



The Role of Medical Coaching in Patient-Centered Treatment

“Transforming Oncology Care Through Empowerment and Collaboration”

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IUMS

International Certified Medical and PQ Coach



How familiar are you with the concept of medical coaching?



- Please answer between 1 to 5:
- 1 = Not familiar at all
- 5 = Very familiar



How critical do you think patient-centered care is in oncology?

- 1 = Not critical
- 5 = Absolutely necessary



In your experience, what is the most significant challenge in providing truly patient-centered care?

- A. Lack of time
- B. Communication barriers
- C. Emotional distance between doctor and patient
- D. Lack of proper tools or training

How much do you think a patient's mindset and emotional resilience influence their treatment outcomes?



- A. Significantly
- B. Somewhat
- C. Minimal impact



How important do you think communication skills training is for medical professionals?

- 1 = Not important
- 5 = Absolutely essential



AGENDA:

- What Is Coaching?
- What Is Medical Coaching?
- Why Patient-Centered Treatment Matters?
- Challenges in Oncology Care!
- The Role of Medical Coaching
- How Can We Apply Coaching in Oncology?
- Vision for the Future
- Call to Action
- Q&A



Roots of Coaching:

- Human Potential movement, 1960
- Sport Coaching, 1910-1920
- Psychotherapy, Freud, Carl Jung,
- Workplace Coaching, 1930

Definition of Coaching:

- “A Socratic-based future-focused dialogue between a facilitator (coach) and a participant (coachee or client), where the coach uses a range of techniques, methods, and psychological approaches to help the participant improve performance, develop skills, or achieve goals.”
- ***Jonathan Passmore***
- A prominent figure in coaching psychology

THE HEALTH AND WELLBEING COACHES' HANDBOOK

A Practitioner's Guide for Clinicians, Coaches and Health Professionals

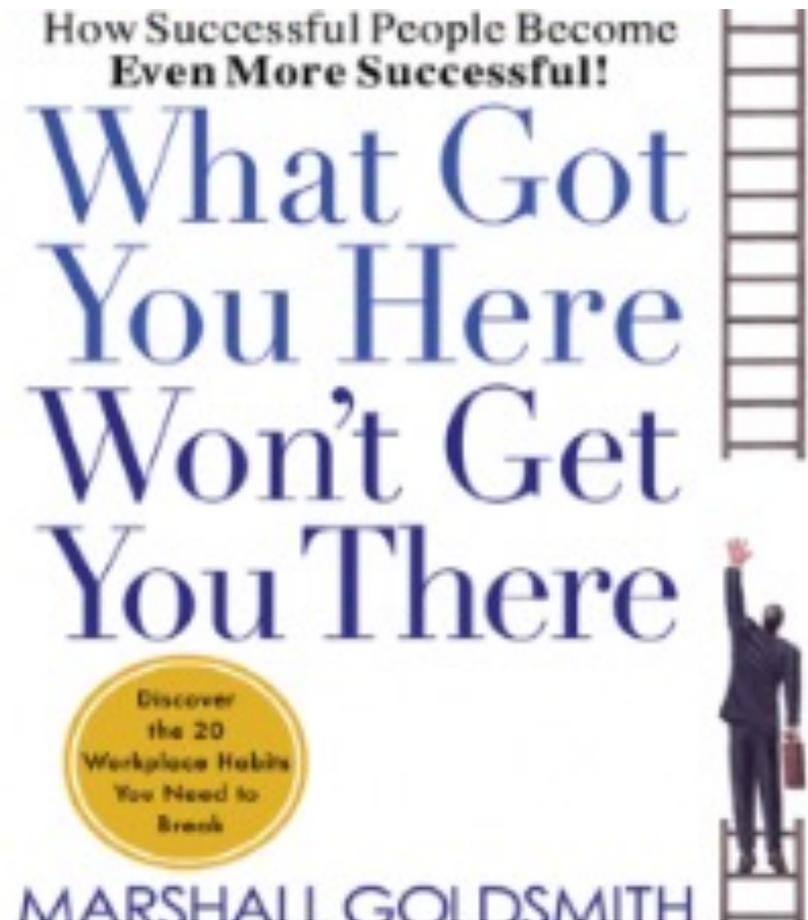
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BADRI BAJAJ AND LINDSAY G. OADES



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Definition of Coaching:

- “Coaching is helping successful leaders achieve positive, lasting change in behavior: for themselves, their people, and their teams.”
- ***Marshall Goldsmith***
- A renowned Executive Leadership coach

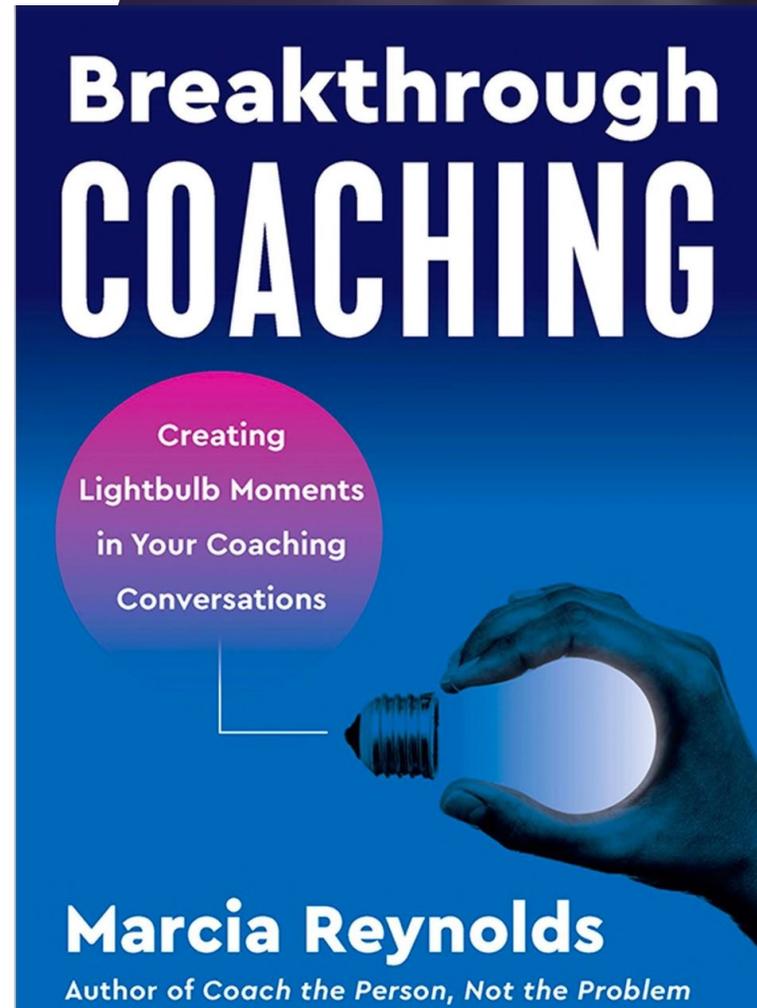


Definition of Coaching:

