



IHCPT Program Graduate Newsletter

Letter from the Editor

Greetings Integrative Health Coaches,

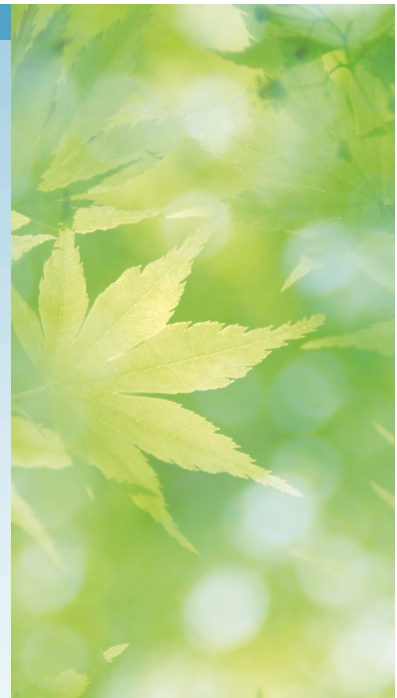
Welcome to the Spring 2017 IHCPT Program Newsletter! This issue of the newsletter includes four articles from your fellow graduates. Maggie Cooper shares one article about listening as a gift to others, and a second about Peggy Ondrea’s work developing a coach training program within BlueCross BlueShield of South Carolina. Jennifer Wood writes about her perspective on things that are worth giving up. Amanda Richardson shares an essay about reframing an important question with a growth mindset. You will also find an announcement from Cynthia Knapp Dlugosz about the next Duke IHC Virtual Book Club meeting. Please make sure to read the updates from your fellow IHCPT grads, as well as information about upcoming programs at Duke Integrative Medicine.

There have been some exciting developments in the area of national credentialing for health and wellness coaches. The National Consortium for Credentialing Health and Wellness Coaches (NCCHWC) recently changed its name to the International Consortium for Health & Wellness Coaching (ICHWC). In addition, ICHWC has now opened the initial application period for coaches who wish to apply to sit for the Health & Wellness Coach Certifying Exam later this year. The deadline to apply to sit for the exam was recently extended to May 15, 2017. Information about the exam and a link to apply are available on the [ICHWC website](#).

If you would like to hear more about the Health & Wellness Coach Certifying Exam, please join us on Tuesday, March 28, 2017 at 1:30 PM Eastern Time for a free webinar. Linda Smith, our Director of Educational Programs, will be joined by Leigh-Ann Webster, Executive Director of ICHWC. Ms. Webster will provide an overview about ICHWC and the need for national certification of health and wellness coaches. She will also share details and dates for the exam and answer all of your questions. An email went out to all IHCPT Grads on March 20 with a link to register for the webinar. If you did not receive that email and wish to register, please contact DukelMPrograms@duke.edu. We plan to record the webinar for those who are unable to attend live.

Lastly, in case you missed it, the U.S. Senate unanimously passed a resolution designating February 13-19, 2017 as National Health and Wellness Coach Recognition Week. The resolution states that the Senate “supports the efforts of the health and wellness coaches of the United States in their important work to improve the health and wellness of the people of United States.” More information about the resolution can be found [online](#).

With best wishes for the spring,
Rachel Kuliani



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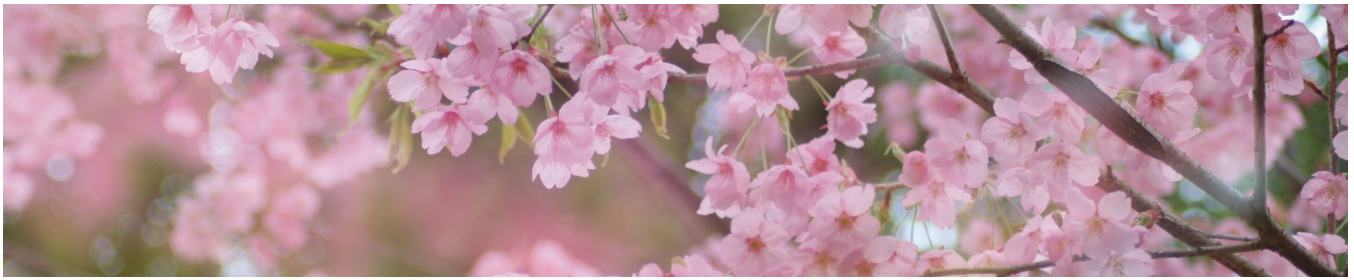
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The Gift of Being Fully Heard

