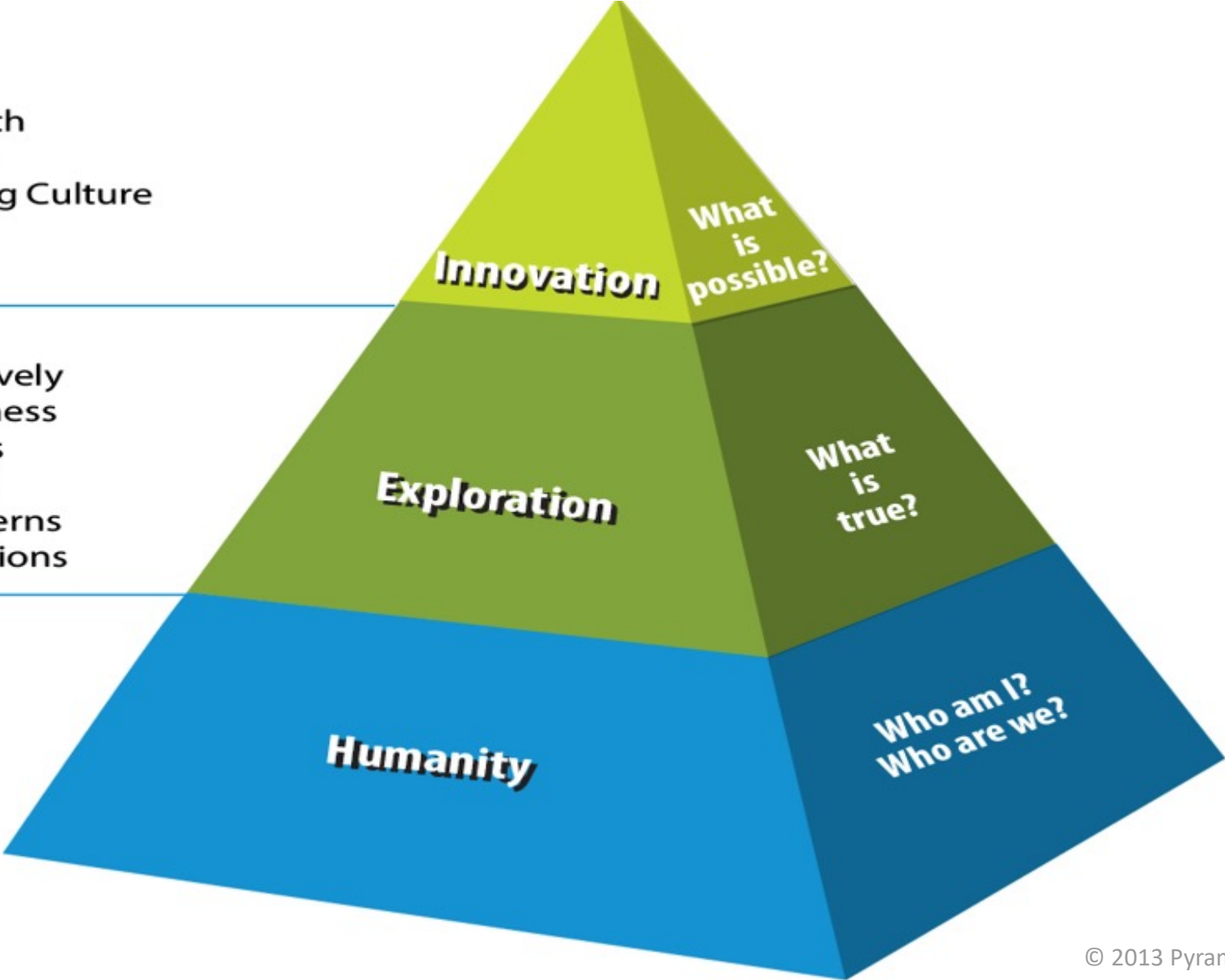


# Coach Competency Development Model

Facilitate Growth  
Design Actions  
Create Coaching Culture  
Ignition  
Celebration

Listen Actively  
Inquire Reflectively  
Expand Awareness  
Catch Emotions  
Access Wisdom  
Recognize Patterns  
Share Observations

Trust  
Safety  
Presence  
Ethics  
Wholeness  
Partnership



## Special Offer NCHL Program 2023

**Prerequisite – LENS Member and Leadership Experience  
Free Online ICF Ethics Course through ICF Portal**

### **Course Objective: NCHL Leadership Coach Certification - ACC**

Coach training to become self-aware, wholly curious, and compassionate through introduction and practice of a conversational model and coach competency toolkit that satisfies coursework and mentoring requirements for foundational leadership coach certification. (ICF Associate Coach Certificate). This *special 64 Hour Course* includes three virtual intensives, weekly two-hour virtual classes and mentor labs. All mentor requirements, a \$2,500 value included.

