Health 2.0: Redesigning Health and Wellness Coaching in the Community

Thursday, October 1, 2015
9 am–4:30 pm
UNCG Elliott University Center (EUC) Auditorium
507 Stirling St.
Greensboro, NC
northwestahec.org
Health 2.0: Redesigning Health and Wellness
Coaching in the Community

Goal
Improve individual and organizational outcomes through skilled coaching communication methods and evidence-based practice.

Overview
The UNCG Health Coach Training Program will hold its first annual conference to connect the community of providers who want to deliver quality health care that improves patient outcomes and satisfaction. Participants will have a chance for networking opportunities with leaders in health coaching, wellness vendors, and community partners to share fresh ideas and innovative approaches to help clients reach their goals.

Keynote
Susan Butterworth, PhD, MS, faculty member for Oregon Health & Science University for 19 years, founder of Q-consult Healthcare, LLC, and expert in motivational interviewing-based health coaching will provide the keynote session.

Plenary Speakers
• Tom Wall, MD, Chief Medical Director of Triad Health Network
• Grace Terrell, MD, Chief Executive Officer of Cornerstone Health Care
• John Jenkins, MD, Vice President and Executive Medical Director, Primary Care Collaborative
• Cathy Cole, MSSW, LCSW, President of Cathy Cole Training

Breakout Sessions:
Value-based Health Care: These sessions will help you redesign your practice to provide client-centered care, learn new approaches to create healthy cultures in the workplace, strategies to address the needs of the safety net population, and provide national updates on credentialing the coaching workforce.

Coaching Skills and Approaches: There will be skill-development workshops on culturally competent care, chronic disease self-management, and motivational Interviewing. In addition, there will be a plenary session with Susan Butterworth, PhD, MS, the conference keynote speaker on Research in Health Coaching: What do we know is effective? A roundtable discussion with health coach practitioners will provide an opportunity for peer networking and mentoring offered by highly experienced health coaches.

Target Audience
Private and public sector health care providers including physicians, physician assistants, nurses, nurse practitioners, pharmacists, psychologists, dieticians, public health educators, medical assistants, medical and nursing students and anyone interested in learning more about health coaching practice. It is appropriate for coaches practicing in health and wellness, worksite health, executive and leadership, fitness and health promotion, and academic and student advising.
Credits

• 5.25 Contact Hours from Northwest AHEC
  Nurses: This educational activity can be applied toward your continuing competence plan for maintaining your current licensure with the North Carolina Board of Nursing.

• 0.5 CEUs from Wake Forest School of Medicine
  This program will provide 5.25 contact hours of (Category A) continuing education for North Carolina psychologists. No partial credit will be given.

• The North Carolina AHEC Program, a designated provider of continuing education contact hours (CECH) in health education by the National Commission for Health Education Credentialing, Inc. This program is designated for Certified Health Education Specialists (CHES) and/or Master Certified Health Education Specialists (MCHES) to receive up to 5.25 hours total Category I continuing education contact hours.

• Application has been made for 5.25 Contact Hours for Registered Dieticians through the Commission on Dietetic Registration.

Faculty

Annika Archie
Supporter of Health,
Division of FaithHealth
Wake Forest Baptist Medical Center

Daniel Bibeau, PhD
Department of Public Health Education
University of North Carolina at Greensboro

Jessica Brueggeman, RN, MPH
SVP, Health Behavior Group
MicroMass Communications, Inc.

Susan Butterworth, PhD, MS
Principal and Founder
Q-consult, LLC

M. Lee Chambliss, MD, MSPH, ABFP
Cone Family Medicine

Cathy Cole, MSSW, LCSW
President
Cathy Cole Training

Teresa Cutts, PhD
Research Assistant Professor
Division of Public Health Sciences
Social Sciences and Health Policy
Wake Forest School of Medicine

John Jenkins, MD
Executive Medical Director
Primary Care Collaborative

Melissa Kuhn, MA, CTTS, CCP
Health Education Specialist
Pinehurst Medical Clinic, Inc.

Susanne Lineberry, MPH, CHC, MCHES
Manager of Population Health and Quality
Cone Family Medicine

Jeremy Moseley, MPH
Program Administrator
Community Engagement
Division of FaithHealth
Wake Forest Baptist Medical Center

Margo W. Riddle, MS
Health and Wellness Partner
Novant Health

Robert Scott, MD
President and Managing Partner
White Oak Family Physicians

Grace Terrell, MD
Chief Executive Officer
Cornerstone Health Care

Jim Tillman, DMin
Certified Integrative Health Coach
Open Water Coaching and Consulting, LLC

Emily Viverette, MDiv
Director of FaithHealth Education
Division of FaithHealth
Wake Forest Baptist Medical Center

