

## Health and Wellbeing Coach

NHS England and NHS Improvement has created the following, as a helpful resource:

- Sample job description
- Sample person specification
- Sample job advert
- Sample interview questions

These optional resources are provided to support PCNs in the recruitment or engagement of Health and Wellbeing Coaches. The content has been developed to ensure it aligns with the requirements set out in the Network Contract DES and where content is in addition to the formal requirements, this is clarified. As this is complementary guidance, PCNs may decide whether to use these resources.

### Sample Job Description – Health and Wellbeing Coach

#### Purpose of the role

Health and Wellbeing Coaches support people to take pro-active steps to improve the way they manage their physical and mental health conditions, based on what matters to them. They support people to develop their knowledge, skills and confidence – or to build their “patient activation” - in managing their health and care, to improve their health outcomes and quality of life. Health coaches do this by coaching and motivating patients through multiple sessions to identify their needs, set goals, and supporting patients to achieve their personalised health and care plan objectives and providing interventions such as self-management education and peer support.

Health and Wellbeing Coaches manage and prioritise a caseload, according to the needs, priorities and support required by individuals in the caseload. They identify when a person’s needs are beyond the scope of the health and wellbeing coach role and refer them back to other health professionals or organisations. Health and Wellbeing Coaches may work with people by phone, by video conference, or face-to-face.

The successful candidate will be kind, reflective and self-aware and will enjoy working with a wide range of people. They will have good communication and negotiation skills and a firm belief that people have untapped resources within them, that can be unleashed by providing a high quality, non-judgemental service. They will be proactive with a flexible attitude, keen to work as part of a team and committed to developing themselves in this skilled role and supporting colleagues to do the same.

Health and Wellbeing Coaches are a key part of the Primary Care Network (PCN) multidisciplinary team. They often work alongside Social Prescribing Link Workers and Care Coordinators to provide an all-encompassing approach to personalised

care and promote and embed the personalised care approach across the Primary Care Network(s).

Health and Wellbeing Coaches will have access to ongoing supervision, skills development, and support so they are able to further build their skills and experience within the role.

Please note that the Health and Wellbeing Coach role is a non-clinical role.

**Salary: TBC by PCN. Recruitment is based on indicative AfC Band 5 or equivalent**

### **Key responsibilities**

- Provide one-to-one and group health coaching support for people with one or more long-term conditions, based on what is important to them, with the aim of: improving people's levels of 'activation', empowering people to manage their own health and improve their health outcomes.
- Manage and prioritise a caseload, in accordance with the needs, priorities and support required by individuals in the caseload. It is vital that you have a strong awareness and understanding of when it is appropriate or necessary to refer people back to other health professionals/agencies, when what the person needs is beyond the scope of the health and wellbeing coach role – e.g. when there is a mental health need requiring the patient be referred to an appropriately qualified practitioner.
- Work as part of a multidisciplinary multi-agency team to promote health coaching and to be ambassadors for Personalised Care and Supported Self-Management, modelling the coaching approach in their work.
- Ensure that GPs, practice nurses, practice pharmacists and other members of the primary care team understand the health coach role, how to refer to them, and which patients may particularly benefit from health coaching.
- Support local health, social care and voluntary sector professionals to make appropriate referrals to the service. Promote and raise awareness of the health coaching service particularly to groups and communities that experience barriers to access.
- Attend and contribute to team, practice, and PCN meetings and events as required by the service.
- Work flexibly, adapting to the needs of the service and client group while maintaining the integrity of the role.
- Participate in regular health coaching supervision and continual learning. This may include, but is not limited to, any or all the following:
  - Regular contact with service supervisor
  - Refresher training sessions
  - Buddying with peers
  - Peer support sessions

- 1:1 support from a practitioner with more health coaching experience
- Action Learning Sets
- e-learning to revisit or deepen training
- On-going improvements to systems and processes
- (Dependant on skills and ability) Contribute to and take part in health coaching train-the-trainer workshops in order to spread health coaching skills to support a mindset shift among staff in how they have conversations, integrating a health coaching approach into how they work with people and each other, and to strengthen a shift towards an enabling a compassionate and coaching culture in their organisation.

[To further enhance the role, PCNs may wish to add the following additional responsibilities to the person specification:]

- Collect service user experience and impact of health coaching as part of the delivery of personalised care. Participate and collect information that measures the impact of health coaching as an intervention that supports embedding personalised care into local health systems e.g. collect data entry relating to the health coaching activity in GP, Local Authority, and hospital clinical systems or other systems, as required.]
- Additionally, Health and Wellbeing Coaches may also want to consider evaluating people's levels of knowledge, skills and confidence (their 'Activation level'), using tools such as the Patient Activation Measurement (PAM). Focus on those with low levels of activation while recognising that people at other levels of activation may also benefit from health coaching. Measure the impact of the coaching provided on people's activation level and adjust activity in response, to create a continuous improvement approach.