- “A good coach is a skillful thought designer, breaks through the frames of your stories. Your perspective of yourself expands, options appear and the choice you have been wanting to make, shines through.
- ***Marcia Reynolds***
- A prominent coach and author

30 January 2025

coaching.com

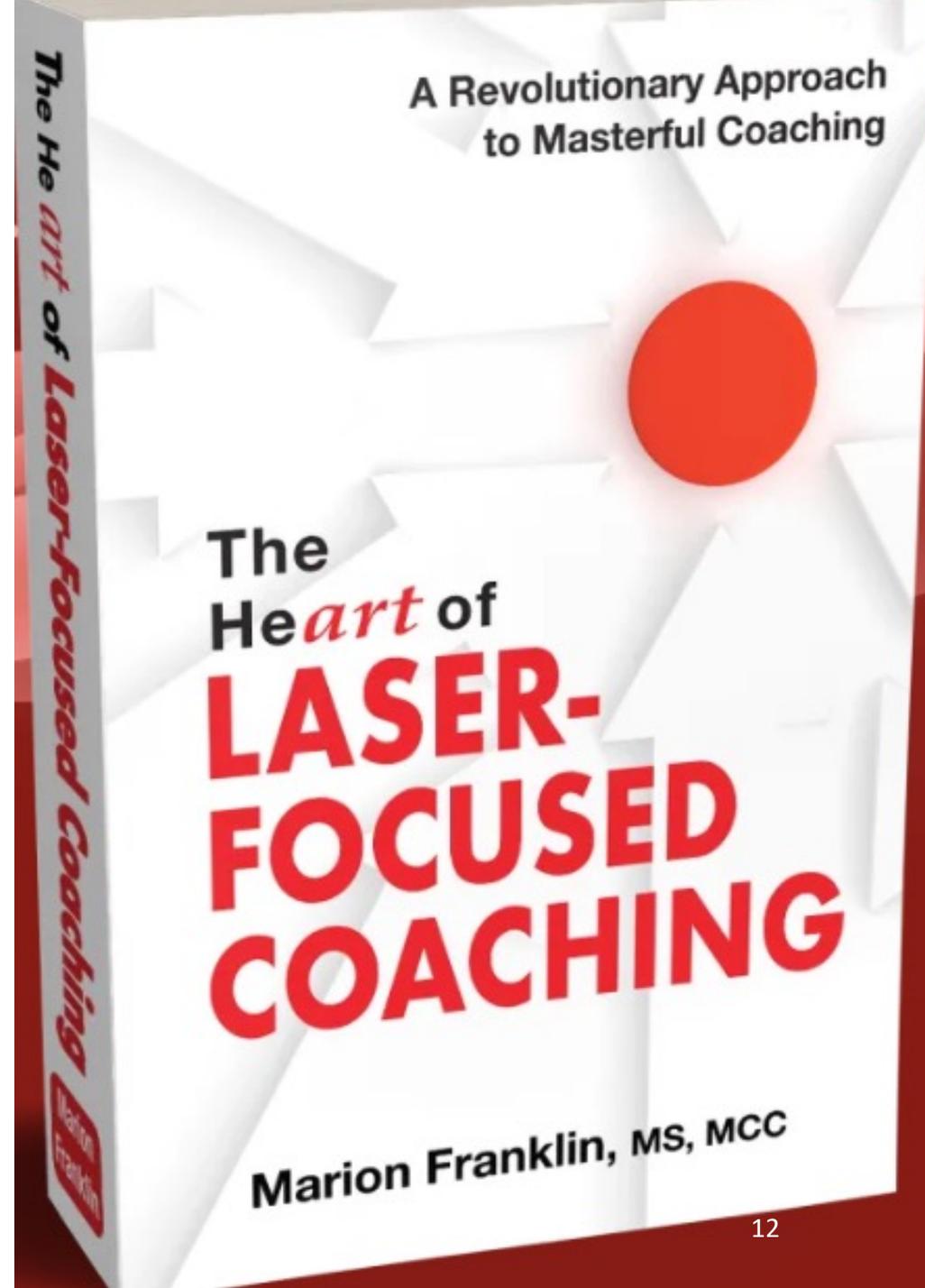


Dr. Marcia Reynolds

*Bestselling Author and
Creator of Breakthrough Coaching*

Definition of Coaching:

- “Coaching is a process of helping individuals uncover and shift perspectives, leading to clarity, empowerment, and meaningful action aligned with their values and goals.”
- ***Marion Franklin***
- A master ICF coach and author



Definition of Coaching:

- ***ICF (International Coaching Federation):***
- “Partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential.”



ICF Core Competencies

A. Foundation

1. Demonstrates Ethical Practice

DEFINITION: Understands and consistently applies coaching ethics and standards of coaching.

2. Embodies a Coaching Mindset

DEFINITION: Develops and maintains a mindset that is open, curious, flexible and client-centered.

B. Co-Creating the Relationship

3. Establishes and Maintains Agreements

DEFINITION: Partners with the client and relevant stakeholders to create clear agreements about the coaching relationship, process, plans and goals. Establishes agreements for the overall coaching engagement as well as those for each coaching session.

4. Cultivates Trust and Safety

DEFINITION: Partners with the client to create a safe, supportive environment that allows the client to share freely. Maintains a relationship of mutual respect and trust.

5. Maintains Presence

DEFINITION: Is fully conscious and present with the client, employing a style that is open, flexible, grounded and confident.

C. Communicating Effectively

6. Listens Actively

DEFINITION: Focuses on what the client is and is not saying to fully understand what is being communicated in the context of the client systems and to support client self-expression.

7. Evokes Awareness

DEFINITION: Facilitates client insight and learning by using tools and techniques such as powerful questioning, silence, metaphor or analogy.

D. Cultivating Learning and Growth

8. Facilitates Client Growth

DEFINITION: Partners with the client to transform learning and insight into action. Promotes client autonomy in the coaching process.



ابوعلی سینا در کتاب شفا

ابوعلی سینا در کتاب شفا اخلاق را به عنوان بخشی از فلسفه عملی معرفی می‌کند که هدف آن هدایت انسان به سوی سعادت و کمال است. او باور دارد که سعادت حقیقی انسان در هماهنگی و تعادل بین قوای نفس (قوه عقلانی، غضبیه و شهویه) نهفته است.

وی بر این نکته تأکید دارد که پرورش فضایل اخلاقی، مانند عدالت، حکمت، شجاعت و عفت، نقش اساسی در رسیدن به این تعادل دارد. او معتقد است که عقل باید کنترل قوای دیگر را در دست داشته باشد تا انسان از افراط و تفریط دوری کند. در نگاه ابن‌سینا، اخلاق نه تنها به زندگی فردی انسان، بلکه به زندگی اجتماعی نیز مربوط می‌شود و هدف نهایی آن ایجاد هماهنگی و نظم در جامعه است.



فلسفه ابن‌سینا

شرحی نو بر الهیات شفا با تکیه بر درس‌گفتارهای استاد حشمت‌پور





What Is/ Isn't Coaching's Field of action?

