

# **The U.S. Health Coaching Market**

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## **Profiles of leading Health Coach Certification & Training**

### **Organizations**

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(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**

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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**

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- 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**

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