

# Audio Conferences for Health Care Reform



with Georgianna Donadio, DC, MSc, PhD

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Author of *Changing Behavior: Immediately Transform Your Relationships  
with Easy to Learn, Proven Communication Skills*

[www.changingbehavior.org](http://www.changingbehavior.org)

# **Georgianna Donadio – Bio and Background**

**Georgianna Donadio, DC, MSc, PhD, has been a pioneer in the field of behavioral health and communication, working with healthcare professionals and patients to change behaviors that lead to improved health. One of only six American Florence Nightingale scholars, a medical educator and researcher, her pioneering work is the foundation for the award winning, bestselling book *Changing Behavior: Immediately Transform Your Relationships with Easy-to-Learn, Proven Communication Skills.***

**Georgianna is the Director of the National Institute of Whole Health, she blogs for Huffington Post, Dr. Mehmet Oz's Share Care, Daily Strength, Jennings Wire and Easy Health Options. Her expertise has been showcased in hundreds of print, online, radio and TV interviews including on CBS, Wall Street Journal, Oprah.com, WebMD, CNN News, Redbook, Self and Shape Magazines, to name a few.**

**In addition, for 20 years, until recently retiring, she hosted a nationally syndicated cable TV show, Woman to Woman® which explored all topics of interest to women, with a special focus on relationships.**

# Background on Health Care Reform

**The New York Times**

## **Medicare Begin Pay-for-Performance Initiative April 15, 2005**

The New York Times on Friday looked at how Medicare for the first time has begun giving providers financial incentives to meet quality goals. More than 600,000 Medicare beneficiaries by the end of this year will be participating in pilot projects that give physicians and hospitals bonuses for improving medical care. Physicians will get bonuses for demonstrated improvements in care for patients with common chronic diseases such as congestive heart failure, coronary disease, diabetes and high blood pressure. The program involves 10 large groups covering approximately 200,000 patients, the Times reports. Medicare likely will pay \$21 million in bonuses to hospitals during the three-year program. Medicare already has launched a similar pay-for-performance program involving 280 hospitals, and later this spring Medicare will publish on its Web site results on 34 quality measures for those hospitals, the Times reports. A third test project scheduled for later this year will deal with chronic-care management companies that help patients manage diabetes and other chronic illnesses (Kolata/Abelson, New York Times, 4/15/05).

Health care reform began with the election of President Franklin D. Roosevelt, who established national Social Security. This laid the ground work for President Harry Truman, who in 1945, outlined his plan for a national healthcare system.

For a comprehensive article on the history of healthcare reform visit [en.wikipedia.org/wiki/History\\_of\\_health\\_care\\_reform\\_in\\_the\\_United\\_States](https://en.wikipedia.org/wiki/History_of_health_care_reform_in_the_United_States)

## **Before Obama Care**

6 years before President Obama took office in 2008, there were health care reform changes being planned during a Republican term. Various health care institutions collaborated to change the focus of health care delivery.

At that time, the National Institute of Whole Health's board members had been working with the nursing, physicians and pharmacy national accreditation commissions to facilitate the inclusion of a whole person care approach.

In 2005, the NIWH model **became the mandate for "the practice of medicine in all settings"**. Both the **Joint Commission on Accreditation of Health Care Organizations (JCAHO)** and hospitals and the **Institute of Medicine (IOM)** identified these key guidelines, which include:

- > Placing patients at the center of their health care decision making
- > Treating the patient as a whole person
- > Evidenced-based health education for prevention and disease management

**Medicaid/Medicare** current initiatives, currently voluntary but soon to be mandatory, include patient education, prevention of disease states and “Pay for Performance” reimbursement guidelines for medical practices.

## ***Pay for Performance Reimbursement Current Guidelines***

“Pay for Performance” reimbursements are based on a physician’s documentation of **disease prevention, wellness and health education as well as chronic care management.**

The practice outcomes data are also an important part of the pay for performance reimbursement calculations.



# Wellness in Health Care Reform

## Patient Health Educators – Wellness and Chronic Care Professionals

- 10 CAREERS BOOSTED BY OBAMACARE  
Hiring is booming as a result of health reform  
*By Jen Wieczner | MarketWatch –  
Tue, Aug 6, 2013 11:04 AM EDT*



## **Job Outlook - Health Educators and Community Health Workers**

Percent change in employment, projected 2012-22

**Community health workers 25%**

**Health educators and community health workers 21%**

**Health educators 19%**

**Total, all occupations 11%**

Note: All Occupations includes all occupations in the U.S. Economy.

Source: U.S. Bureau of Labor Statistics, Employment Projections program

<http://www.bls.gov/ooh/community-and-social-services/health-educators.htm#tab-6>

## **Job Outlook - Health Educators and Community Health Workers (Advocates)**

Percent change in employment, projected 2012-22

<http://www.bls.gov/ooh/community-and-social-service/health-educators.htm#tab-6>

**Note: All Occupations includes all occupations in the U.S. Economy.**

**Source: U.S. Bureau of Labor Statistics, Employment Projections program**

Employment of health educators and community health workers is projected to grow 25 percent from 2012 to 2022, faster than the average for all occupations. Growth will be driven by efforts to improve health outcomes and to reduce healthcare costs by educating people about healthy habits and behaviors and utilization of available health care services. Health educators and community health workers help people understand how what they do affects their health. The need to provide the public with this kind of information is expected to result in an increased demand for health educators and community health workers.

