

# The U.S. Health Coaching Market

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## Abstracts

Health coaching has emerged as a \$6 billion service market, with a strong growth outlook. An estimated 109,000 health coaches and health educators advise and motivate clients to change bad lifestyle habits and to manage chronic conditions such as diabetes. You are most likely to find a health coach in private practice, at a doctor's office, or via a corporate wellness program. Large self-insured companies are using coaches to improve employee health and cut claims costs, as are healthcare insurers. However, like coaching in general, the industry is loosely defined and certification in many cases is performed by organizations more interested in profits than coach competence. National standards are years away.

This pioneering new report by Marketdata covers the following: market definition—types of health coaches, what they do, where they work, their number, average salaries, market structure, market size: 2006-2022 forecast, profiles of the 8 major certification organizations, profiles of insurance company users (Aetna, Cigna, Humana, United Health Group), MD and Veterans Administration programs, demand factors and usage by consumers, findings of telephone interviews, and the industry's major issues, obstacles and outlook.

## Contents

### **INTRODUCTION; STUDY SCOPE & METHODOLOGY**

### **MARKET DEFINITION AND SUMMARY**

What does a health coach do, not do?

Discussion of difference between health coaches, wellness coaches, Health educators

Typical skills of health coaches, tasks

Market Structure: sectors where health coaches are employed

### **MARKET SIZE & GROWTH**

Estimated number of health coaches & educators in the U.S.

Avg. salaries of health coaches and health educators

Estimated market size and growth: 2006 – 2022 Forecast

Size of the weight loss coaching market

Outlook for the market, findings of interviews: discussion of factors affecting demand.

Current and future trends, major issues and obstacles

Table: Estimated U.S. health Coaching Market Size: 2000-2022 Forecast

Table: 13 top weight loss companies: no. of coaches employed

### **PROFILES OF LEADING HEALTH COACH CERTIFICATION & TRAINING ORGANIZATIONS**

(Descriptions of organizations and their certification programs)

American Association for Health Education

American Council of Exercise (ACE)

Cleveland Clinic

Dr. Dears Wellness Institute

Duke Integrative Medicine

Health Coach Institute

Institute of Integrative Nutrition

International Coach Federation

Mayo Clinic

National Consortium for Credentialing of Health & Wellness Coaches

National Society of Health Coaches

Society for Public Health Education

Wellcoaches School of Coaching

## **CONSUMER DEMAND FACTORS**

Discussion & statistics; the cost of American chronic diseases

Discussion & statistics: Health Risk Behaviors that cause chronic diseases

Discussion - The Leading Causes of Death and Disability in the U.S.

The State of Health Coaching:

- Interest in health coaching by consumers

- Availability of coaches

- Typical age cohorts that use health coaching

- Purpose of coaching

- Digital vs. telephonic coaching

- Length of coaching – timeline

- Who sponsors coaching

Discussion of the Outcomes & Results of Health Coaching

## **HOW COMPANIES AND HEALTHCARE ORGANIZATIONS USE HEALTH COACHES**

Aetna

Cigna

Humana

Kaiser Permanente

United Health Group

Discussion of the Veteran's Administration's Whole Health Program

Discussion of the AMA module for setting up health coaching in physician offices

## **REFERENCE DIRECTORY**

Directory of trade groups, special reports, surveys, articles and other sources of information about health coaching

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