By Maggie Cooper

“If we were supposed to talk more than listen, we would have two tongues and one ear.” – Mark Twain

From the time we are very small children we are taught to speak, but often times not taught to listen. Listening is how we seek out information, and from there we formulate ideas and further communication.

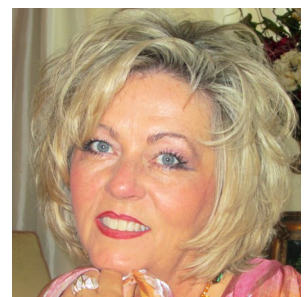
In the Coaching profession, listening is the cornerstone of our work. For many of us, we come to Coaching and we must learn anew how to listen. I once experienced an exercise in leadership training, where we were asked to go and find a place to sit alone and just listen. We were to bring back a list of the sounds we heard. It was amazing how many sounds you hear when you are truly focused. A hallmark of sales and marketing training is that when someone says no, it means they need more information. Only in listening do we make this discovery. This is also true for our clients.

Our modern society is hinged on the concept of busyness and falls short when it comes to fostering or promoting listening. Have you ever noticed how a conversation changes when you truly listen? How *you* change when you truly listen?

Studies have shown that speaking can raise blood pressure, while listening can lower blood pressure. Perhaps there are many benefits of listening that we are missing. So how do we increase our listening skills so that our clients can experience *the gift of being fully heard*?

1. Remove distractions. (Cell phones are quickly becoming the number one modern distraction even when silent.)
2. Focus. Concentrate. Make eye contact.
3. Be in the moment with your client.
4. Respectfully question to promote free flowing and open communication.
5. Talk less than you listen.
6. Seek to understand, then process what you hear before commenting.
7. Observe body language, volume and tone – both yours and that of your client.
8. Repeat back to validate what has been said.
9. Genuinely care.
10. Respond thoughtfully.

We learned these basics in our training, but it is easy to fall back into the habit of being human. Reminders are helpful to staying on track. Perhaps one of the most important skills for listening is to listen for the whole picture and not just bits and pieces from the words being said. It may be just as valuable to listen to what is *not* being said and, even more importantly, listen during their pause.





What's It All For? How to Reframe this Question for Growth.

By [Amanda Richardson](#)

Too many of us ask this question.

What's it all for?

This effort we've expended, the time we've taken away from family and friends, the fatigue we've felt from pushing ourselves beyond our breaking point.

Every time we set a goal, we put ourselves on a trajectory that tests us. Shaves our willpower down and squeezes our mental energy dry.

It costs us, but we continue onward because we can almost taste the reward. A degree, certification, job, promotion, award, raise, partnership, new house, better health, a thinner waistline. We allow ourselves moments of reverie, celebrating what our life could be if we could just make this one thing happen.

It doesn't matter what the goals are – better health, fitness, career, spirituality, environment, or relationships – the scenario is always the same. We want results. We want to see progress. We want to prove worthy enough to pull that dream out from our head and into reality.

And if our efforts don't immediately congeal into something we can hold onto or see, it's easy to feel that that the sacrifice was for nothing. That our energy was wasted, our time lost. That we were a fool for believing we could move past the shadow of our own limitations.

It's here, in that space between trying and done, on the precipice of change, when we often abandon ourselves, lay down blockades and make sure we don't take a single step more forward.

Because what's the point?

Without an answer, we retract into ourselves, regressing into old habits, falling back into destructive relationships, an unfulfilling job, or a lifestyle that we were often desperate to leave.