# The New Mandates

***"The law [the new mandates] puts pressure on employers to reduce their health spending by making workers healthier. That movement is taking the form of new work site-based wellness programs and classes, such as Weight Watchers and fitness challenges. Often, companies will hire coaches to help strategize with employees and design personalized nutrition and fitness programs, and offer workers incentives to participate.***

***Indeed, health educators, who teach people about healthy habits and develop programs to promote those behaviors, are on the Bureau of Labor Statistics' (BLS) list of fastest-growing jobs: The field will grow 25% to nearly 87,000 positions in 2020, according to the BLS. Many of these coaches, who specialize in helping people manage chronic conditions and diseases like diabetes, are employed by wellness companies that sell their services to employers."***

Read more at: [www.wholehealtheducation.com/accreditation/medicalfacilities/](http://www.wholehealtheducation.com/accreditation/medicalfacilities/)

# Affordable Health Care Act

**Section 10408 of the Patient Protection and Affordable Care Act allows Health and Human Services (HHS) to provide grants to businesses with fewer than 100 employees to create comprehensive workplace wellness programs based on evidence-based research and best practices. \$200 million will be appropriated for fiscal years 2012 to 2015. Health care reform legislation outlines the following requirements for workplace wellness programs:**

- Health awareness initiatives, including health education and preventive screenings**
- *Initiatives to change unhealthy behaviors and lifestyle choices, including counseling, seminars, online programs and self-help materials***
- Supportive environment efforts, including workplace policies to encourage healthy lifestyles, healthy eating, increased physical activity and improved mental health.**

# The Coaching Movement

Largely relegated to the arenas of Leadership, Executive, Life and Sports environments, in the last 10 years the transfer of coaching skills and personal goal setting has found its way into the health and wellness fields in an attempt to address the lack of time with providers and to encourage patient participation.

Health and Wellness coaching is the term used to describe communication skills and competencies that lead to enhanced lifestyle choices. NB: Health or Wellness Coaching is not a health insurance billable or reimbursable service.

# Function of a Coach

Within the current medical and healthcare system it is well understood that providers are not afforded the time to sit with their patients or clients and explore with them their individual concerns or health goals; or the possible obstacles they may experience in an effort to reach their goals.

In an ideal scenario a health coach would provide the time and goal facilitation for the client to achieve their desired outcomes, creating a win-win-win for patient-provider-insurance payer.

# The Reality of Behavioral Change

What has been evidenced about behavior change over the past 35 years is that all change is stressful and difficult for human beings but health behaviors changes are the most difficult because these behavior originates from an individual's early conditioning and self-esteem.

Research from the University of Michigan, (Brenden Nyhan, 2006) demonstrates that unless an individual's beliefs, values and worldview shift they will not make behavioral changes. The 34 years of research by NIWH demonstrate that unless new information is presented in a way that can *shift* these decisive elements for an individual, they will dig their heels in rather than change. Whole-Person Health Education provides the information an individual needs to make a shift in their self-care and health behaviors.



# Defining Health Coaching for Health Insurance Billing

As of July, 2013, here is information provided by one of the leading nationally credentialed health insurance billing and coding experts regarding the question of whether or not health or wellness coaching services could be billed and paid for within the current medical billing and coding model.

**“The question is not whether services can be provided - it is it whether or not the service provided may be billed and/or reimbursed. For example, Genetic Counselors may be able to provide counseling legally, but they are not yet recognized by most if not all payers and so cannot bill directly for their services, even though there are CPT codes for the services they provide!**

***There are no billing codes specifically for coaching. Coaching is included in E/M or Preventative "counseling" or "education" and the associated codes, but not identified as either "health or wellness coaching".***

## Evaluation & Management Health Education Services E/M

A patient must present with a health problem or concern for an evaluation and management (E/M) service to take place. To be part of an evaluation and management service, the patient health education provided must relate to the problem being addressed. Though not normally considered a key E/M component for billing purposes, counseling, which includes health education, can *become* a key component in selecting an E/M level of care when counseling and/or the physician's coordination of the patient's care with other healthcare providers, including the counselor or educator, becomes the dominant part, or more than 50%, of the patient visit.<sup>[1]</sup>

# Who Are Considered Health and Wellness Coaches



## Health Coach

By being hired into one of our Health Coach jobs at Cigna, you'll be a key member of the Cigna team. Professionals in Health Coach careers come from a variety of backgrounds, bringing an assortment of knowledge and skills to every area of our business.

# Who Are Considered Health and Wellness Coaches

The **Cigna Health Advisor program** matches individuals with personal health coaches – **nurses, nutritionists, behavioral health professionals, or certified health educators** - who help people reach their health goals through:

- **education**
- referrals to specialized programs
- treatment decision support
- Cigna Health Advisor coaches help people evaluate treatment options and help them make informed decisions regarding cost, quality and healthy behaviors.



