



MBA, Margaret Moore (Coach Meg), Co-Director, Institute of Coaching at McLean Hospital, affiliate of Harvard Medical School; CEO, Wellcoaches Corporation

Key-Note Presentation, Mittwoch, 6. Juni 2012

Health & Wellness Coaching in America: A Call to Action

Given that the treatment of lifestyle-related diseases makes up 70% of health care costs in the US, the next economic crisis that looms is the ballooning of health care costs associated with an epidemic of preventable lifestyle-related diseases. Even though the evidence for lifestyle medicine as a means to improve mental and physical health and prevent and ameliorate lifestyle-related diseases is well established, sustained engagement is woefully inadequate. A key strategy to address this crisis is to launch the professional health and wellness coach who is a well-trained expert in facilitating sustainable lifestyle change, supporting wellness and disease prevention, and serving as a motivating role model. This talk will review the science – theory and evidence - which underpins the work of health and wellness coaches in diverse clinical and wellness settings, and explore four coaching mechanisms of action designed to deliver lasting change.

Biography

Margaret Moore, MBA, is a 17-year veteran of the biotechnology industry in the UK, Canada, US, and France. In 2000, she shifted to prevention and well-being and founded Wellcoaches Corporation, strategic partner of the American College of Sports Medicine, now a standard-bearer for professional coaches in healthcare and wellness having trained more than 5,000 health professionals as health and wellness coaches in 32 countries. Margaret is co-founder and co-director of the Institute of Coaching at McLean Hospital, an affiliate of Harvard Medical School, and co-director of the annual Coaching in Leadership & Healthcare conference offered by Harvard Medical School. She co-leads the National Consortium for Credentialing of Health & Wellness Coaches, a consortium of 73 organizations devoted to developing a national certification, training and education standards, and a collaborative coaching research agenda.

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Important Literature

Frates EP, Moore MA, Lopez CN, McMahon GT: Coaching for behavior change in psychiatry. *Am J Phys Med Rehabil* 2011;90:1074-1082.

[Coaching Psychology Manual](#), Lippincott, Williams & Wilkins, 2009

[Climbing up Mount Lasting Change](#); *ACSM Health & Fitness Journal* July 2009

[Relational Flow: Theoretical Model for the Intuitive Dance](#), *ICF Coaching Research Proceedings* 2006

[Principles of Behavioral Psychology in Wellness Coaching](#), *ICF Coaching Research Proceedings* 2005