- **3Ds Concept:**

- **Dreams**
- Main field
- **Distress**
- **Contract, Qualified, Experienced**
- **Damage (Mental Health Issue, Traumatic Events)**
- **Refer to Helping Professionals**



Some Different types of coaching:

- 1. Executive Coaching
- 2. Leadership Coaching
- 3. Career Coaching
- 4. Life Coaching
- 5. Health and Wellness Coaching
- 6. Business Coaching
- 7. Performance Coaching
- 8. Relationship Coaching
- 9. Team Coaching
- 10. Positive Intelligence (PQ) Coaching
- 11. Financial Coaching
- 12. Academic Coaching
- 13. Agile Coaching
- 14. Spiritual Coaching
- 15. Transformational Coaching
- 16. Medical Coaching
- 17. Mindset Coaching
- 18. Emotional Intelligence Coaching
- 19. Sports Coaching
- 20. Diversity and Inclusion Coaching



Theory Based Approaches:

- Cognitive-Behavior Theory
- Solution-Focused
- Psychodynamic
- Gestalt
- Positive-Psychology
- Transformational
- Existential
- Narrative
- Transactional
- NLP
- Ontological
- Neuroscience-Based
- Systemic Theory
- Sociology
- Art
- Others...



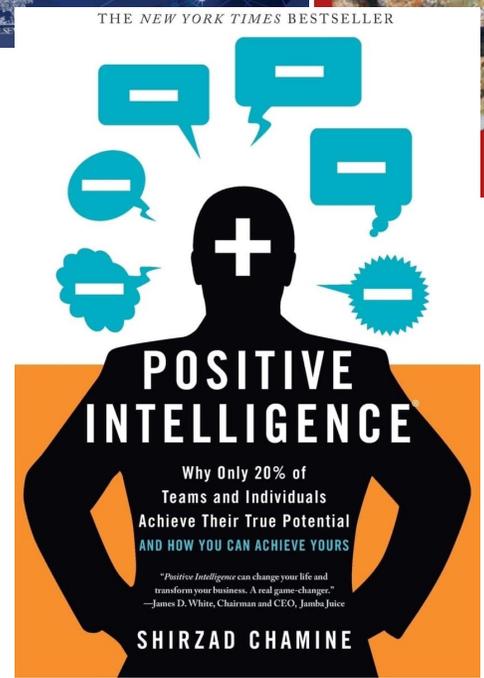
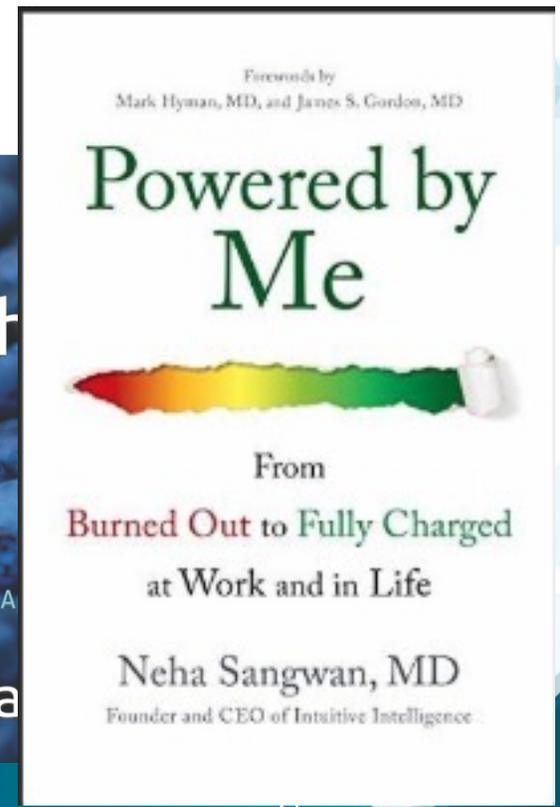
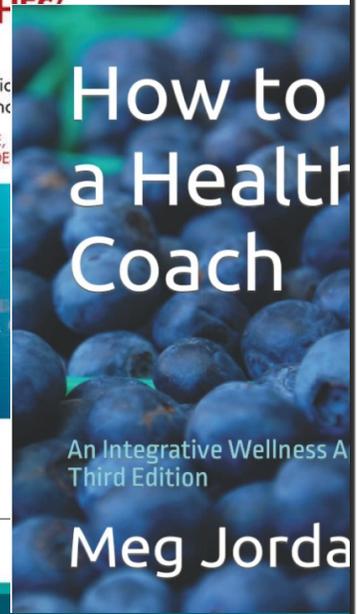
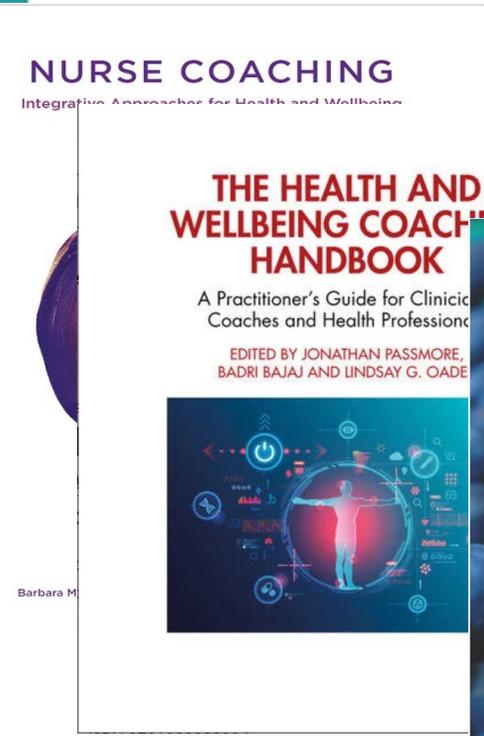
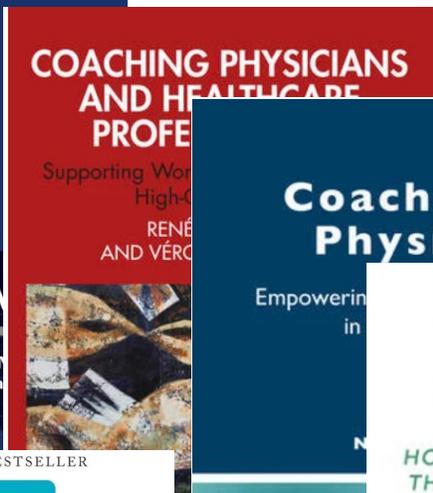
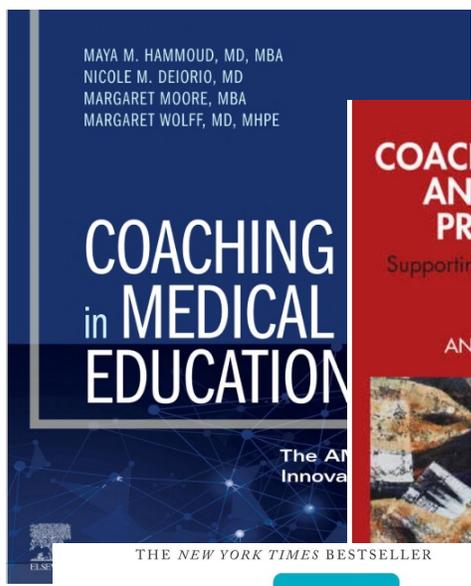
What is Health Coaching?

