



Professional Health Coaching Packages May 2010

What is Professional Health Coaching?

Professional Health Coaching is a highly personalized service that provides you with support in identifying and setting realistic and attainable health goals, remaining accountable to those goals, and building on your successes to reach a healthier overall quality of life. The aim is to help you to make permanent changes in your relationship with food, physical activity, stress and emotion management and enhance your ability to maintain a healthy and productive lifestyle.

The focus of Professional Health Coaching is broader than the typical “how to eat and exercise” approaches that focus mostly on education and checking to see if you followed your meal and exercise plans. Your Personal Health Coach is someone by your side helping you to carefully examine the reasons for your difficulty staying on track and to assist you in developing a deeper understanding of your personal barriers. Your coach works with you to develop a clear and realistic plan to keep you moving forward so you **will** achieve your goals.

Lack of ‘**motivation**’ or ‘**willpower**’ is often blamed when we don’t achieve our goals. Your Personal Health Coach does not see it that way. Your coach understands that when you come up short on a particular goal, that it simply means the plan you have needs adjusting so that it does a better job of taking into account both the reasons you were having trouble staying healthy in the first place and the things that are getting in the way now.

We understand how easily life can get in the way of best laid plans. Maybe the reason you are slipping is that you do not have all the resources or support you need. Perhaps your plan and your goals are not as flexible as they need to be to fit into your busy life. For some there may be deeper issues that make progress difficult at times.

As an experienced motivation and behavior change specialist your Personal Health Coach is experienced in guiding people in the face of obstacles and together you will develop a plan that takes into account how your job, your family commitments, your social life, your support system, the stresses in your life and any other personal challenges you are facing influence your health goals. They will help you to develop a realistic plan to work on the goals that are important to you.

Your coach will listen to your strengths and challenges and recognize what you are already doing well so we can build on this and not waste your valuable time re-teaching you things you already know. We realize that a one-size-fits-all health plan is not what you need and we will work with you to develop an individualized and personal plan that is both realistic for achieving your health goals and that fits comfortably into your busy life.

We not only assist you in following through on your eating and exercise goals but also help you to identify other important goals. We work with you to better manage stress and emotions, enhance organizational and communication skills (to improve your personal support system) and work towards



enhanced self-awareness through mindfulness and other techniques if desired. Perhaps you are going through some major changes in your life, we can help you to weigh your options and work towards sound decisions that ultimately lead to improved quality of life and allow you to maintain your good health as you go through these transitions.

A coach and their client enter into a partnership for health and well-being and work collaboratively in the effort to achieve meaningful change. The coach trusts that the client will commit to only what is realistic for them and the coach in turn agrees that in the face of obstacles, they will push the client to reach beyond the moment and honor that commitment through positive action.

We look forward to being your partner in good health!

Regards,

Binks Behavioral Health Team



Available Program Options:

Below are a range of service packages designed to meet varying needs and schedules. These are provided as a basic starting point however each plan can be adjusted by you and your coach in order to best meet your needs. **Group Discounts** are available for organizations purchasing service bundles.

How does it work?

The structure varies depending on the option you choose and your personal goals, however in general:

- In the initial appointment(s) we discuss the barriers and challenges you face and how these impact your health and your ability to stay motivated. We go beyond health tips and strategies to help you examine how all aspects of your life impact your goals. If needed our staff can provide guidance and information to help you to select the best eating and exercise plan for you from a range of scientifically sound options. We also include in your coaching program access to our online Healthy Weight Center support groups, nutrition tools, meal planners, recipes, motivational email and text messaging and comprehensive fitness and behavioral information.
- Once we have a good understanding of the barriers you face, we will ask you to identify the things you want to start working on and help you to develop a realistic and specific plan to achieve these goals. We will identify best-case-scenario goals but also goals that will help you to be successful when new and unexpected challenges come up.

After the initial session you are not alone! For as long as you remain engaged in a coaching program your coach will stay in touch by email, telephone or in-person (depending on the package type) to help motivate you, allow you to ask questions, solve problems, develop a deeper understanding of the challenges you face and to assist you in continuing to improve your self-awareness and understanding while developing new skills for staying on track.

You will also have access to our online tools, motivational text messages and emails and our moderated support groups 24 hours a day even after your coaching program ends!

Brief 'Laser-Coach' Packages:

These options are designed and recommended both for the newcomer who wishes to lay the foundation for their health plan and get a jump start on motivating themselves to achieve their health goals and for the veteran of health improvement programs who wants to infuse their existing efforts with an extra shot of encouragement to help propel them through difficult times and plateaus. These packages allow you to develop a strong and sustainable health change program that is resilient in the face of barriers and boosts your support under the skilled guidance and encouragement of the health coach when you need it most.



Laser-Coach 4-8 Week Intensive Educational/Email Coaching Option:

Includes:

The program starts with an intensive private coaching session where you spend 50 minutes with your coach engaged in a personal health planning and educational session with focused instruction in key behavioral lifestyle change skills. It also includes an introduction to the website and educational materials tailored towards your personal goals and the development of a personal action plan for change. The initial session is delivered either by phone or in-person (Swift Ave- Durham Office).

E-mail interaction with your coach for 3-7 weeks allows you to stay on track, evaluate your plan, set new goals, solve barriers as they arise and provides regular contact between you and your coach that takes place conveniently within your busy schedule.

Customized nutrition plan and personal goals and barriers assessment via www.DrBinks.com Healthy Weight Center online.

Free unlimited access to Dr Binks.com Healthy Weight Center curriculum, motivational text messaging and informational email subscription plus additional informational resources as need arises.