What is a health coach?

**A health coach is a nurse or other health care professional who can help you with all of your health needs.** When you have a health issue, you need to focus your energy on getting the care you need and getting better. You shouldn't have to find your way through the health care system alone.

- Your health coach can provide you with extra support if you have a condition, like asthma, diabetes, or heart disease by:
- **Helping you understand** your doctor's diagnosis and treatment plan. Helping you determine what to ask your doctor or health care provider
- Supporting you before, during, and throughout your recovery from a hospital stay by making follow-up calls and helping you access what you need from your health plan and the health care system
- Suggesting other health and wellness programs that can help



Q. What is a wellness coach?

A: A wellness coach is a health professional dedicated to teaching you new techniques to support positive change. This is someone who can help you increase your motivation, build your confidence, and become your healthy best. Your coach is specially trained to help you break through barriers that may have held you back in the past. **He or she is a health education professional** skilled in motivational counseling techniques. **All of our wellness coaches are trained to provide coaching services based on clinical guidelines and adult learning theory.**

www.gahmj.com • July 2013 • Volume 2, Number 4

## **Global Advances in Health and Medicine Journal**

### **Role of the Coach**

“One issue for future investigation is the role of the coach and specifically whether one coach can play multiple roles effectively.

Of the literature that provided sufficient information to determine the presence of content education for participants, 91% included content education as a key addition to the coaching process.

**It was not uncommon to see coaching provided as an adjunct to educational modules, as well as to observe education components provided to a primarily coaching intervention.”**

# **Adding One-on-One or Group Evidence-Based, Whole Health and Wellness Education to Your Skills Set**

Most CHES, Nurses, Educators and other healthcare specialists do not have one-on-one training to provide their clients the most current, demystified yet evidence-based health information to assist them in discerning how they would like to make lifestyle changes

Clients want Four Specific Questions answered by their provider, no matter what their specialty.

Studies show that having the right communication skills and understanding what the client is seeking are the most important missing pieces in today's health care practices.

# **The Four Questions an Educators Most Important Task**

- Are you listening to me?
- Can you explain how or why this happened?
- Do you care what I know about my body and my health concerns or do you just want to tell me what you know?
- Can you explain what I can do to take control over my health concerns?



# Chronic Care Professional National Certification

One of the most currently sought after disease prevention credentials is the HealthSciences Institute's Chronic Care Professional national certification. This up to date, **Population Health certification** is endorsed by:

- 1- Case Management Society of America
- 2- Population Health - Care Continuum Alliance
- 3- National Association of Disease Management and Wellness Professionals

# NIWH Learners Can Test-Out for the CCP National Certification

The NIWH Whole Health Curriculum has been evaluated by HealthSciences Institute. Due to the level of educational excellence and the comprehensive Whole Health curriculums which are focused on disease prevention, patient health education, shared decision making and health advocacy, all NIWH learners may elect to test-out of the CCP certification at a **65% savings** over the entry cost of the CCP training program and on-line certification testing.

# Chronic Care Professional

The Chronic Care professional is a health professional trained in Population Health designed to reduce preventable disease.

A healthcare professional with CCP certification has an additional credential in disease prevention that is highly desirable for employment with insurance company Human resources, Workplace Wellness, Tele-care staff employment, Corporate and Human Resources Wellness Departments.

# National Provider Identification Number

Qualified, credentialed Health Professionals who have related degrees or post-professional training in patient health education and skills to provide individual clients or small group educational sessions, can apply for an NPI (National Provider Identification) number that will allow for the following insurance reimbursement benefits:

1. Flex Spending Payments
2. Private Insurance Billing
3. Receipts for Out of Network Services
4. Tax deductible health education services
5. Enhanced credential for job placement and healthcare provider billing

# Quote from an NIWH Graduate

***"I recently completed the NIWH's Whole Health Education [certification] program for Nurses. I found the entire program engaging and motivational. I have applied for and received my NPI number as a health educator. The NPI number allows for free standing clinics to partner and/or contract with me and also receive payment for my services as well as meet the requirement of meaningful use as required by the Affordable Care Act.***

***The NPI number also allows my personal clients to be reimbursed, either partially or fully, by their private insurances or flexible spending plans. This relieves a financial burden for my clients and increases their chances for success through additional sessions. I look forward to beginning the licensed Master Teacher program NIWH will be offering!"***

***Melissa Sperry, RN, BSN***

# SUMMARY

Health education is now a key focus in health care reform for disease prevention, wellness promotion and chronic care coordination.

Health professionals with a scope of practice that includes health education, or credentialed health educators with training in group or one-on-one patient education, have an excellent opportunity to expand their work to the next level and become credentialed as a health care provider with professional liability insurance, optional CCP test-out and an individual NPI number.

## **For More Information**

If you wish to receive more information about training to qualify for Health Education professional liability insurance, the Chronic Care Professional Test-Out through NIWH, applying for an individual NPI number, or NCHEC approved CE contact hours, please contact the National Institute of Whole Health.

1- 888-354-HEAL (4325)  
or e-mail [gd@niwh.org](mailto:gd@niwh.org)