- A patient-centred process that is based upon behaviour change theory and is delivered by health professionals with diverse backgrounds. The actual health coaching process entails goal setting determined by the patient, encourages self-discovery in addition to content education and incorporates mechanisms for developing accountability in health behaviours.
- “The practice of health education and health promotion within a coaching context, to enhance the wellbeing of individuals and to facilitate the achievement of their health-related goals. The distinction being the focus on self-discovery, which echoes Whitmore’s primary aims of coaching as a process that focus on two goals: Self-awareness and personal responsibility.

What Is Medical Coaching?

- Medical coaching is a specialized form of coaching that focuses on supporting individuals—such as healthcare professionals, patients, and caregivers—facing challenges related to health, medical conditions, or the demands of the healthcare environment.
 - Empowerment
 - Collaboration
 - Resilience
 - Communication.
- Professionalism
 - Humanity
 - Equity







Health Leadership & Learning Network
Faculty of Health

Cancer Coaching to Enable Patients/
Survivors in Cancer Self-Management:
The Healthcare Model of the Future



ORIGINAL ARTICLE

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**Coaching as a Tool for Personal and Professional
Development in a Problem-Based Learning
(PBL) Medical Curriculum: A Qualitative Study**

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ABSTRACT

REVIEW ARTICLE

WILEY

Implementing coaching programmes for healthcare professionals—A review of the barriers and facilitators

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Abstract

Background: The European Union faces severe and worsening personnel shortages in healthcare. Coaching has emerged as a human-centred strategy to enhance sustainable employment and retention. While the number of efficacy studies on coaching continues to grow, knowledge about the barriers and facilitators to implementing coaching interventions among healthcare professionals (HCPs) remains scarce.

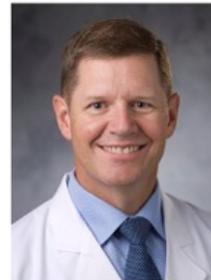
Objectives: This systematic review aimed to describe common barriers and facilitators to the implementation of



Coaching, Mentorship and Leadership in Medicine: Empowering the Development of Patient-Centered Care

Preface

Coaching, Mentorship, and Leadership in Medicine: Empowering the Development of Patient-Centered Care



Dean C. Taylor, MD



Carolyn M. Hettrich, MD, MPH



Jonathan F. Dickens, MD



Joe Doty, PhD

Editors



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Health & Wellness Coaching

A consultation or class with a trained health and wellness coach can help you achieve your wellness goals and connect you with resources for accountability and support.

Con

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EXERCISE & FITNESS

Health coaching is effective. Should you try it?



Community as Medicine: Bringing Health Coaching to Low-Income Healthcare Settings

 Tell a Friend



Community As Medicine:

9/12/2023

When: Tuesday, September 12, 2023
11:00 AM

Where: United States



SHIRI BEN-ARZI



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ABOUT ME

Although diagnosed with a rare chronic illness in 1999 and predicted a low chance of survival, her personal and professional achievements until now are proof that there is always a choice – for the patient, the medical team, and everyone surrounding them.

Shiri's vision is to facilitate change in the medical system through medical coaching and communication skills, adherence, resilience, and medical leadership training. She is the recipient of ICF Ireland's Medical Coach Award of 2016 and Coach Supervisor Award of 2017.



Publication	Medical profession	Specificity of the job	Effects of coaching
van Mierlo, Meiland & Dröes (2012) [74]	Informal caregivers of dementia patients	Caregivers are observed to experience high levels of stress, depression and burden	1. Telecoaching in combination with institutional support (day care units) reduced the burden and incidence of health problems among informal caregivers of dementia patients
Aboalshamat, Hou, & Strodl (2013) [75]	Medical and dental students	Psychological health disturbances, high levels of stress, depression and anxiety – confirmed by examination	2. Significant improvement in mental health (among others, in the area of depression, the sense of self-efficacy and satisfaction with life)
Schneider, Kingsolver & Rosdahl (2014) [76]	Physicians	Exposure to stress	3. Greater resistance to stress, indirect positive effect on patient care
Gazelle et al. (2014) [27]	Physicians	Exposure to burnout	4. Improved functioning, extended self-awareness, increased mental resilience
Palamara, Kauffman, Stone, Bazari, & Donelan (2015) [77]	Physicians and residents	Limited support for residents, lack of experience, long working hours, time pressure, exaggerated stress reactions are conducive to burnout.	5. Less emotional exhaustion and burnout among residents. Positive assessment of the coaching program
Fares et al. (2016) [28]	Medical students	A high level of stress related to studies. Exposure to burnout	6. Reducing the incidence of stress and burnout by influencing stress-coping methods



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Commentary | Published: 17 January 2024

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Medical students as health coaches: adding value for patients and students

Research article | [Open access](#) | Published: 03 June 2020

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Coaching as a Model for Facilitating the Performance, Learning, and Development of Palliative Care Nurses

Cristina Costeira^{1,2,3} , Maria A. Dixe^{1,2}, Ana Querido^{1,2,4} , Joel Vitorino⁵ and Carlos Laranjeira^{1,2,6} 

Abstract

Palliative care nurses experience huge pressures, which only increased with cor- tion on the new demands for nursing care should include an evaluation of whic- mented in clinical settings. This paper discusses the impacts and challenges of in- care nursing. Evidence suggests that coaching strategies can foster emotional self among nurses. The current challenge is incorporating this expanded knowledge i- egies can contribute to nurses' well-being, empower them, and consequently humanized care focused on the particularities of end-of-life patients and their f

Keywords

coaching, mental health, palliative care, nurse leaders, evidence-based practice

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Barr and Tsai *BMC Nursing* (2021) 20:74
<https://doi.org/10.1186/s12912-021-00594-3>

RESEARCH ARTICLE

Open Access

Health coaching provided by registered nurses described: a systematic review and narrative synthesis

Jennieffer A. Barr and Lily P. Tsai*



BMC Nursing

Coaching in Medical Education:

- AMA(American Medical Association) Academic Coaching in Medical Educations:
- more effective relationship and better performance, level up curiosity, growth mindset, resilience, motivation, skills, well-being and...
- **The main topics of this process are:**
 - Coaching Basics
 - Relationship Building
 - Portfolio Coaching
 - Skills Coaching
 - Well-being Coaching
 - Struggling Learner Coaching
 - Disengaged Learner Coaching
 - Appreciative Inquiry Model





Challenges in Oncology Care

“Why Do We Need a New Approach?”

- **Challenges faced by physician**
- **Healthcare workers**
- **Caregivers**
- **Challenges faced by patients**
- **Public Health**

Key Advantages of Medical Coaching for Patients



- **Empowering Patients**

- **Increased Autonomy:**

Medical coaching helps patients feel more in control of their care by involving them in shared decision-making.

