



An Empowering Alliance

We have more healthcare information, high-tech medical advances and wellness strategies than ever before, yet we're eating worse, exercising less and chronic disease is on the rise. Treatments have become more complex and physicians have less time to educate patients about them.

Within this challenging environment the growing field of professional health coaching is moving forward to help people do the following:

- Navigate an increasingly complex health care system
- Cope effectively with chronic conditions and minimize complications
- Make sound health care decisions in the face of multiple options
- Create lasting lifestyle changes to improve and enhance total well being

Hospitals, insurers and employers are turning to health coaches to create better health outcomes and control costs. Recently advertised positions include a wellness consultant for Humana Inc., a health coach for Johns Hopkins Healthcare LLC, and lifestyle health coaches for WellCorp.

Unlike health educators who typically provide information for patients to use on their own, health coaching uses a more interactive consultation model with the coach and patient working together.



"In a society where poor nutrition, inadequate weight and stress management, and lack of physical activity take an enormous toll, coaching skills have never been needed more."

The American College of Sport Medicine
(ACSM)

What Does a Health Coach Do?

Health coaches help people set and meet health goals, overcome health-related obstacles and create support systems. Although they do not diagnose or treat conditions, they proactively monitor progress and hold the patient accountable to agreed-upon goals.

Coaches can also help people interact most effectively with a multi-disciplinary team of clinical specialists, identify providers with appropriate expertise, communicate with clinicians, and advocate on the patient's behalf.

A health coach walks the road with patients, helping them actually apply information to their unique situation. They help patients gain a deeper understanding of their conditions and master the skills needed to persist and succeed with a prescribed health care regimen.

Health coaches are also particularly helpful in guiding people through information overload. The internet is a great resource for researching health-related questions but it can also present patients with more data and highly conflicted data that is difficult to turn into useful insights. Health coaches can guide people toward trusted resources and help them evaluate a broad range of care options.

Better Results

Showing people how to do something and *leading* them through it seems to be much more effective than just *telling* them to do something.

There is growing research showing better outcomes with the use of health coaches rather than traditional patient education. The American Cancer Society, for example, has found telephone coaching doubles a smoker's chances of successfully quitting.

The Agency for Healthcare Research and Quality of the U.S. Department of Health and Human Services completed a study in 2008 with high-risk chronic disease patients assigned to health coaches. Readmission rates of patients who worked with health coaches were lower than among those who didn't.

Studying Health Coaching at LIFE

An integrated program
drawing on LIFE's
expertise in nutrition,
exercise science
and psychology



One of the most rewarding aspects of studying health coaching at Life University is that optimal health and performance is what we're all about. Our new health coaching major draws on our already proven track record and existing strengths in exercise science, psychology, nutrition and dietetics.

Our excellent clinical facilities and laboratories, including the Life University Sports Science Institute (LUSSI), state-of-the-art teaching kitchens and culinary demonstration amphitheater, and the functional rehabilitation facilities of our Center for Health and Optimum Performance (C-HOP), immerse health coaching students in living laboratories where they can obtain hands-on experience.

Tailor Your Degree to Your Career Interests

All students enrolled in the Bachelor of Science in health coaching will complete:

- Core curriculum in the humanities, math and science, and social sciences
- Natural science core
- Health coaching core
- Health coaching electives and general electives



A generous allowance of elective courses enables you, with your faculty advisor, to tailor your program to specific career goals and interests.

Graduates will be prepared to move directly into career positions although some complete the B.S. in health coaching in preparation for entry into chiropractic, dental, medical, physical therapy or pharmacy school. They will be best served with a minor in natural science. Those interested in starting a business will choose a minor in entrepreneurial business. Or, you can create a concentration in your area of interest, such as chronic disease, sports, personal training, psychology or life coaching by carefully choosing appropriate courses from our health-related offerings.



Graduate With Experience

You will be best positioned to pursue career opportunities directly upon graduation if you have significant, hands-on experience with patients and clients while a student. Small group work, your health coaching practicum experience and optional internships will provide extensive contact hours with patients so you have the skills needed to enter the field immediately after graduation. All health coaching graduates will be well prepared for direct entry into the workforce or graduate study.

A Strong Wellness Philosophy

Because all of our academic programs focus on helping people achieve peak personal performance, you'll be surrounded by like-minded students and faculty. Your student colleagues in chiropractic, nutrition and dietetics, sport health science, exercise science, psychology and biopsychology are all studying ways to improve the lives of others and make a positive impact in the world – just like you.