### **Classes:**

Convene the cohort – 90 min – Evening of Introductions

1. Foundational Intensive #1 – What is Coaching? Introduces the ICF Core Competencies and the HCI Conversational Model – Coaching in Healthcare.
  2. Contracting for Coaching – Assessing Coachability
  3. Cultivating Self as Coach (Leader as Coach) Who I am and Who we are Together
  4. Humanity and Healthcare Intensive #2 – Exploration – Getting to the Source - Evoking Awareness – Emotions and Motivations
  5. Mentor Lab #1 – Establish Desired Outcome
  6. Client Systems and Patterns – Enneagram archetypes and coaching
  7. Healthcare Intensive #3 – Coaching in the Space of Healthcare – Physician Leaders and Professionals – Complexity to Creativity
  8. Creating a Culture of Coaching – Road Map to Agility and Change Readiness plus Introduction to Group Coaching
  9. Mentor Lab #2 – Prep for ICF Coach Exam
- **Ten (10) mentoring experiences including 3 required individual mentoring sessions with Master Coach team to prepare for credential application**
  - **Assigned Buddy/Peer Coaching – these hours outside class count in your need for 100 hours (you will have two different buddies for 3 months each) You will need minimum of 8 individual clients for ACC application with ICF**
  - **All courses qualify for HRCI credits upon request**
  - **Courses qualify for Continuing Medical Education**

# Rates - enrollment dates

## Course Fees:

LENS Premium Members: \$7,250

Other NCHL Members: \$8,000

Non-LENS Members: \$9,500

Class Size: 12 to 20 Participants; selected on a first come, first served basis

## Enrollment information:

Enrollment opens: Tuesday, January 3, 2023

Enrollment Closes: Friday, April 14, 2023




Pre-work includes:

- ICF Ethics Course (no additional charge)
- Student Questionnaire
- Enneagram Assessment

\*Payment must be received prior to the start of the course



# ICF Certification Road Map

Credential	Path	Education	Mentor Coaching	Performance Evaluation	Coaching Experience Hours	ICF Credentialing Exam	ICF Application Fees	Application Timeline
	ACTP/Level 2	60 credit hours*	10 hours*: 7 group, 3 individual	Submit a recording <b>to HCI</b> at PCC level*	100 hours: 75 paid, 25 pro-bono, 8 clients	Required to pass a computer-based written exam administered by ICF	ICF Member: \$175 Non-Member: \$325	4 weeks
	ACSTH	60 credit hours*	10 hours*: 7 group, 3 individual	Submit 1 audio recording & written transcript <b>to ICF</b> at ACC level	100 hours: 75 paid, 25 pro-bono, 8 clients	Required to pass a computer-based written exam administered by ICF	ICF Member: \$375 Non-Member: \$525	18-20 weeks
	ACTP/Level 2	125 credit hours*	10 hours*: 7 group, 3 individual	Submit a recording <b>to HCI</b> at PCC level*	500 hours: 450 paid, 50 pro-bono, 25 clients	Required to pass a computer-based written exam administered by ICF	ICF Member: \$375 Non-Member: \$525	4 weeks
	ACSTH	125 credit hours*	10 hours*: 7 group, 3 individual	Submit 2 audio recordings & written transcripts <b>to ICF</b> at PCC level	500 hours: 450 paid, 50 pro-bono, 25 clients	Required to pass a computer-based written exam administered by ICF	ICF Member: \$650 Non-Member: \$800	18-20 weeks
	Level 3/Portfolio	200 credit hours	10 hours: 7 group, 3 individual	Submit 2 audio recordings & written transcripts <b>to ICF</b> at MCC level	2,500 hours: 2,250 paid, 250 pro-bono 35 clients	Required to pass a computer-based written exam administered by ICF	ICF Member: \$675 Non-Member: \$825	18-20 weeks