- **Enhanced Self-Efficacy:**

Patients gain confidence in managing their treatment plans, side effects, and emotional challenges.



Key Advantages of Medical Coaching for Patients

- **Improved Communication**

- **Bridging Gaps:**

Coaching facilitates open dialogue between patients and healthcare providers, ensuring that patient concerns, values, and preferences are heard.

- **Clarity and Understanding:**

Patients gain a clearer understanding of their diagnosis, treatment options, and outcomes, leading to informed decisions.

Key Advantages of Medical Coaching for Patients



- **Emotional and Psychological Support**

- **Reducing Anxiety:**
- Coaching provides tools to manage stress, fear, and uncertainty often associated with cancer.
- **Promoting Resilience:**
- Patients learn strategies to maintain hope and emotional strength during treatment.



Key Advantages of Medical Coaching for Patients

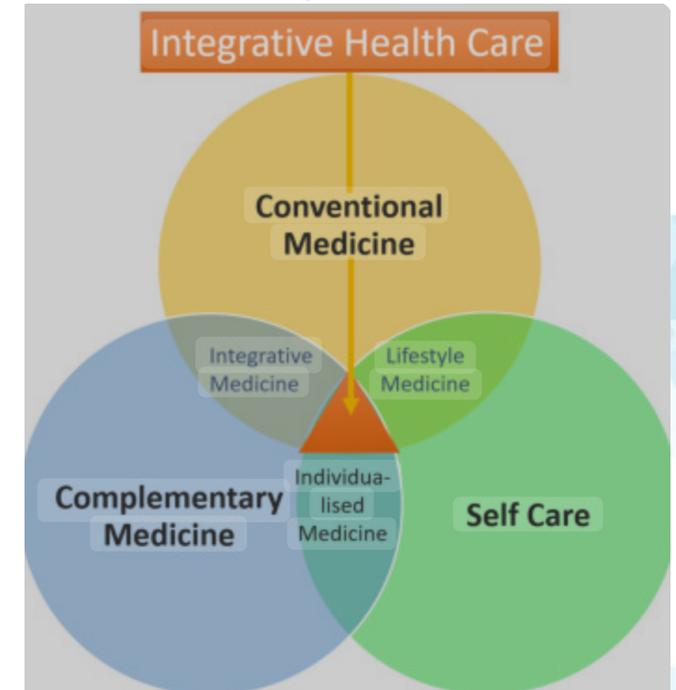
- **Enhanced Treatment Adherence**

- **Motivation and Accountability:**
- Coaches support patients in staying committed to their treatment regimens by addressing barriers like fatigue, side effects, or emotional resistance.
- **Goal Setting:**
- Patients work with coaches to set realistic and achievable goals, keeping them focused and engaged.



Key Advantages of Medical Coaching for Patients

- **Holistic Care**
 - **Focus on Quality of Life:**
 - Medical coaching emphasizes physical, emotional, and social well-being alongside clinical outcomes.
- **Personalized Approach:**
 - It tailors support to each patient's unique needs, aligning with patient-centered care principles.



Key Advantages of Medical Coaching for Patients



- **Empathy and Connection**
- **Strengthening Relationships:**
- Coaching fosters empathy and trust between patients, caregivers, and medical teams.
- **Reducing Burnout:**
- A supportive coaching environment can also mitigate emotional fatigue for caregivers and physicians.



Key Advantages of Medical Coaching for Patients

- **Long-Term Benefits**

- **Improved Outcomes:**
- Engaged and informed patients often experience better clinical outcomes, higher satisfaction with care, and improved overall well-being.
- **Sustainable Lifestyle Changes:**
- Coaching can inspire lasting health-promoting behaviors, such as better nutrition, exercise, and stress management.

Key Advantages of Medical Coaching for Patients



- **Emotional and Psychological Benefits**
 - Stress Reduction
 - Building Resilience
 - Emotional Regulation
 - Improved Coping Skills
 - Enhanced Hope and Optimism

Key Advantages of Medical Coaching for Caregivers



“There are only four kinds of people in the world. Those who have been caregivers. Those who are currently caregivers. Those who will be caregivers, and those who will need a caregiver.” *Rosalyn Carter*





Key Advantages of Medical Coaching for Caregivers

- **Physical Strain**

- **Exhaustion:** Caregivers often experience fatigue due to the physical demands of providing care, such as assisting with mobility, administering medications, or helping with daily activities.

- **Neglect of Self-Care:** Many caregivers prioritize the patient's needs over their own, leading to poor sleep, unhealthy eating habits, and a lack of exercise.

- **Increased Risk of Illness:** Prolonged stress and physical strain can weaken the caregiver's immune system, making them more susceptible to illness.

Key Advantages of Medical Coaching for Caregivers



- **Emotional and Psychological Stress**
 - **Emotional Burden:** Caregivers frequently experience anxiety, sadness, or depression as they witness the suffering of their loved one.
 - **Guilt and Helplessness:** They may feel guilty for not doing enough or helpless when the patient's condition worsens despite their efforts.
 - **Anticipatory Grief:** Caring for a terminally ill patient often involves grieving the impending loss even before it occurs.
 - **Burnout:** Constant caregiving responsibilities with little respite can lead to emotional exhaustion and burnout.



Key Advantages of Medical Coaching for Caregivers

- **Financial Challenges**

- **Loss of Income:**
- Many caregivers must reduce work hours or quit their jobs to provide full-time care, resulting in financial strain.
- **High Medical Costs:**
- Covering treatment-related expenses, transportation, and medications can place a significant financial burden on families.



Key Advantages of Medical Coaching for Caregivers

- **Lack of Knowledge and Training**
 - **Inadequate Preparation:**
 - Many caregivers are not trained to manage complex medical needs, such as administering medications, managing feeding tubes, or recognizing complications.
 - **Decision-Making Pressure:**
 - Caregivers often face overwhelming decisions regarding treatment options, palliative care, or end-of-life care without sufficient guidance.



Key Advantages of Medical Coaching for Caregivers

- **Social Isolation**
 - **Reduced Social Interaction:**
 - The demanding nature of caregiving often leaves little time for socializing, leading to feelings of isolation and loneliness.
 - **Strained Relationships:**
 - Relationships with family and friends may suffer due to the caregiver's limited availability or emotional stress.



Key Advantages of Medical Coaching for Caregivers

- **Role Confusion**

- **Blurred Boundaries:**

- Caregivers may struggle to balance their roles as family members and care providers, leading to feelings of role ambiguity and stress.

- **Neglect of Personal Identity:**

- They may lose their sense of self as they become entirely consumed by their caregiving role.



Key Advantages of Medical Coaching for Caregivers

- **Communication Barriers**

- **Challenges with Healthcare Providers:**
- Caregivers may feel excluded from important discussions or struggle to communicate effectively with the medical team.
- **Lack of Emotional Support:**
- They may feel unsupported by healthcare professionals, family, or friends, contributing to frustration and stress.