## **Key Tasks**

### **1. Provide personalised support**

1. Meet people on a one-to-one or group consultation basis, by phone, video conference, or face-to-face.
2. Give people time to tell their stories and focus on 'what matters to me';
3. Build trust and respect with the person, providing non-judgemental and non-discriminatory support, respecting diversity and lifestyle choices;
4. Work from a strength-based approach focusing on a person's assets;
5. Use a structured framework/model approach to coach individuals across a series of sessions to: identify what's important to them; set personal goals and appropriate steps; build skills and confidence to achieve goals; and use problem-solving to work through challenges;
6. Work with the principles of self-management to actively support:
  - shared decision making with healthcare professionals;
  - effective engagement with personalised health and care plans;
  - proactive engagement with self-management education and peer support;
  - proactive engagement with social prescribing, connecting people to community-based activities which support their health and wellbeing;

- proactive engagement with individually sourced activities and support
- access to a care-coordinator and/or a personal health budget, where needed;
- helping people to understand their activation level when engaging with their health and wellbeing;

## **2. Referrals**

1. Promote health coaching, its role in self-management as a part of personalised care, in addressing health inequalities and the wider determinants of health;
2. As part of the PCN multidisciplinary team, build relationships with staff in GP practices within the local PCN, attending relevant MDT meetings, giving information and feedback on health coaching;
3. Be proactive in developing strong links with all local organisations to encourage referrals, recognising what they need to be confident in the service to make appropriate referrals;
4. Work in partnership with local agencies to raise awareness of health coaching and how improving people's knowledge, confidence and skills (patient activation) can enable them to improve their ability to manage their long-term conditions and reduce reliance on clinical services;
5. Provide referral organisations with regular updates about health coaching, including information on how to encourage appropriate referrals;
6. Seek regular feedback about the quality of service and impact of health coaching on referral agencies;
7. Be proactive in encouraging equality and inclusion and case-finding, through self-referrals and connecting with all diverse local communities, particularly those communities that statutory bodies may find hard to reach.

## **General Tasks**

### **3. Gathering and Reporting Information**

1. Work sensitively with people, their families and carers to gather key information, enabling tracking of the impact of health and wellbeing coaching on their health and wellbeing;
2. Encourage people, their families and carers to provide feedback and to share their stories about the impact of health coaching on their lives;
3. Support referral organisations to provide appropriate information about the person they are referring. Provide appropriate feedback to referral agencies about the people they referred;
4. Work closely within the MDT and with GP practices within the PCN to ensure that the relevant SNOMED codes to record activity are inputted into clinical systems (as outlined in the Network Contract DES), adhering to data protection legislation and data sharing agreements.

#### **4. Supervision/ Professional development**

1. Have access to relevant GPs to discuss patient related concerns, and be supported to follow appropriate safeguarding procedures;
2. Have access to individual and group coaching supervision from a suitably qualified or experienced health coaching supervisor;
3. Know and adhere to organisational policies and procedures, including confidentiality, safeguarding, vulnerable adults, lone working, information governance, equality, diversity and inclusion training and health and safety.

#### **5. Miscellaneous**

1. Establish strong working relationships with GPs and practice teams and work collaboratively with other Health and Wellbeing Coaches, Care Coordinators and Social Prescribing Link Workers, supporting each other, respecting each other's views and meeting regularly as a team;
2. Act as a champion for health coaching as a part of the PCN's personalised care offer for patients and organisations
3. Demonstrate a flexible attitude and be prepared to carry out other duties as may be reasonably required from time to time within the general character of the post or the level of responsibility of the role, ensuring that work is delivered in a timely and effective manner;
4. Identify opportunities and gaps in the service - and review risks and issues that could impact on service delivery - and provide feedback to continually improve the service and contribute to business planning;
5. Contribute to the development of policies and plans relating to equality, diversity and health inequalities;
6. Work in accordance with the practices' and PCN's policies and procedures;
7. Contribute to the wider aims and objectives of the PCN to improve and support primary care.

<b>Person Specification – Health and Wellbeing Coach</b>			
<b>Criteria</b>		<b>Essential</b>	<b>Desirable</b>
Personal qualities and attributes	Kind, reflective and self-aware and recognises what matters to people rather than what's the matter with them	✓	
	Demonstrates their belief that people have untapped resources within them that can only be unleashed by providing a non-judgemental and empowering service	✓	
	Starts with what is working well and takes an asset-based approach (able to work from strengths) in all their interactions with people, colleagues and the communities we serve	✓	
	Excellent communicator and influencer (able to build rapport with people easily)	✓	
	Operates with integrity and openness	✓	
	Models the behaviour they want to see in others, is inclusive	✓	
	Values diversity and difference	✓	
	Understanding of and commitment to equality of opportunity and good working relationships	✓	
	Commitment to continuous learning and development.	✓	
	Actively develops themselves and supports others to do the same	✓	
	Commitment to and focused on quality, promotes high standards in all they do	✓	
	Consistently thinks about how their work can help and support clinicians and frontline staff deliver better outcomes for patients	✓	
Qualifications and training	Coaching/counselling qualification/ experience or other relevant qualification/experience involving reflective listening skills relevant training and experience in non-clinical SSM Health Coaching through a PCI-accredited organisation		✓
	Be willing to attend training with a non-clinical SSM health coaching skills programme (minimum 4 days) by a Personalised Care Institute (PCI) accredited trainer or organisation	✓	