It's our instinct to protect ourselves, to conserve energy, defend against attacks to the ego. And this is why change is so hard. Because it requires that we lay ourselves vulnerable, that we open ourselves up to the possibility of failure. That we venture onto a pathway that we cannot fully see.

All in the spirit of getting better, of moving beyond where we are right now, of finally arriving where we'd like to be.

So what's it all for?

It's for improvement, if we're willing to see it.

It may be in the discovery of our abilities, strengths, and desires. It may be that we finally realize what we must do to live in accordance with our values.

It may be that in experiencing the dark emotions of disappointment, we find a connection to others feeling the same way. Or develop empathy for those we would have laughed off or simply ignored before.

It may be that in our troubles, we are forced to draw upon our own neglected creativity to find a way out of the hole we've dug ourselves in.

It may be that in seeing our limitations, we become more forgiving of those in others.

Or in our humility, we finally open our eyes to what everyone else has to offer.

It may be that in becoming lost and disenchanted, we finally find our way.

And this is just the beginning.

Like everything else, it's our choice how we view our efforts. Your choice. So what's it going to be?





Changing the Frontier of Coaching in Insurance

By Maggie Cooper

As professional coaches, we long for a day when coaching is a standard offering in our medical and insurance paradigm. While many insurance companies now offer “coaching,” what kind of coaching do they offer? Are their employees serving in that role properly trained? Are their clients getting the best benefit? Is the insurance company getting their best return on investment?

Peggy Ondrea, Certified Integrative Health Coach from Certification Cohort 1, experienced this after accepting a job with BlueCross BlueShield of South Carolina as a Health Coach. She quickly noticed that the staff were well educated nurses and therapists, but were operating from the medical paradigm of information gathering, advice giving and checking boxes on a form. She bravely offered her expertise from her training at Duke, to build a new training program so that staff would be properly coaching clients and clients would receive a better outcome. While this took some work to convince the organization that a new way of offering this service was the best direction, Peggy was finally on her way to blazing a new trail for Coaching in the insurance market.

Under her direction, Peggy led BlueCross BlueShield of South Carolina to be the first insurer in the country to receive national accreditation for its in-house health coach training program through the International Consortium for the Credentialing of Health and Wellness Coaches.

Those employed as coaches now are required to complete a 45 hour training and 200 hours of telephonic coaching to be eligible for the in-house coach examination and call audit. Call audits are now performed to increase quality and provide opportunities for learning. Coaches are required to complete quarterly training and complete phone audits to maintain certification in the role.

Prior to this initiative, approximately 5% of a coaching call was coaching focused with the remainder of the call operating from the medical paradigm. Today there has been a dramatic shift to 85% of the coaching call being devoted to coaching the client. These changes and shifts in perspective have not only increased call productivity for the insurer, but have greatly improved outcomes for the clients.

Peggy Ondrea (pictured) is a retired college educator and serves as the Administrator for BCBS of South Carolina’s Coaching Department. She also owns a coaching business, HealthSimplified, LLC. She has also recently contracted with a local hospital to provide health coach training for nurses in order to reduce hospital readmissions.





What To Give Up

By [Jennifer Wood](#)

As many of us consider what to give up for Lent this year, I'd like to offer a few things we might consider giving up at any time:

1. Fear and Worry: Rarely does it serve a purpose other than to hold us back.
2. Pleasing Everyone: You can't please everyone. Stop agonizing about it.
3. Envy and Jealousy: Keeping a simple gratitude journal, or even just jotting down a word or sentence on a scrap of paper to remind you of the things in your life you hold dear, can be a powerful way to minimize envy.
4. Impatience: Chill. All things in due time.
5. Bitterness and Resentment: They are killing you. Let them go.
6. Blame: Ultimately, you are responsible for your life. Stop blaming others.
7. Gossip and Negativity: Staying positive about others and avoiding those who bring out negativity in you will do a lot for your mental outlook.
8. Comparison and Feeling Unworthy: Let your own light shine.
9. Fear of Failure and Self-Doubt: Failure is inevitable to one degree or another and it can teach us an awful lot about ourselves and our journey. Taking risks can bring abundant rewards (that you haven't even imagined yet!).
10. Excuses: There are a million of them. Just stop. You don't want to hear yourself say them anymore.



