

**A New Basis for Health Care :  
Health and Wellness Coaching**

# **The Circle of Life**

**Health Action**

**Roger Jahnke and Rebecca McLean**

**70%**  
**of disease is preventable**

Healthy People 2000, DHHS, 1991, # 91-50213  
National Center For Health Statistics, DHHS, 1992, # 92-1232

**8 of 9**  
**causes of disease are**  
**preventable**

New England Journal of Medicine, Fries, Koop, et al, 329:321-325, 7/93

# Prevention

Old Paradigm =

To clinically assess risk and  
render clinical procedures  
to reduce pathology.

Institutionally and pathologically based, expensive, does not  
foster citizen self reliance.

# Prevention

New Paradigm =

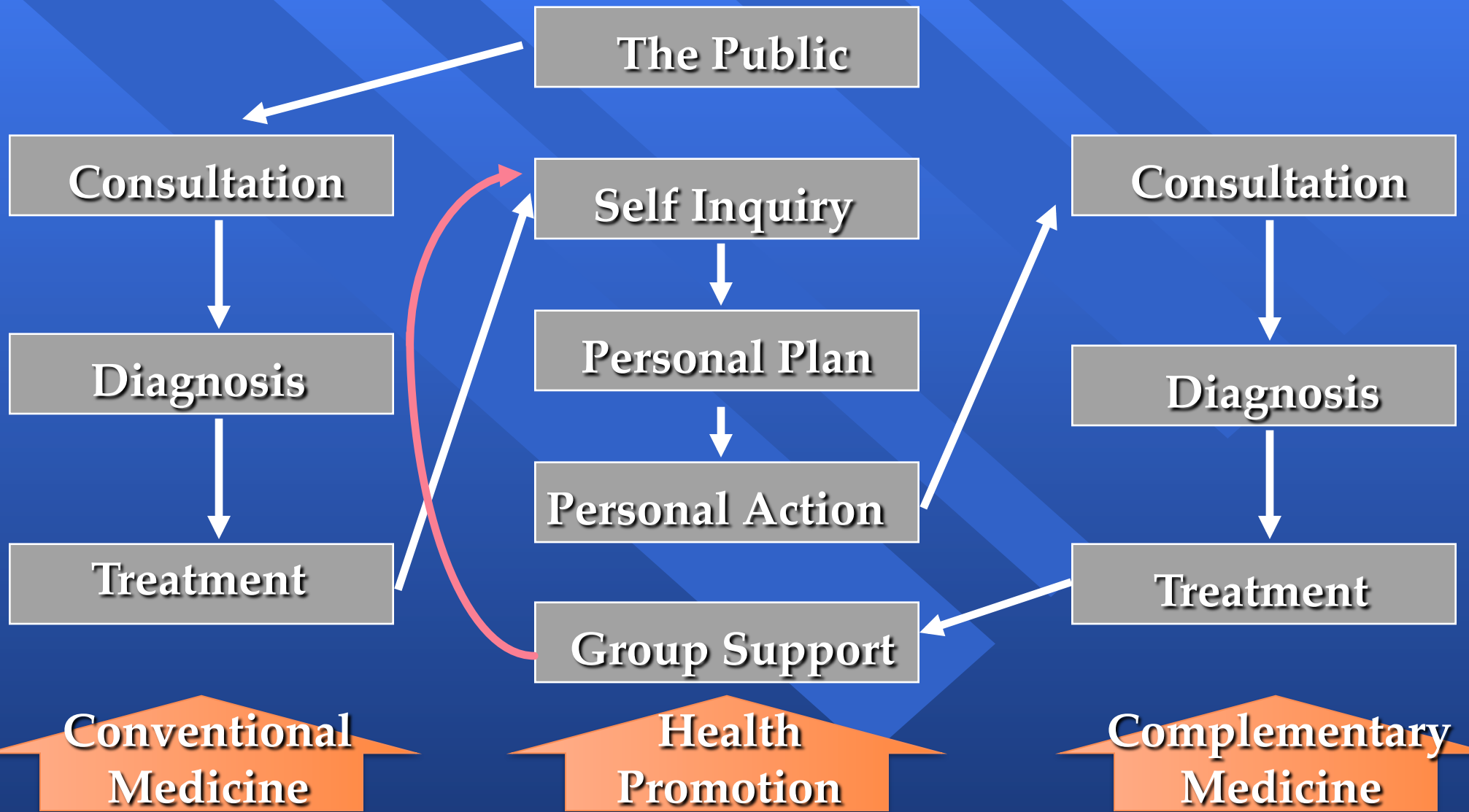
To behaviorally sustain and  
enhance health through  
personal action.

Community based, health based, less expensive, fosters  
citizen self reliance.

