

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

**January 2024**

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## **Market Size & Growth**

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

Avg. salaries of health coaches and health educators

Estimated market size and growth: 2000 – 2019

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

Bureau of Labor growth outlook for the profession, no. of jobs by 2030

2020 market performance during the pandemic

2022-2023 market growth

2024 & 2028 market forecast, factors affecting growth

Discussion and size of the weight loss coaching market

### **Tables:**

- Estimated U.S. health Coaching Market Size: 2000-2028 Forecast
- Top weight loss companies: no. of coaches employed
- Health coaches annual salaries, by state

## **Profiles of 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

## **Consumer Demand Factors & Outcome Studies**

56-67

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.

Findings of 2023 AFPA report

Business opportunities in the health coaching market (corporate wellness, specialized coaching)

## The State of Health Coaching: TwineHealth survey results

- 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, study results

## **Large Healthcare Organizations’ Usage of Health Coaches**

68-76

- 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

## **List of Health Coaching Companies**

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Name & address of some leading health coaching companies

Wellness Concepts, Marquee Health, Wellright, Pack Health, Diathrive Health, Wellness Coach, HbD International, Spire Wellness, Virgin Pulse, Health Advocate, Active Health Management, Aduro, Orthus Health, Wellworks For You, Navigate Wellbeing Solutions, Sharecare, Wellable, Asset Health, Workplae Options, Apree Health, Telligen, U.S. Wellness, Vitality Group, Wellspark Health

## **List of Most Popular Health Coaching Apps**

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## **Reference Directory of Information Sources**

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

List of 75 ICHWC-Approved Transition Programs

