

The U.S. Health Coaching Market

January 2021

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Market Size & Growth

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Estimated number of health coaches & educators in the U.S.

Avg. salaries of health coaches and health educators

Estimated market size and growth: 2006 – 2019

Discussion of Effects of the Covid-19 pandemic on operations/growth

2021-2025 - Marketdata Forecast

Size of the weight loss coaching market

Outlook for the market, findings of interviews: discussion of factors

affecting demand. Current and future trends, major issues and obstacles

(interviews with heads of: National Society of Health Coaches, Wellcoaches

Corp., Institute of Integrative Medicine, National Board for Health & Wellness

Coaching)

Tables:

- Estimated U.S. health Coaching Market Size: 2006-2025 Forecast
- Top weight loss companies: no. of coaches employed

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. Sears 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

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Discussion & statistics: Health Risk Behaviors that cause chronic diseases

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The State of Health Coaching: survey results

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Availability of coaches

Typical age cohorts that use health coaching

Purpose of coaching

Digital vs. telephonic coaching

Length of coaching – timeline

Who sponsors coaching

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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
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