# Utilization Frequency and Cost



# Customer Flow, Health Based



# Chain of Causation

## 10 Leading Causes of Death

1. Heart Disease
2. Cancer
3. Cerebrovascular disease
4. Accidents
5. COPD
6. Pneumonia
7. Diabetes
8. Suicide
8. Liver disease and cirrhosis
10. HIV/AIDS

## 9 Actual Causes of Death

- Tobacco
- Diet/activity patterns
- Alcohol
- Microbial agents
- Toxic agents
- Firearms
- Sexual behavior
- Motor vehicles
- Illicit use of drugs

## 8 Root Causes

- Lack of information
- Economic despair
- Meaningless existence
- Low self esteem
- External & internal stress
- Hopelessness
- Anger and frustration
- Powerlessness and fear

Columns 1 & 2 -- Journal of the American Medical Association, McGinnis and Foege, 270:2207-2212, 11/93

Column 3 - Health Action

# 10 Leading Causes of Death

- Heart disease
- Cancer
- Cerebrovascular disease
- Accidents
- COPD
- Pneumonia & flu
- Diabetes
- Suicide
- Liver disease
- HIV/AIDS



# 9 Actual Causes of Death

- Tobacco
- Diet/activity patterns
- Alcohol
- Microbial agents
- Toxic agents
- Firearms
- Sexual behavior
- Motor vehicles
- Illicit use of drugs

- Lack of information and healthful lifestyle skills
- External & internal stress
- Economic despair
- Meaningless existence
- Low self-esteem
- Hopelessness
- Anger and frustration
- Powerlessness and fear

# 8 Root Causes of Death

**How can we do this?**

**The Circle of Life System**

**A Breakthrough in  
Health and Wellness  
Coaching**

# Circle of Life

## Personal Health Action and Self Empowerment System

The Circle System has 6 phases:

- |                                       |                       |
|---------------------------------------|-----------------------|
| 1. Assess, self inquiry, data capture | • Assessment Phase    |
| 2. Evaluate readiness and discuss     | • Readiness Phase     |
| 3. Design life plan - personal change | • Planning Phase      |
| 4. Action plan and implementation     | • Action Phase        |
| 5. Support, resource, accountability  | • Support Phase       |
| 6. Re-evaluation, measure outcome     | • Re-evaluation Phase |

- Nutrition
- Exercise
- Stress mastery
- Relationships
- Finances
- Work
- Play
- Health Care
- Environment
- Life Purpose
- Self Esteem
- Spirituality

# Circle of Life

**Assesses &  
Supports  
Action in  
12 Areas**

- Health educators
- Nurses
- Holistic health coaches
- Social services
- Counselors, therapists
- Occupational therapists
- Physical therapists
- Human resources staff
- Health consultants
- Citizens

# Circle of Life

Who  
Provides  
the  
Coaching?

- Corporations
- Medical institutions
- Schools and universities
- Faith institutions
- Service clubs (scouts, "Y")
- Agencies
- Adult education
- Senior organizations
- Law enforcement
- Military
- Prisons

Co-

(1)labor-

ate

**Low Cost**

•

**Group Based**



Do the Math

# The Annual Cost of Health Care

(Medical Intervention)

\$1.35 Trillion

\$1,350,000,000,000

**70%**  
**of disease is preventable**

Healthy People 2000, DHHS, 1991, # 91-50213  
National Center For Health Statistics, DHHS, 1992, # 92-1232

**8 of 9**  
**causes of disease are**  
**preventable**

New England Journal of Medicine, Fries, Koop, et al, 329:321-325, 7/93

**70% Of \$1.35 Trillion =  
Nearly \$ 1 Trillion Dollars**

**Through Group Coaching and other  
self-care methodologies the people of this  
country could Save or re-allocate over  
\$ One Trillion annually!**

**That is inspiring!!**

## **Doctor visit:**

MD = \$120 - \$180

Acupuncture = \$50 - \$75

## **Group Coaching Visit:**

\$5 - \$25

# Cost for 1000 visits

Doctor visit =

\$50,000 - \$180,000

Coaching =

\$5,000 - \$25,000

**A striking difference!!**

# Circle Story

- National MS Wellness program
- 12 week pilot - 6 MS, 6 Arthritis
- Physician assessment
- Significant result - in all measures
- Rebecca retained to lead for ten years

# Circle Story

- St Charles Medical Center, Bend OR
- New Directions - Medical Symptom Reduction program
- Over 300 clients over 8 years (3x/yr)
- 10 week program - COL and Healer Within
- Insurance pilot found 57% reduction in costs
- 3 other companies followed

# Circle Story

- Breast Resource Center
- Pilot funded by Tenent Foundation
- 12 women, 2 in stage 4
- Continued after pilot
- After one year all in remission
- They claim personally that it was due to the Circle of Life



# Circle Story

- Weight loss specialty Doctor
- Tim Patel, MD
- After many programs determined that it is critical to deal with Whole Person
- As a Circle of Life Coach, Tim recently reported that he was especially impressed with the powers inherent to the process.
- States that at his next position as medical director of a 30,000 member spa that he wants Circle of Life Coaching Program.

# Circle Story

- Center for Spirituality in Health at the U of MN Medical School
- Licensed the Circle of life protocols for an online wellness tool
- Funded by the NIH - NCCAM
- Thousands of students have used this program and it is now being shared with other universities

# Pie in the Sky

- Mayo Clinic
- YMCA
- Further Military Contracts
- Assist Guide
- MediMerge
- University of CA

# Health and Wellness Coaching

1. A no barriers, win/win process
2. Low budget impact - especially groups
3. Builds empowered community
4. Socio/behavioral, not medical
5. A “Continuous Improvement” effort
6. Based in knowledge and peer support

# Ultimate Goals:

- Reduce medical costs & errors
- Enhance productivity
- A rebirth of self reliance
- Save money in HSAs (Health Savings Accounts)
- Healthy communities
- Health based delivery system