Access provided to Healthy Weight Center support forums where skilled health educators monitor discussions among users who are seeking support in their healthy lifestyle. Participation is anonymous for added privacy.

Registration Fee:

4 Week = \$ 195.00 US

8 Week = \$ 270.00 US

Laser-Coach 4-8 Week Intensive Educational/Telephone Coaching Option:

Includes:

The program starts with an intensive private coaching session where you spend 50 minutes with your coach engaged in a personal health planning and educational session with focused instruction in key behavioral lifestyle change skills. It also includes an introduction to the website and educational materials tailored towards your personal goals and the development of a personal action plan for change. The initial session is delivered either by phone or in-person (Swift Ave- Durham Office).

Telephone follow-up support for 3-7 weeks allows you to stay on track, evaluate your plan, set new goals, solve barriers as they arise and provides regular contact between you and your coach that takes place conveniently within your busy schedule.

Customized nutrition plan and personal goals and barriers assessment via www.DrBinks.com Healthy Weight Center online.



Free unlimited access to Dr Binks.com Healthy Weight Center curriculum, motivational text messaging and informational email subscription plus additional informational resources as need arises.

Access provided to Healthy Weight Center support forums where skilled health educators monitor discussions among users who are seeking support in their healthy lifestyle. Participation is anonymous for added privacy.

Registration Fee:

4 Week = \$ 270.00 US

8 Week = \$ 450.00 US

Extended Comprehensive Health Coach Options - 12 week:

These options are designed and recommended for individuals wishing to embark on a comprehensive program and who are committed to longer-term assistance in achieving meaningful results and engendering lasting changes in health behavior. Twelve weeks allows sufficient time to target multiple health and life-fulfillment goals and to learn and practice new behavioral strategies and encounter and solve multiple barriers with the guidance of your Personal Health Coach.

12-Week Telephone Coaching

12 telephone coaching calls delivered weekly:

Includes:

Customized nutrition plan and personal goals and barriers assessment via www.DrBinks.com Healthy Weight Center online.

Free unlimited access to Dr Binks.com Healthy Weight Center curriculum, motivational text messaging and informational email subscription plus additional informational resources as need arises.

Access provided to Healthy Weight Center support forums where skilled health educators monitor discussions among users who are seeking support in their healthy lifestyle. Participation is anonymous for added privacy.

First Telephone Call (50 minutes) – Review of personal goals, health behavior planning, and action plan development session with personal goal recommendations.

Weekly telephone calls - Your Personal Health Coach makes a regularly scheduled weekly call to you to help you stay on track, evaluate your plan, set new goals, solve barriers as they arise and provides regular contact between you and your coach that takes place conveniently within your busy schedule.



Registration Fee = \$ 735.00 US

12-Week Biweekly Telephone Coaching with Email

6 telephone coaching calls (every other week) with a total of 6 email interactions on off-call weeks:

Includes:

Customized nutrition plan and personal goals and barriers assessment via www.DrBinks.com Healthy Weight Center online.

Free unlimited access to Dr Binks.com Healthy Weight Center curriculum, motivational text messaging and informational email subscription plus additional informational resources as need arises.

Access provided to Healthy Weight Center support forums where skilled health educators monitor discussions among users who are seeking support in their healthy lifestyle. Participation is anonymous for added privacy.

First Telephone Call (30 minutes)– Review of Personal Goals, health behavior planning, and action plan development session with personal goal recommendations and action planning.

Biweekly telephone - Your Personal Health Coach makes a regularly scheduled bi-weekly call and coach initiated email interaction is provided on non-call weeks to help you stay on track, evaluate your plan, set new goals and solve barriers as they arise and provide regular contact between you and your coach that takes place conveniently within your busy schedule.

Registration Fee = \$ 495.00 US

12-Week Email Coaching with Telephone Enhancement

Weekly email coaching with an addition of 2 telephone coaching/planning sessions spaced regularly throughout the 12-week contract.

Includes:

Customized nutrition plan and personal goals and barriers assessment via www.DrBinks.com Healthy Weight Center online.

Free unlimited access to Dr Binks.com Healthy Weight Center curriculum, motivational text messaging and informational email subscription plus additional informational resources as need arises.

Access provided to Healthy Weight Center support forums where skilled health educators monitor discussions among users who are seeking support in their healthy lifestyle. Participation is anonymous for added privacy.

First Telephone Call (30 minutes) – Review of Personal Goals, health behavior planning, and action plan development session with personal goal recommendations.



Second Call at a time of your choosing to assist you in planning your next steps.

Telephone coaching calls are combined with 9 coach-initiated email interactions to help you stay on track, evaluate your plan, set new goals, solve barriers as they arise and provide regular contact between you and your coach that takes place conveniently within your busy schedule.

Registration Fee = \$ 395.00 US

Note 1: All packages are based on continuous weeks from initiation of contract. All email & telephone contacts are non-cumulative on a weekly basis and if not used during the timeframes indicated these will be forfeited unless other arrangements are made in advance with your coach.

Note 2: At completion of the initial package re-enrolling in the same package (or selecting a different package) is encouraged to continue your program- Discounts may apply.

Note 3: All coaching calls (unless otherwise noted) are 20-25 minutes in length and are initiated by the coach at a predetermined time (agreed upon at the outset with the client). The coach also initiates email interactions (if the client fails to do so) ensuring regular personal contact between you and your health coach. Email interactions are limited to one email initiated by the coach with a maximum of 2 coach replies.