The inspiration from this post came from: <http://www.dailyworld.com/story/opinion/2017/02/16/19-things-give-up-lent-arent-chocolate/98005614/>.



Duke IHC Virtual Book Club

By Cynthia Knapp Dlugosz

Calling all Duke-trained coaches! Please join us for the next meeting of the quarterly Duke IHC Virtual Book Club on Monday, April 24, at 7:00 pm EDT. We're reading *Immunity to Change: How to Overcome It and Unlock the Potential in Yourself and Your Organization* by Robert Kegan and Lisa Laskow Lahey.

To join in the discussion, dial (712) 775-7085 and enter participant access code 160756 followed by the # key. You are welcome even if you haven't read the book!

Cynthia Knapp Dlugosz, BSPHarm, ACC
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Duke IHC Virtual Book Club Leader
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Graduate Announcements

Do you have an announcement such as a publication, presentation, or other professional accomplishment that you would like to share with your fellow grads? If so, [click here](#) to complete the online form with your information. Announcements will be included in the next issue of the Newsletter.

Karen Goble (Foundation cohort 1 and Certification cohort 1, residing in Greenville, NC) announces the publication of a study exploring the lived experiences of integrative health coaching clients which was published in *Coaching: An International Journal of Theory, Research and Practice* titled "Transformative change to 'a new me': a qualitative study of clients' lived experience with integrative health coaching." The article is available [online](#).

Leena S. Gupta (Foundation cohort 23, residing in San Diego, CA) was interviewed on Fox, where she discussed integrative healthcare approaches such as acupuncture, massage, hypnotherapy, mindful meditation, and health coaching. Leena teaches Health Coaching as continued education to licensed healthcare professionals and is currently working to develop academic degree programs that include health coaching as integral part of health and wellness. [Click here](#) to view the interview.

Melissa Kulha (Foundation cohort 25 and Certification cohort 12, residing in Greensburg, PA) shares that as a member of Cooperative Association of Writers (CAW) in Ligonier, PA, she and colleagues have published their first poetry and photography anthology: *View From the Mountains*. It can be found online at [Barnes & Noble](#) and [Amazon](#). Royalties will be donated to the Ligonier Valley School District Foundation's FOOD 2 GO 4 KIDS backpack program in Ligonier.

Kate Nguyen (Foundation cohort 14 and Certification cohort 6, residing in Clifton, VA) is thrilled to present her book: *Whole: A Pocket Guide to Finding Happiness in ALL Aspects of Your Life!* The book is available for purchase [online](#). "An introspective, inspirational exploration and comprehensive guide to being a healthier, happier person." -Rebecca King, RN, MSN, MPH, MBA, PhD

Bridgett Tulloh (Foundation cohort 15, residing in Fuquay Varina, NC) is excited to invite you to join her for her daily iTunes podcast, where she addresses the big questions of life. Inspiration. Spirituality. Creating a Life You Truly Love. Each day is dedicated to a purpose: Mindful Mondays, Free Flow Tuesdays, A Course in Miracles Wednesday, Gratitude Thursdays, and Entrepreneurship Fridays. The podcasts are available on [iTunes](#). [Click here](#) to visit her website.

Kelley Robertson (Foundation cohort 23 and Certification cohort 11, residing in Atlanta, GA) announces that in January 2016, she launched [Avolve Wellness, Yoga + Health Coaching](#) based in Atlanta. In September 2016, she joined Wellview Health as a health advisor (part-time). The position includes on-site employee screenings and telephonic coaching sessions.



Announcements and Upcoming Events from Duke Integrative Medicine

Graduate Announcements

Check out the previous page to view updates from your fellow IHCPT grads including recent publications, presentations, and other professional accomplishments. If you have an announcement that you would like to be included in the next issue of the newsletter, please [click here](#) to complete the online form.

