Health 2.0:
Redesigning Health and Wellness Coaching in the Community

Thursday, October 1, 2015
9 am–4:30 pm

UNCG Elliott University Center (EUC) Auditorium
507 Stirling St.
Greensboro, NC

northwestahec.org
Health 2.0: Redesigning Health and Wellness
Coaching in the Community

Goal
Improve individual and organizational outcomes through skilled coaching communication methods and evidence-based practice.

Overview
The UNCG Health Coach Training Program will hold its first annual conference to connect the community of providers who want to deliver quality health care that improves patient outcomes and satisfaction.

Participants will have a chance for networking opportunities with leaders in health coaching, wellness vendors, and community partners to share fresh ideas and innovative approaches to help clients reach their goals.

Keynote
Susan Butterworth, PhD, MS, Associate Professor at the School of Medicine, Oregon Health & Science University and expert in motivational interviewing-based health coaching will provide the keynote session.

Plenary Speakers
- Tom Wall, MD, Chief Medical Director of Triad Health Network
- Grace Terrell, MD, Chief Executive Officer of Cornerstone Health Care
- John Jenkins, MD, Vice President and Executive Medical Director, Primary Care Collaborative
- Cathy Cole, MSSW, LCSW, President of Cathy Cole Training

Breakout Sessions:
Value-based Health Care: These sessions will help you redesign your practice to provide client-centered care, learn new approaches to create healthy cultures in the workplace, strategies to address the needs of the safety net population, and provide national updates on credentialing the coaching workforce.

Coaching Skills and Approaches: There will be skill-development workshops on culturally competent care, chronic disease self-management, and motivational Interviewing. In addition, there will be a plenary session with Susan Butterworth, PhD, MS, the conference keynote speaker on Research in Health Coaching: What do we know is effective? A roundtable discussion with health coach practitioners will provide an opportunity for peer networking and mentoring offered by highly experienced health coaches.

Target Audience
Private and public sector health care providers including physicians, physician assistants, nurses, nurse practitioners, pharmacists, psychologists, dieticians, public health educators, medical assistants, medical and nursing students and anyone interested in learning more about health coaching practice. It is appropriate for coaches practicing in health and wellness, worksite health, executive and leadership, fitness and health promotion, and academic and student advising.
Credits

• 5.25 Contact Hours from Northwest AHEC
  Nurses: This educational activity can be applied toward your continuing competence plan for maintaining your current licensure with the North Carolina Board of Nursing.

• 0.5 CEUs from Wake Forest School of Medicine
  This program will provide 5.25 contact hours of (Category A) continuing education for North Carolina psychologists. No partial credit will be given.

• The North Carolina AHEC Program, a designated provider of continuing education contact hours (CECH) in health education by the National Commission for Health Education Credentialing, Inc. This program is designated for Certified Health Education Specialists (CHES) and/or Master Certified Health Education Specialists (MCHES) to receive up to 5.25 hours total Category I continuing education contact hours.

• Application has been made for 5.25 Contact Hours for Registered Dieticians through the Commission on Dietetic Registration.

Faculty

Annika Archie  
Supporter of Health,  
Division of FaithHealth  
Wake Forest Baptist Medical Center

Daniel Bibeau, PhD  
Chair, Department of Public Health Education  
University of North Carolina at Greensboro

Jessica Brueggeman, RN, MPH, SVP  
Health Behavior Group  
Micromass Communications

Susan Butterworth, PhD, MS  
Principal and Founder  
Q-consult, LLC

M. Lee Chambliss, MD, MSPH, ABFP  
Cone Family Practice

Cathy Cole, MSSW, LCSW  
President  
Cathy Cole Training

Teresa Cutts, PhD  
Research Assistant Professor  
Division of Public Health Sciences  
Social Sciences and Health Policy  
Wake Forest School of Medicine

John Jenkins, MD  
Vice President and Executive Medical Director  
Triad HealthCare Network

Susanne Lineberry, MPH, CHC, MCHES  
Health Coach  
Cone Family Medicine

Jeremy Moseley, MPH  
Program Administrator  
Community Engagement  
Division of FaithHealth  
Wake Forest Baptist Medical Center

Margaret W. Riddle, MS  
Health and Wellness Partner  
Novant Health

Robert Scott, MD  
President and Managing Partner  
White Oak Family Physicians

Karen Sigmon-Smith, MPH, CWC, RHEd  
Manager, Community Programs and Partnerships  
Novant Health

Grace Terrell, MD  
Chief Executive Officer  
Cornerstone Health Care

Jim Tillman, DMin  
Certified Integrative Health Coach  
Open Water Coaching and Consulting, LLC

Emily Viverette, MDiv  
Director of FaithHealth Education  
Division of FaithHealth  
Wake Forest Baptist Medical Center