Key Advantages of Medical Coaching for Caregivers

- **Ethical and Moral Dilemmas**

- **End-of-Life Decisions:**

- Caregivers are often involved in making difficult decisions about treatment withdrawal, resuscitation, or hospice care, which can be emotionally taxing.

- **Conflicting Priorities:**

- Balancing the patient's wishes with the family's needs and their personal beliefs can create internal conflict.



Key Advantages of Medical Coaching for Caregivers

- **Impact on Caregiver Health and Well-Being**
 - **Chronic Stress:**
 - Prolonged caregiving can lead to chronic stress, which may manifest as headaches, hypertension, or other stress-related conditions.
 - **Mental Health Issues:**
 - Caregivers are at an increased risk of depression, anxiety, and post-traumatic stress disorder (PTSD).

Key Advantages of Medical Coaching for Caregivers



- **Lack of Support Resources**
 - **Limited Access to Respite Care:**
 - Many caregivers lack access to temporary relief, leading to continuous caregiving without breaks.
 - **Unawareness of Available Resources:**
 - They may be unaware of community services, counseling, or financial assistance programs that could help alleviate their burden.



Key Advantages of Medical Coaching for Caregivers

- **Education and Training:** Providing caregivers with proper medical training and resources to manage the patient's needs.
- **Emotional Support:** Offering counseling, peer support groups, and coaching to help manage emotional stress.
- **Respite Care Services:** Temporary relief services to give caregivers time to recharge.
- **Financial Assistance:** Programs to help alleviate the financial burden of caregiving.
- **Involvement in Care Plans:** Encouraging healthcare providers to actively include caregivers in care discussions and decisions.

Key Advantages of Medical Coaching for Public Health



- **Improved Public Health Outcomes**
- **Enhanced Treatment Adherence**
- Patients are more likely to follow treatment plans when they are actively involved in decision-making and their preferences are respected.
- **Reduced Disease Burden**
- By addressing not only the disease but also social, psychological, and environmental factors, PCT helps prevent disease progression and reduces long-term healthcare needs.

Key Advantages of Medical Coaching for Public Health



- **Improved Public Health Outcomes, Cont,**
- **Prevention-Oriented Care**
 - PCT emphasizes education and prevention, encouraging patients to adopt healthier behaviors (e.g., smoking cessation, healthy diet, regular screenings).
- **Efficient Resource Utilization**
 - PCT reduces unnecessary hospitalizations, tests, and procedures by tailoring care to patient needs and preferences.
 - It also decreases healthcare costs while optimizing resource allocation.

Key Advantages of Medical Coaching for Public Health



- **Impact on Population-Level Public Health**

- **Health Equity**

- PCT reduces disparities by addressing social determinants of health (e.g., economic status, cultural differences).

- **Improved Community Health Metrics**

- Broad adoption of PCT leads to lower prevalence of preventable diseases, higher vaccination rates, and better management of chronic conditions.

Key Advantages of Medical Coaching for Public Health



- **Impact on Population-Level Public Health**
- **Enhanced Health Literacy**
 - Education integrated into PCT improves patients' understanding of their conditions, empowering them to make informed decisions and promoting preventive care within communities.
- **Better Healthcare Accessibility**
 - PCT encourages the development of inclusive care models that prioritize patient convenience, such as telemedicine, home care, and community clinics.

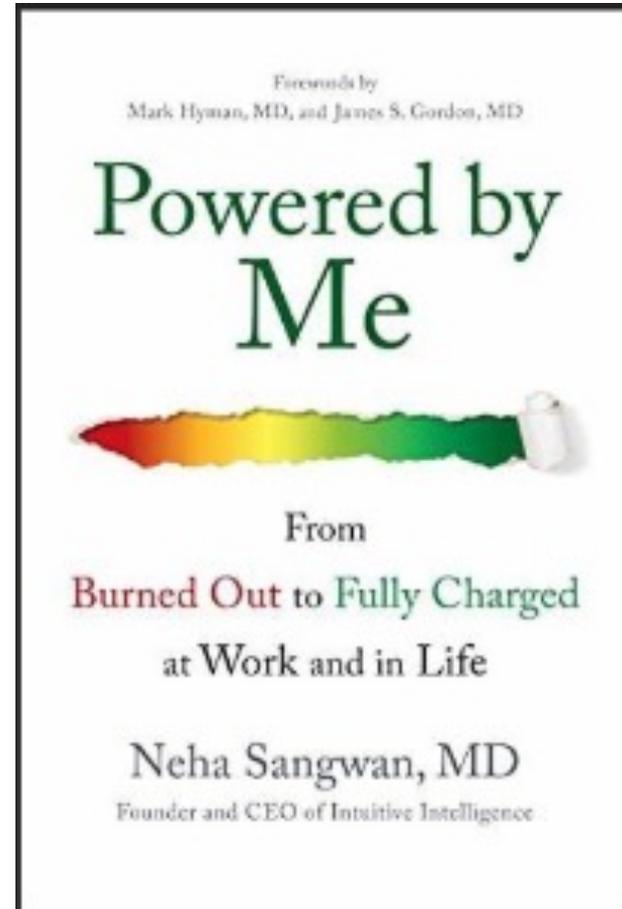
Key Advantages of Medical Coaching for Public Health



- **Economic Benefits**
- **Cost-Effective Care**
 - By reducing unnecessary interventions and hospital readmissions, PCT significantly lowers healthcare costs for both patients and the system.
- **Patient Retention**
 - Satisfied patients are more likely to return to the same healthcare provider and recommend services to others, benefiting institutions.

Key Advantages of Medical Coaching for Physicians

- **Burnout Prevention and Management**
- Burnout is common among physicians due to high stress, long working hours, and emotional demands.
- Encourages self-awareness to identify early signs of burnout.
 - Teaches stress management techniques like mindfulness and emotional regulation.
 - Supports the development of work-life balance and resilience.





Neha Sangwan, MD

ABOUT

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FROM BURNED OUT TO FULLY CHARGED AT WORK AND IN LIFE

BOOK A CALL



Burnout is associated with an increased risk of cardiovascular disease, musculoskeletal pain, and even premature death.





Coaching as a method for potentially reducing the risk of burnout in medical professionals

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RESEARCH ARTICLE

Impact of coaching on physician wellness: A systematic review

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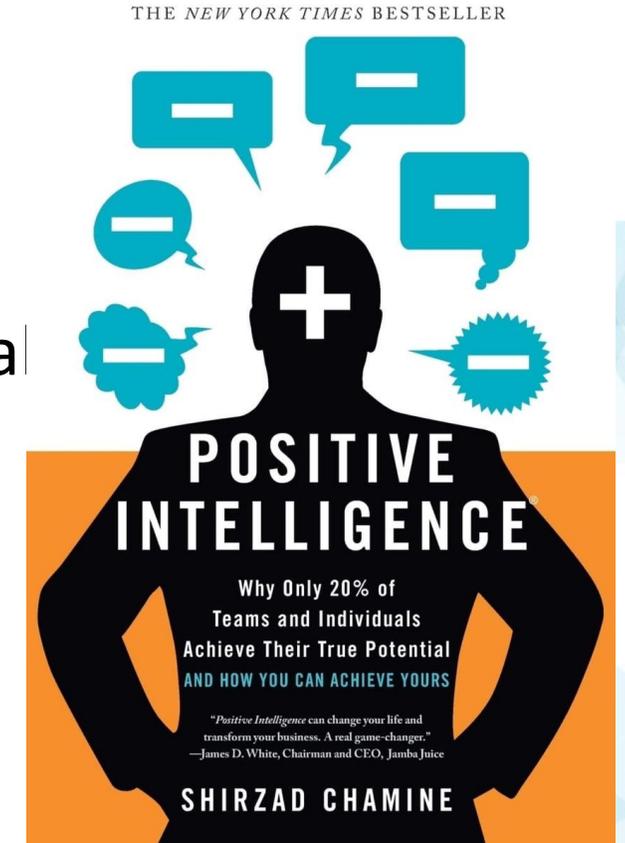
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Abstract

