The U.S. Health Coaching Market

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Profiles of leading Health Coach Certification & Training

Organizations

(Descriptions of organizations and their certification programs)

- American Association for Health Education
- American Council of Exercise (ACE)
- Cleveland Clinic
- Dr. Dears Wellness Institute
- Duke Integrative Medicine
- Health Coach Institute
- Institute of Integrative Nutrition
- International Coach Federation
- Mayo Clinic
- National Consortium for Credentialing of Health & Wellness Coaches
- National Society of Health Coaches
- Society for Public Health Education
- Wellcoaches School of Coaching

Consumer Demand Factors

Discussion & statistics; the cost of American chronic diseases
Discussion & statistics: Health Risk Behaviors that cause chronic diseases

Discussion - The Leading Causes of Death and Disability in the U.S.

The State of Health Coaching:

- Interest in health coaching by consumers
- Availability of coaches
- Typical age cohorts that use health coaching
- Purpose of coaching
- Digital vs. telephonic coaching
- Length of coaching – timeline
- Who sponsors coaching

Discussion of the Outcomes & Results of Health Coaching
How Companies and Healthcare Organizations Use Health Coaches

• Aetna
• Cigna
• Humana
• Kaiser Permanente
• United Health Group

Discussion of the Veteran’s Administration’s Whole Health Program

Discussion of the AMA module for setting up health coaching in

physician offices

Reference Directory

Directory of trade groups, special reports, surveys, articles and other sources of information about health coaching