

Wellness Coaching

written by CPH Insurance | June 17, 2016

In a society in which health, nutrition and being physically fit has morphed into an entire platform of wellness programs, it has become a buzz word. Are you well?

According to a recent survey by the American College of Sports Medicine (ACSM), “educated and experienced fitness professionals” now constitute the most important fitness trend in the world.

Your wellness is their business and wellness coaches are more in demand than they ever have been.

A wellness coach helps people in all aspects of physical well-being: eating, exercise and emotional mindset. A wellness coach will consult with a patient on various aspects of lifestyle, from nutrition to how they handle stress and their emotional burdens.

They seek to answer to very important questions:

- What makes them happy?
- What makes them sad?

They listen to their patients talk about their lives, about how daily stresses are managed, eating habits and overall how they treat their bodies. A wellness coach may use therapeutic principles to help people wade through the mountains of obligations in their lives and become truer to their inner selves while establishing achievable goals.

Making a difference in someone’s life is what healthcare is all about - wellness coaching is becoming a big part of that difference. People are being pushed and pulled every which way in today’s society - food and health often become periphery thoughts compared to what has to take center stage on a daily basis. A wellness coach will turn these priorities on end, and help patients to understand that focusing on food and health can make all the rest of it turn out for the best.

As a wellness coach it is important to understand the liability that is taken with each patient and to ensure your license and career is protected should a client become unhappy with your service and/or treatment.