Physician wellness is critical for patient safety and quality of care. Coaching has been successfully and widely applied across many industries to enhance well-being but has only recently been considered for physicians. This review aimed to summarize the existing evidence on the effect of coaching by trained coaches on physician well-being, distress and burnout. MEDLINE, Embase, ERIC, PsycINFO and Web of Science were searched without language restrictions to December 21, 2022. Studies of any design were included if they involved physicians of any specialty undergoing coaching by trained coaches and assessed at least one measure along the wellness continuum. Pairs of independent reviewers determined reference eligibility. Risk of bias was assessed using the Cochrane Risk of Bias Tools for Randomized Controlled Trials (RCTs) and for Non-randomized Studies of Interventions (ROBINS-I). Meta-analysis was not possible due to heterogeneity in study design and outcome measures as well

Key Advantages of Medical Coaching for Physicians

- **Enhancing Emotional Intelligence**
- Physicians often struggle with maintaining empathy while managing clinical responsibilities.
- Strengthens self-awareness, empathy, and interpersonal skills.
 - Improves patient-physician communication and trust.
 - Helps in managing emotions in high-stress environments.



Key Advantages of Medical Coaching for Physicians



- **Leadership Development**

- Physicians in leadership roles often lack formal training in management and team dynamics.
- Develops skills like decision-making, conflict resolution, and team collaboration.
 - Builds confidence to lead with clarity and vision.
 - Encourages adaptive leadership styles for diverse teams.

Key Advantages of Medical Coaching for Physicians



- **Improving Communication Skills**

- Communication breakdowns can lead to patient dissatisfaction and medical errors.
- Teaches active listening and effective questioning techniques.
- Guides physicians in delivering difficult news with compassion.
- Enhances collaboration among multidisciplinary teams.

Key Advantages of Medical Coaching for Physicians



- **Career Development and Satisfaction**
- Many physicians feel stuck in their career or experience a lack of fulfillment.
- Clarifies career goals and personal values.
- Encourages exploration of new roles, specializations, or opportunities.
- Helps in setting realistic and fulfilling professional goals.

Key Advantages of Medical Coaching for Physicians



- **Coping with Emotional and Ethical Challenges**
- Physicians face moral dilemmas, patient loss, and emotional strain.
- Provides a safe space for reflection and emotional processing.
- Offers tools to navigate ethical decision-making with confidence.
- Reduces emotional fatigue by fostering mental clarity and resilience.

Key Advantages of Medical Coaching for Physicians



- **Time Management and Efficiency**

- Heavy workloads and administrative tasks overwhelm physicians.
- Teaches prioritization and delegation techniques.
- Improves focus and productivity through structured goal-setting.
- Reduces stress by creating actionable and manageable schedules.

Key Advantages of Medical Coaching for Physicians



- **Enhancing Teamwork and Collaboration**

- Physicians often work in silos, leading to miscommunication and inefficiency.

- Promotes better team dynamics and shared decision-making.

- Encourages mutual respect and understanding among team members.

- Builds stronger connections between physicians, nurses, and other staff.

Key Advantages of Medical Coaching for Physicians



- **Enhancing Patient-Centered Care**
- Physicians may focus more on clinical outcomes and less on the patient's personal experience.
- Encourages shared decision-making and deeper patient engagement.
 - Teaches physicians to address emotional, cultural, and personal factors in care.

Key Advantages of Medical Coaching for Physicians



- **Increasing Resilience in Crisis Situations**

- Physicians often face high-pressure situations, such as pandemics or emergencies.
- Strengthens mental resilience to handle crises effectively.
- Teaches coping strategies to manage stress and uncertainty.

Key Advantages of Medical Coaching for Physicians



- **Conflict Resolution and Difficult Conversations**

- Physicians often face conflicts with patients, families, or team members.

- Equips physicians with skills to handle disagreements constructively.
 - Helps navigate emotionally charged conversations with empathy and professionalism.

Key Advantages of Medical Coaching for Physicians



- **Managing Change and Transitions**
- Physicians face frequent changes, such as adopting new technologies, shifting roles, or adjusting to healthcare reforms.
- Provides tools to adapt to change effectively and minimize stress.
 - Encourages a growth mindset to embrace new challenges and opportunities.

Key Advantages of Medical Coaching for Physicians



- **Coping with Medical Errors**

- The emotional and professional toll of medical errors can be overwhelming.
- Creates a safe space to process emotions and reduce guilt or self-doubt.
 - Focuses on learning from mistakes to improve future practices.

Key Advantages of Medical Coaching for Physicians



- **Strengthening Professional Boundaries (ASSERTIVENESS)**
- Physicians often blur the lines between professional responsibilities and personal well-being.
- Encourages self-reflection to set healthy boundaries with patients and colleagues.
- Helps physicians balance empathy with professional distance.

Key Advantages of Medical Coaching for Physicians



- **Supporting Diversity, Equity, and Inclusion & Belonging (DEIB)**
- Physicians work with diverse patient populations but may lack cultural competency.
- Enhances awareness of biases and fosters cultural humility.
- Promotes equitable treatment and inclusivity in healthcare settings.

Key Advantages of Medical Coaching for Physicians



- **Preparing for Retirement or Career Transitions**

- Transitioning out of practice can be emotionally and professionally challenging.
 - Provides guidance on planning for retirement or exploring new career paths.
 - Helps manage the emotional impact of transitioning from a long-term role.

Key Advantages of Medical Coaching for Physicians



- **Fostering Innovation and Creativity**

- Physicians may become stuck in traditional methods, resisting innovation.

- Encourages creative problem-solving and new approaches to patient care.

- Inspires innovation in treatment methodologies and care delivery.

Key Advantages of Medical Coaching for Physicians



- **Developing Teaching and Mentorship Skills**
- Physicians often mentor students or residents without formal teaching skills.
- Enhances communication and feedback skills for effective mentorship.
- Encourages physicians to be inspiring role models in their field.

Key Advantages of Medical Coaching for Physicians



- **Promoting Wellness Programs and Healthy Lifestyles**
- Physicians may neglect their own health and well-being while caring for others.
- Supports physicians in adopting and sustaining healthy habits.
- Encourages physical, mental, and emotional self-care practices.