Tom Wall, MD
Chief Medical Director
Triad HealthCare Network
8:15 am  Registration, Continental Breakfast and Exhibitors
9 am  Welcome and Opening Remarks
9:15 am  Keynote Address
Susan Butterworth, PhD, MS
10 am  Plenary I: Where We’re Headed in Health Care
Grace Terrell, MD
10:45 am  Break and Exhibitors
11 am  Concurrent Sessions A
Research in Health Coaching: What Do We Know is Effective?
Susan Butterworth, PhD, MS
Coaching Skills and Approaches: Adding a Health Education Specialist to Your Practice
M. Lee Chambliss, MD, MSPH, ABFP
Melissa Kuhn, MA, CTTS, CCP
Susanne Lineberry, MPH, CHC, MCHES
Chronic Disease Self-management: Diabetes and the Teamlet Approach
Robert Scott, MD
11:45 am  Lunch/Exhibitors/Networking
1 pm  Plenary II: Consistency and Cost: Decreasing Variability
John Jenkins, MD
Tom Wall, MD
1:45 pm  Plenary III: Partnering for Increased Adherence
Cathy Cole, MSSW, LCSW
2:30 pm  Break and Exhibitors
2:45 pm  \textbf{Concurrent Sessions B}

\textbf{Research in Health Coaching: UNCG Health Coaching Programs}
Daniel Bibeau, PhD

\textbf{Coaching Skills and Approaches: Health Coaching and Other Programming in Corporate Health}
Margo W. Riddle, MS

\textbf{Value-based Health Care: Credentialing of Health and Wellness Coaches}
Jim Tillman, DMin

3:30 pm  \textbf{Break and Exhibitors}

3:45 pm  \textbf{Concurrent Sessions C}

\textbf{Value-based Health Care: Addressing the Needs of Our Most Vulnerable}
Annika Archie
Teresa Cutts, PhD
Jeremy Moseley, MPH
Emily Viverette, MDiv

\textbf{Coaching Skills and Approaches: Practitioner Panel}
\textbf{Hanging Your Own Shingle: Views From the Field}
Panel discussion from health coaches

\textbf{Chronic Disease Self-management: Using Technology to Improve Health Outcomes}
Jessica Brueggeman, RN, MPH

4:30 pm  \textbf{Adjourn}
Cost and Registration

$125—Early registration fee, if received by Sept. 10, 2015

$165—Registration fee, if received after Sept. 10, 2015

$75—Student  (student ID required)

Registration fee includes instructional and administrative costs, entrance to exhibit hall, light breakfast, boxed lunch, afternoon refreshment break, wireless Internet, on-site networking opportunities and complimentary parking in covered garage.

Register and pay online at northwestahec.org or complete and return the attached registration form by mail or fax. Payment by credit card (Visa, MasterCard, American Express), cash, money order, personal check or corporate check is accepted.

Payment Policy—Payment is required on or before entrance into any Northwest AHEC activity. If a corporate payment has not been received prior to the activity start date, you will be required to provide a personal credit card or check. If the corporate payment has not been received two weeks post activity, your personal credit card or check will be charged or cashed. To avoid personal payment, you should check with the financial staff at your organization to determine status of payment.

Refund Policy—Cancellations received in our office up to two days prior to the activity will result in a charge of $50, or 30 percent of the paid registration fee, whichever is less. Cancellations received less than two days before the activity will not be refunded. You may send a substitute in your place.

When planning for an educational activity, registration fees are not based on credit hours or agenda. Registration fees are based on expenses such as meeting room rentals, food, equipment, staff, etc. and are not adjusted by issues such as cancellation of speakers or other unforeseen circumstances. Every effort will be given to ensure the activity is a success.

Note—If you have not received confirmation of your registration 24 hours before the program date, please call Lori Crutchfield at 336-713-7729 or email lcrutchf@wakehealth.edu to verify the status of your registration.

Accommodations

For lodging near conference site, please click here for list.

For More Information and Assistance

If you have questions about registering for this activity or need auxiliary aids or special services to attend, please contact Lori Crutchfield at least five working days prior to the activity by calling 336-713-7729 or emailing lcrutchf@wakehealth.edu.
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$165—Registration fee, if received after Sept. 10, 2015
$75—Student (student ID required)

REGISTER AND PAY ONLINE AT NORTHWESTAHEC.ORG

Name_________________________________________________________________________
Profession_________________________________________Degree________________________________
Job Title_________________________________________________________________________
Last Four Digits of Social Security # (required) ____  ____  ____  ____
Employer Name_____________________________________________________________

Contact Method:  □ Mail Only  □ Email Only  □ Both

Mailing Address:  □ Home  □ Work
Street__________________________________________________________________________
City___________________________________________________________________________
State____________________________ Zip__________________County_____________________
Phone______________________________ Fax _________________________________

Email Addresses:
Work__________________________________ Home _______________________________________

Payment Method:
□ Check Enclosed      Check No._______________ Amount Enclosed $ _____________
   (Make check payable to “Wake Forest School of Medicine”)
□ Credit Card (select one):  □ Visa  □ MC  □ AmEx
Name as it Appears on Card__________________________________________________________

Card Number_________________________ Exp. Date_____________________

Credit Card Billing Address_________________________________________________________

Cardholder Signature_____________________________________________________________

Mail completed form to:
Northwest AHEC \ Wake Forest School of Medicine
Attention: Lori Crutchfield
Medical Center Boulevard, Winston-Salem, NC 27157-1060
or fax to: 336-713-7701

Please share this information with a colleague.