Several of Duke IM's upcoming programs are highlighted below. To view all of our public and professional programs, please visit the [Duke IM Programs & Training webpage](#).

Thank you for Referring Others to IHCPT!

Many of the people who take the IHCPT Foundation Course first hear about our program from our IHCPT Graduates. Thank you for continuing to spread the word about integrative health coaching and the IHCPT Program! If you are considering referring others to the IHCPT Foundation Course, please direct them to our website where they can learn more information, register for a free informational teleconference, and complete the online application form. We are currently accepting applications for the April 2017 and July 2017 Foundation Courses. Foundation Course information is available on our [website](#).



MBSR Distance Learning

April 2017 (Now Registering – Last Day to Register is March 30)

Mindfulness-Based Stress Reduction (MBSR) is a method of using meditation and yoga to cultivate awareness and reduce stress. It is based on the ancient practice of mindfulness, which is about waking up, being fully alive, and being present for the richness of each moment of our lives. Within this awakening, we gain access to our deepest inner resources for living, healing, and coping with stress. This offering is designed to deliver the same teachings and opportunities as the on-site program for those who are unable to visit our facility due to scheduling difficulties, distance, or physical limitations. More information is available on the program [website](#).

Healing Yoga for Back and Neck Pain

April 2017 (Now Registering – Last Day to Register is April 15)

In our high-stress, sedentary world, pain in the back and neck is a common ailment. If your back and shoulders feel chronically tense, sore, and tight, consider joining the Healing Yoga for Back and Neck Pain program. No prior yoga experience is necessary. This six-week series of classes are designed to relieve pain in your back and neck, and provide strategies to enhance your overall health. Each 90-minute class includes a 30-minute educational component, plus a 60-minute yoga practice. More information is available on the program [website](#).

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Announcements and Upcoming Events from Duke IM (continued from previous page)

Transform Your Health: Write to Heal

May 2017 (Now Registering – Early Registration Deadline is May 1)

This workshop is designed to help you discover ways to manage stressful events and upheavals in your life through writing. The act of writing engages internal healing resources that affect mental and physical health. Expressive writing has the power to help you reduce heart rate and blood pressure, minimize stress, strengthen the immune system, and improve your self-esteem. More information is available on the program [website](#).

Leading Others In Writing For Health

May 11-12, 2017 (Now Registering – Early Registration Deadline is April 21)

This 2-day workshop is a comprehensive, experiential training based on James Pennebaker’s 30 years of research in writing to heal. The curriculum will provide easily adaptable lessons, activities, and guideposts for anyone working in the healthcare field — physicians, nurses, mental health professionals, hospice workers, health coaches, and others — to use with their clients and patients. More information is available on the program [website](#).

Mindful Yoga for Cancer

June 22-28, 2017 (Now Accepting Applications – Early Registration Deadline is June 2)

Mindful Yoga for Cancer is a seven-day professional training program offered to registered yoga instructors. It introduces the Mindful Yoga program developed by founders Jim and Kimberly Carson, based upon clinical trials of the Yoga of Awareness intervention conducted with cancer patients at Duke. The program incorporates discussion, practice, and instruction on the ideal yoga practices for people healing from cancer. More information is available on the program [website](#).

Integrative Yoga for Seniors Professional Training

November 2-9, 2017 (Now Accepting Applications)

This pioneering eight-day program designed for registered yoga teachers combines the best of modern, evidenced based medicine with the ancient wisdom, experience and tradition of Yogic teachings. Duke medical experts – physicians, exercise physiologists, physical therapists and health psychologists – will cover health conditions common to seniors, such as heart disease, arthritis and osteoporosis. Experienced yoga therapists will provide hands-on training in appropriately modifying postures for safe and effective work with older adults, with emphasis on those new to yoga. Special issues in teaching elderly students will be addressed, including pain management, fall prevention, spirituality, and aging. More information is available on the program [website](#).