The 8 pillars of lifestyle medicine

- **Evidence-based interventions that promote health and prevent or manage chronic diseases:**
 - Healthy Eating
 - Physical Activity
 - Restorative Sleep
 - Stress Management
 - Tobacco and Alcohol Avoidance
 - Healthy Relationships
 - Substance Abuse Prevention
 - Behavioral and Mental Well-Being



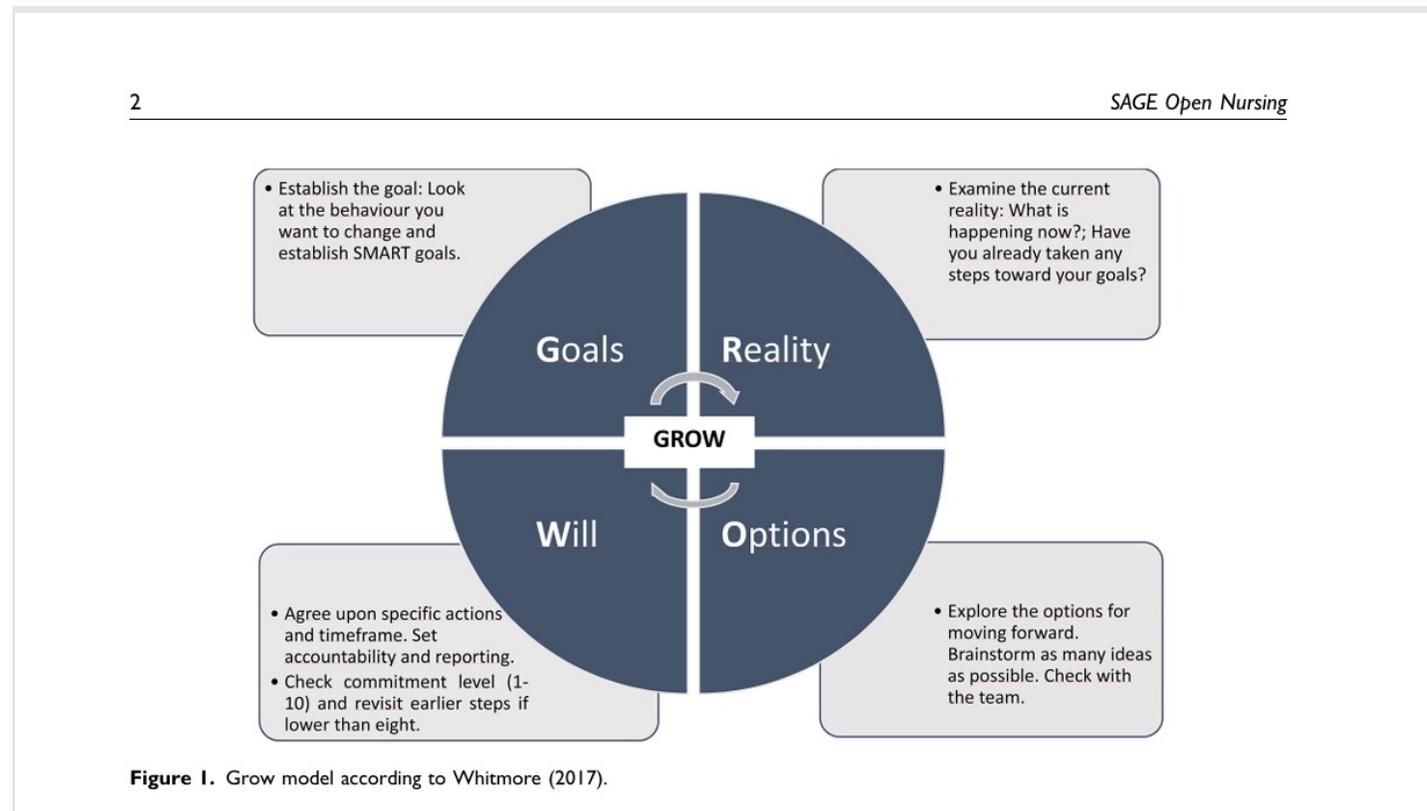
How Can We Apply Coaching in Oncology?

- Burnout
 - PQ Coaching
 - Self-care
 - Assertiveness
 - Resilience
 - Time management
 - Stress management
 - Anger management
 - active listening
 - motivational interviewing
 - Adult Learning
 - Build trust
 - Improve communication skills
 - Encourage patient autonomy
- And much more...



How Can We Apply Coaching in Oncology?

- **Grow Model**



SUMMARY



- “Medical Coaching in Patient-Centered Treatment for Cancer Patients”
- **1. Empowers Patients:**
 - Enhances emotional well-being, treatment adherence, and decision-making.
- **2. Supports Caregivers:**
 - Reduces burnout, improves confidence, and promotes self-care.
- **3. Strengthens Public Health:**
 - Improves health equity, resource efficiency, and population outcomes.
- **4. Boosts Satisfaction:**
 - Builds trust, strengthens communication, and personalizes care.
- **5. Economic Benefits:**
 - Reduces costs, prevents hospital readmissions, and optimizes care delivery.



Take-Home Message

- **“Medical coaching is not just an adjunct to oncology care—it is a transformative approach that places the patient, caregiver, and healthcare provider at the heart of cancer treatment. Together, we can create a more compassionate, effective, and patient-centered healthcare system.”**

CALL TO ACTION!



IRAN COACHING NETWORK

شبکه
کوچینگ
ایران
ICN

رویداد

ارتقا سلامت با کوچینگ سلامت



عناوین ارائه ها

- نقش کوچینگ در پیشگیری از بیماری
 - دو گفتگو زنده با رویکرد کوچینگ
 - نقش انسداد هیجانی در بیماری ها
 - کوچینگ و خودکارآمدی در بیماران
 - کوچینگ در مدیریت بیماریهای مزمن
 - کوچینگ برای مراقبین بیماران
 - تجربه عملی اجرا کوچینگ در بیمارها
 - پزشک، پرستار، ماما و ... در نقش کوچ
 - ابزار کوچینگ در توانبخشی
 - تاثیر کوچینگ بر عملکرد تیم درمان
 - توسعه فردی و تیمی کادر درمان
 - نقش انجمن ها و نهادهای سیاستگذار
- کوچینگ سلامت به عنوان فرایندی تخصصی، گفتگو محور تسهیلگر و مبتنی بر شواهد است که به افراد کمک می کند با افزایش آگاهی، تغییر نگرش و رفتار، خودکارآمدی بیشتری را از پیشگیری تا غربالگری، درمان و توانبخشی داشته باشند

تیم درمان (پزشک، پرستار، ماما و ...)

بیماران و مراقبین آنها

عموم مردم و فعالین سلامت

مخاطبین

۲ و ۳ اسفند ۱۴۰۰ الی ۲۰

در بستر گوگل میت



ثبت نام در رویداد



۰۹۱۰۰۰۴۶۳۷۰

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Questions and Reflections



**BE THE CHANGE
YOU WANT TO SEE
IN THE WORLD!**