We also support your health focus with a smoke-free campus, extensive workout facilities and running trails, broad range of collegiate, club and intramural sports, and Socrates Café with extensive selections of locally-grown, organic food.

Small Classes, Individual Attention

Although classes with hundreds of students might be the norm at many large, public universities, at LIFE you'll enjoy classes of 15 to 20 students (the average student to teacher ratio is 16:1) working closely with full-time professors in exercise science, psychology and nutrition.

Our focus is on engaged and active learning, such as small-group work, one-on-one interaction with faculty and hands-on experience both on and off campus. Faculty members also provide individual advisement regarding course selection and career preparation.

Certification

Health coaching is still a relatively new discipline and there is currently no national requirement for specialized certification. Some private organizations offer their own certifications, although there is no national standard.

Life University monitors trends and expectations surrounding health coaching certification to ensure our curriculum reflects the highest standards of care in the profession today.



Would I be a Good Health Coach?

Health coaches work with people one-on-one in person, over the phone or on-line, or with a small group of individuals who share similar concerns. They are often called on to connect with people who are very vulnerable with compassion and candor.

Health coaches need strong people skills. They are often called on to connect with people at their most vulnerable with compassion and candor. They inspire and motivate clients, collaborating to create effective care plans. They must also be able to advocate for clients and maintain strict confidentiality. They frequently conduct wellness classes.

Health coaches also need strong technical skills. They must master a broad range of clinical information regarding nutrition, preventive care, exercise, effective behavior change and contemporary health care practice. They keep patient records, write reports, use computerized coaching databases and data entry programs, manage costs and conduct health risk assessments and basic screenings. They must be well organized and capable of developing strong plans for issues such as stress management, weight reduction, nutrition planning, smoking cessation and exercise.

Student Scholarships

Outstanding students applying to any major in LIFE's College of Undergraduate Studies are eligible to apply for institutional scholarships for their superior performance and promise. Georgia resident students earning a Georgia HOPE Scholarship and/or Tuition Equalization Grant for attending private schools can also apply those toward further reducing their tuition costs. Contact the Enrollment Office at (800) 543-3202 or Admissions@LIFE.edu to learn more.



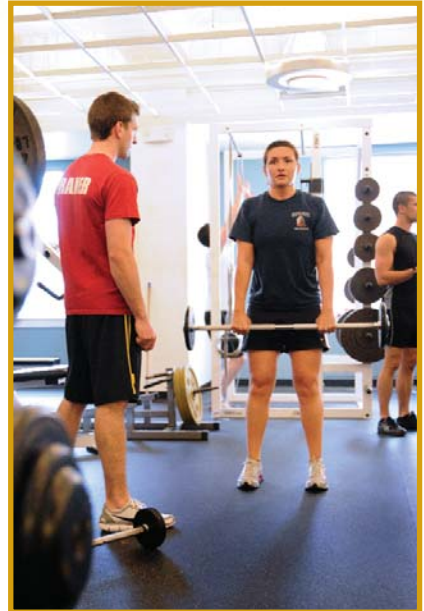
Life University is a proud partner of the Yellow Ribbon Program for military veterans. For information about this program and to see if you qualify, please visit: Gibill.va.gov/benefits/post_911_gibill

Dig Deeper – Talk to Students, Visit Campus

Prospective students tell us the most important thing they did while considering which college to attend was actually visiting the campus. To learn more about a successful career in health coaching, talk to our faculty or schedule a campus visit, check out our website at www.LIFE.edu or contact our Admissions Department at Admissions@LIFE.edu; 800-543-3202.

Who We Are

Life University educates more than 2,600 students in bachelor's degree programs in Biology, Biopsychology, Business Administration, Health Coaching, Computer Information Management, Exercise Science, General Studies, Nutrition, Dietetics and Psychology; our Master of Science in Sport Health Science; our Master of Science in Clinical Nutrition; and our Doctor of Chiropractic programs. All programs are uniquely focused on a positive, wellness-centered approach to health and human performance, and students are actively engaged in a diverse and highly supportive academic community.



"The professors here have such enthusiasm for their profession. They are passionate about helping students make new health discoveries and educating us to share that information with future clients and patients."



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MAKE YOUR MARK