Experience	Experience of using coaching approaches/frameworks and models or other helping strategies e.g. Motivational Interviewing	✓	
	Experience of working in a multidisciplinary team		✓
	Experience of working in health and social care care/community development setting or similar		✓
	Experience of successful partnership working across statutory, voluntary and community sector		✓
	Networking experience		✓
	An understanding of the biopsychosocial model of health and the social determinants of health.	✓	
Skills and knowledge	A good understanding of the evidence base and development of self-management in the UK		✓
	Understanding of the importance and process of helping people with long-term conditions to develop their knowledge, skills and confidence in managing their health and the range of models and tools available, such as the Patient Activation Measurement (PAM)		✓
	Understanding how to apply health coaching in group settings	✓	
	Able to work within a biopsychosocial model, using a range of tools and techniques to enable and support people, such as agenda setting, goal setting, problem solving	✓	
	Demonstrable skills in supporting behaviour change	✓	
	Excellent group and one-to-one facilitation skills including conflict resolution		✓
	Skilled in active and reflective listening, building trust and rapport quickly	✓	
	Good people management skills	✓	
	Ability to work with minimal supervision and act decisively and ask for help when needed	✓	
	Excellent communication and presentation skills		✓
	Proficient in MS Office and web-based services	✓	

	Ability to travel across multiple sites	✓	
Other	Meets DBS reference standards and criminal record checks	✓	
	Ability to work flexible hours and travel out of area as necessary	✓	
	Proficient speaker of another language to aid communication with people in the community for whom English is a second language		✓

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## Sample Job Advert

Job Title: Health and Wellbeing Coach  
Working hours:  
Rate of pay:  
Contract:  
Closing date:  
Interview date:

We are looking to recruit to the post of Health and Wellbeing Coach, to work within our Primary Care Network multidisciplinary healthcare team, providing 1:1 personalised support to people who are referred to them by team members and local agencies.

The successful candidate will have good communication, negotiation and people management skills and act with compassion and integrity. They will have experience of using coaching approaches, frameworks and models or other helping strategies, for example, motivational interviewing.

The postholder will work with a diverse range of people from different cultural and social backgrounds. The ability to work confidently and effectively in a varied, and sometimes challenging environment is essential.

This is a vital role within the Primary Care Network and the post holder will provide health and wellbeing coaching for the most vulnerable people in the community, including the frail / elderly and those with other long-term conditions. They will work closely with GP and practice teams to manage a caseload, ensuring appropriate support is available to people, families and carers.

The successful candidate will work alongside social prescribing link workers and care coordinators to provide an all-encompassing approach to personalised care and enable people to work out how best to use the health and care system.

For more information and a job pack:

Call us on:  
Email:  
Website:

## Sample Interview Questions

### **Example Scenario** (or substitute a real-life example from your practice)

Please ask all candidates to arrive 15 minutes early, give them this scenario and ask them to prepare some points to discuss at interview:

*Edward is a 71 years old retired shop-keeper, with a diagnosis of Type 2 Diabetes. He attends his GP practice when he is asked to make an appointment to have his blood sugar levels tested and review the results with his GP. He knows that he needs to eat more healthily, and his wife, who does all the cooking at home, tries to keep his food low-fat for him, however, he finds the food she makes too plain and he snacks a lot too, although he does not always admit this to himself. He also knows he should be exercising, because he is gaining weight and his GP has told him this will affect his heart, but he has never had a fitness routine. He has tried before to go on long walks every day, but he never keeps it up, and worries that, like trying to control his diet, keeping fit will be just another thing he fails at.*

How would you go about supporting this person and what would your approach be?

You have 10 minutes at the start of the interview to outline your approach.

1. Why do you want this role and what skills/qualities do you bring to it?
2. Can you tell us about a time when you have used coaching approaches, frameworks or models, or other helping strategies like motivational interviewing, to support someone to change their behaviour? What did you do, what did they achieve and what were the challenges?
3. An individuals' behaviour is a key contributor to their health. Can you describe other contributing factors and tell us how a Health and Wellbeing Coach could help someone manage these?
4. In this role, you will be working with people from a diverse range of backgrounds – many of whom may have experienced exclusion or discrimination. Can you give us an example of how you have demonstrated your personal commitment to equality, diversity and inclusion?
5. How would you support someone who is distressed, angry and emotional? What would you do to support them at the time and how would you work with them to improve their ability to manage similar situations in future?
6. As a health and wellbeing coach, you will be working with people who feel 'stuck' in how they manage their conditions. Can you describe a time in which you have felt stuck, or resisted change and how you managed this?
7. This role involves close partnership working with different professionals in the primary care team including social prescribing link workers and care coordinators. What do you know and understand about these roles, and what

do you think are the important things to do to ensure the team works well together?

8. The role will include promoting and raising awareness of the health coaching service, particularly among groups and communities that experience barriers to access. How would you deal with scepticism about the service?
9. If someone were to describe your approach to work in three words, what would the three words be?

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