

## Medical Coaching

**Supports you to support your clients to build emotional and mental resilience capabilities during a medical crisis or challenge**

### What is Medical Coaching?

Medical Coaching is a unique emotional and mental coaching process. It supports individuals not only cope with a medical crisis or condition, but also support them create or recreate mental and emotional wellbeing as a way of life.

The process enables clients to develop their own mechanisms for the change in their lives producing empowerment and their own self-fulfillment. Ultimately medical coaching aims for the client to gain personal insights and take actions to allow them to flourish and find happiness and wellbeing.

Medical Coaching provides support and empowerment on many levels:

1. Goal setting in the midst of a medical crisis.
2. Discovering new perspectives regarding present and future challenges and relevant resources.
3. Helping reveal values and develop fulfilment with ways to incorporate them into the client's life and treatment.
4. Re-programming and managing traumatic memories related to or triggered by the medical crisis.
5. Teaching relaxation and stress management techniques to deal with anxiety, phobia and/or panic attacks.

6. Providing emotional support throughout the process.
7. Establishing empowering communication skills that the client can use with the care givers, medical team, family and community.
8. Teaching self-care and resilience techniques to increase quality of life.

The beauty and strength of the Medical Coaching model is that it addresses all aspects of the client's life and not just the symptoms or the disease. During the process, the Medical Coach works with the client to create a comprehensive action plan. The plan incorporates areas such as the physical body, emotions, thoughts, spirit, social connections and the environment.

### Who can benefit from receiving Medical Coaching?

Anyone who is affected from a medical condition or crisis. This includes people who either live with a medical condition or care for someone who does.

These can include;

- People who are experiencing illness.
- Family members and care providers of those who are ill.
- People facing medical and surgical procedures such as: operations, organ transplants and other invasive procedures.
- Survivors of Traumatic incidents eg car accident
- People experiencing "burn out" at work or home
- Health care professionals

## The Medical Coaching Process

During the process the Medical Coach helps the client set goals and together they create an action plan to achieve these goals. The Medical Coach listens and asks questions in order to create increased awareness for the client of their beliefs and perceptions and may also share self-help techniques for the client to develop their own toolkit to develop mental and emotional resilience. Together the coach and client create a safe and non-judgmental environment for reflection and curiosity. This enables the client to create sustainable and long last changes.

Sessions can be held in person or virtually.

## Where did Medical Coaching Originate?



The medical coaching process was developed by Shiri Ben Arzi. She was joined by Eveline Kluger-Kadish and together they founded the Medical Coaching Institute (MCI) to support patient-centered care and to empower people during chronic illness.

Their vision is to promote better health care by creating an empowering alliance between people, their care givers and their healthcare teams for the sake of true healing.

They have been supporting people with Medical Coaching for several years and have trained Medical Coaches in North and South America, Europe, Asia/Middle East and Australasia.

## The Medical Coaching Training Program

The program includes a unique, 2 modules, learning model (**a total of 10 days**) and internship.

### At the end of the Training Program you will be able to:

1. Identify your client's health vision and help him/her set relevant health goals.
2. Create a comprehensive plan with your client to achieve his/her health goals.
3. Help your client discover new perspectives and relevant resources.
4. Create a comprehensive stress management and self-care plan
5. Adapt your communication to the client's communication style to create a clear message.
6. Teach empowering communication skills the client can use with care givers, medical team, family and community.
7. Describe the impact of values and beliefs on a person's health
8. Help the client to identify limiting beliefs and replace them with empowering ones.
9. Help the client to identify and clear inner conflicts regarding health issues
10. Address end of life issues, loss, bereavement and grief in an empowering and supportive way
11. Offer emotional First Aid
12. Help clear trauma related or triggered by the medical crisis.
13. Help clear anxiety and phobia related or triggered by the medical crisis.
14. Teach relaxation and self-help techniques.
15. Provide emotional support throughout the process.

The program grants 68.5 Continuing Coach Education Units for ICF members. A certificate of attendance is issued to all those completing their assignments.

### **Medical Coaching for Health Care Professionals and Pharmacists**

Medical coaching offers significant insight and technique to health care professionals and pharmacists with a specific interest in **enhancing their communication skills in working with people who live with illness, their care givers and family members.**

The skills you will learn will deepen your existing work as a healthcare professional or pharmacist and will enable you to offer support and empowerment on many levels and address all aspects of your patient's life and his/her specific circumstances: mind, body, emotions, perspective and social environment.



The course is facilitated by Shiri Ben-Arzi MPMC, PCC

Shiri is a Master Medical Coach, Master Medical Coaching Trainer, Coaching Supervisor, workshop facilitator, and international speaker.

Although diagnosed with a rare chronic illness in 1999 and predicted a low chance of survival, her personal and professional achievements until now are proof that there is always a choice, for the patient, the healthcare team and everyone surrounding them.

Shiri has worked with international pharmaceutical companies such as Pfizer, GlaxoSmithKline, TEVA, MSD, Sanofi, Genzyme and Takeda. She has also worked with the Israeli Ministry of Health and various hospitals in Israel and Europe.

### **Medical Coaching Training - Ireland 2018**

The Medical Coaching training program is coming to Ireland for the second time.

The dates are:

Module 1 – March 8<sup>th</sup>-12<sup>th</sup>

Module 2 - June 24<sup>th</sup>-28<sup>th</sup>

For additional information on the Medical Coaching Training Program please contact Shiri Ben-Arzi directly – [shiri@mci-il.com](mailto:shiri@mci-il.com)