Tom Wall, MD  
Chief Medical Director  
Triad HealthCare Network
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>8:15 am</td>
<td>Registration, Continental Breakfast and Exhibitors</td>
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<tr>
<td>9 am</td>
<td>Welcome and Opening Remarks</td>
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<tr>
<td>9:15 am</td>
<td>Keynote Address</td>
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<td>Susan Butterworth, PhD, MS</td>
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<tr>
<td>10 am</td>
<td>Plenary I: Where We’re Headed in Health Care</td>
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<td>Grace Terrell, MD</td>
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<td>10:45 am</td>
<td>Break and Exhibitors</td>
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<td>11 am</td>
<td>Concurrent Sessions A</td>
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<td>Research in Health Coaching: What Do We Know is Effective?</td>
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<td>Susan Butterworth, PhD, MS</td>
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<td>Coaching Skills and Approaches: Adding a Health Education Specialist to Your Practice</td>
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<td>M. Lee Chambliss, MD, MSPH, ABFP</td>
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<td>Susanne Lineberry, MPH, CHC, MCHES</td>
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<td>Chronic Disease Self-management: Diabetes and the Teamlet Approach</td>
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<td>Robert Scott, MD</td>
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<td>Lunch/Exhibitors/Networking</td>
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<td>1 pm</td>
<td>Plenary II: Consistency and Cost: Decreasing Variability</td>
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<td>John Jenkins, MD</td>
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<td>Tom Wall, MD</td>
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<td>Plenary III : Partnering for Increased Adherence</td>
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<td>Cathy Cole, MSSW, LCSW</td>
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<td>Break and Exhibitors</td>
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2:45 pm  Concurrent Sessions B

Research in Health Coaching: UNCG Health Coaching Programs
Daniel Bibeau, PhD

Coaching Skills and Approaches: Corporate Health, Risk Stratification and a Healthier Workforce
Margaret W. Riddle, MS

Value-based Health Care: Credentialing of Health and Wellness Coaches
Jim Tillman, DMin

3:30 pm  Break and Exhibitors

3:45 pm  Concurrent Sessions C

Value-based Health Care: Addressing the Needs of Our Most Vulnerable
Annika Archie
Teresa Cutts, PhD
Jeremy Moseley, MPH
Emily Viverette, MDiv

Coaching Skills and Approaches: Practitioner Panel
Hanging Your Own Shingle: Views From the Field
Panel discussion from health coaches

Chronic Disease Self-management: Using Technology to Improve Self-management
Jessica Brueggeman, RN, MPH, SVP

4:30 pm  Adjourn
Cost and Registration

$125 — Early registration fee, if received by Sept. 10, 2015

$165 — Registration fee, if received after Sept. 10, 2015

$75 — Student  (student ID required)

Registration fee includes instructional and administrative costs, entrance to exhibit hall, light breakfast, boxed lunch, afternoon refreshment break, wireless Internet, on-site networking opportunities and complimentary parking in covered garage.

Register and pay online at northwestahec.org or complete and return the attached registration form by mail or fax. Payment by credit card (Visa, MasterCard, American Express), cash, money order, personal check or corporate check is accepted.

Payment Policy — Payment is required on or before entrance into any Northwest AHEC activity. If a corporate payment has not been received prior to the activity start date, you will be required to provide a personal credit card or check. If the corporate payment has not been received two weeks post activity, your personal credit card or check will be charged or cashed. To avoid personal payment, you should check with the financial staff at your organization to determine status of payment.

Refund Policy — Cancellations received in our office up to two days prior to the activity will result in a charge of $50, or 30 percent of the paid registration fee, whichever is less. Cancellations received less than two days before the activity will not be refunded. You may send a substitute in your place.

When planning for an educational activity, registration fees are not based on credit hours or agenda. Registration fees are based on expenses such as meeting room rentals, food, equipment, staff, etc. and are not adjusted by issues such as cancellation of speakers or other unforeseen circumstances. Every effort will be given to ensure the activity is a success.

Note — If you have not received confirmation of your registration 24 hours before the program date, please call Lori Crutchfield at 336-713-7729 or email lcrutchf@wakehealth.edu to verify the status of your registration.

Accommodations

For lodging near conference site, please click here for list.

For More Information and Assistance

If you have questions about registering for this activity or need auxiliary aids or special services to attend, please contact Lori Crutchfield at least five working days prior to the activity by calling 336-713-7729 or emailing lcrutchf@wakehealth.edu.
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Registration Fee:
$125—Early registration fee, if received by Sept. 10, 2015
$165—Registration fee, if received after Sept. 10, 2015
$75—Student (student ID required)

REGISTER AND PAY ONLINE AT NORTHWESTAHEC.ORG

Name_________________________________________________________________________
Profession____________________________Degree________________________________________
Job Title_________________________________________________________________________
Last Four Digits of Social Security # (required) ____  ____  ____  ____
Employer Name_______________________________________________________________

Contact Method:  □ Mail Only  □ Email Only  □ Both

Mailing Address:  □ Home  □ Work
Street_________________________________________________________________________
City_________________________________________________________________________
State____________________________ Zip__________________County________________________
Phone____________________________ Fax___________________________________________

Email Addresses:
Work__________________________________ Home _____________________________________

Payment Method:
□ Check Enclosed  □ Credit Card (select one):  □ Visa  □ MC  □ AmEx
Check No._________________________ Amount Enclosed $___________________________
(Make check payable to “Wake Forest School of Medicine”)

Name as it Appears on Card_______________________________________________________
Card Number_________________________ Exp. Date___________________________
Credit Card Billing Address_______________________________________________________
Cardholder Signature_____________________________________________________________

Mail completed form to:
Northwest AHEC \ Wake Forest School of Medicine
Attention: Lori Crutchfield
Medical Center Boulevard, Winston-Salem, NC 27157-1060
or fax to: 336-713-7701

Please share this information with a colleague.