LEGISLATIVE

Health Coaches as Reimbursable Expense

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The problem:
- 65 and older population fastest growing age group in US
- 2011 baby boomers began to turn 65
- About 80% of older adults have at least one chronic disease
- 68% have at least two chronic diseases
- Most chronic diseases are preventable
- Chronic conditions place significant burden on individuals
- Chronic conditions are tremendous burden and expense on healthcare system
- Recognizing health coaches as a valuable asset to the aging population will help relieve a burden on physicians and healthcare system.
- Health coaches enhance quality of life and offer many significant benefits to help prevent chronic conditions, educate and support older individuals.
- There are an increasing number of studies showing the effectiveness of health and wellness coaches in improving individual health and wellness and reducing healthcare costs.
- Health coaches are a new type of healthcare worker who serve as wellness guides and supportive mentors to motivate individuals and cultivate positive health choices and move them toward those specific goals
- Health coaches support their clients in achieving their health goals and reinforce the treatment plans recommended by healthcare providers

What other states are doing:
No state mandates that health insurance cover health coaches but some insurance companies (Humana) do offer policies that cover health coaches.

What this legislation would do:
Getting legislation passed which recognizes that health coaching serves a crucial and vital role in the "team" of professionals it takes to improve quality of life and ease the burden of the current medical care model.

We all know there is a problem, trillions of dollars are spent on "healthcare" yet we're sicker than ever before. Yes, people are living longer but chronic illnesses are at an all time high. Two conditions heart disease and type-2 diabetes, in the elderly, could be helped significantly by offering health coaching services to the portfolio of healthcare options.

Shifting people from unhealthy routines to sustainable, health and happiness promoting habits brings lasting wellness, lower healthcare costs and a better quality of life. The current system is not sustainable and Health Coaches will work alongside our allies to fix our healthcare crisis.
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Any Opposition:
Our medical model of healthcare in place now is just beginning to recognize the importance of health coaches. Some still see them as a threat and not an asset to our system.

I really believe if we can help and encourage our officials to understand the real benefits this is a winning situation for all of us. Health Coaches are a benefit to the elderly in so many facets.

Helpful Resources:
- International Association of Health Coaches
- American Council on Exercise
- Center for Nutrition Advocacy
- American Association for Retired Persons