



NAVIGO

Productive People, Powerful Results.

*Look for regular updates at,
www.NAVIGOMagellan.com*

Myths Regarding Behavioral Change¹

- ***Crisis & Fear Impels Change***
90% of coronary bypass patients fail to change their unhealthy lifestyles
- ***People Act When Benefits Exceed Costs***
Self-sabotage and instant gratification are not rational, but are predictably human
- ***The Facts Will Set us Free***
97%² of Employees know that smoking causes multiple diseases and conditions



1. A. Deutschman. *Change or Die*, 2006
2. NBGH national survey 2006

Behaviors Exacerbate Costly Chronic Medical Illnesses



Eating



Smoking



Drinking



Human Behavior



Poor Treatment Adherence



Unhealthy Sleep Habits

Lack of Exercise



Prevention Pays

According to the federal Centers for Disease Control, preventable illnesses and medical conditions comprise approximately 90% of this nation's \$1.4 trillion medical care costs.

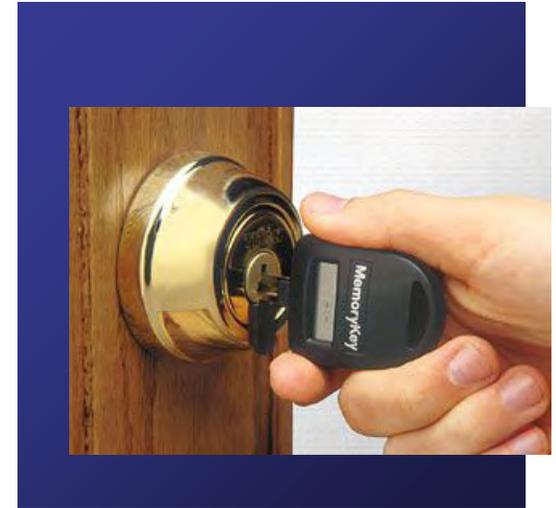


Interventions

NAVIGO Lifestyle Coaching

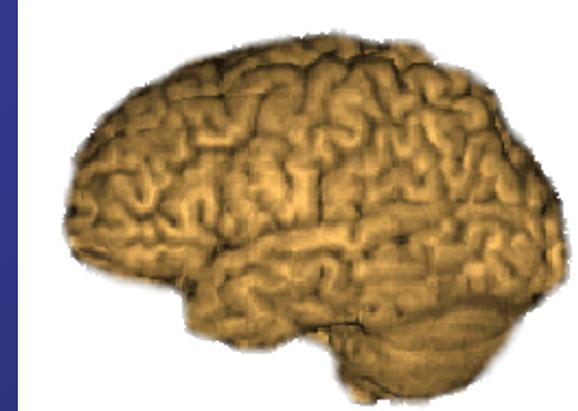
Coaching: Unlocking Stuck Behaviors

- Hear & acknowledge the emotional aspects
- Apply motivational interviewing skills & generate hope
- Address cognitive distortions (“I’ll never lose weight”)
- Apply SMART behavioral modification techniques
- Plan little successes to create unstoppable momentum for change
- Set up for success- UB-PAP (ultra brief personal action plans)



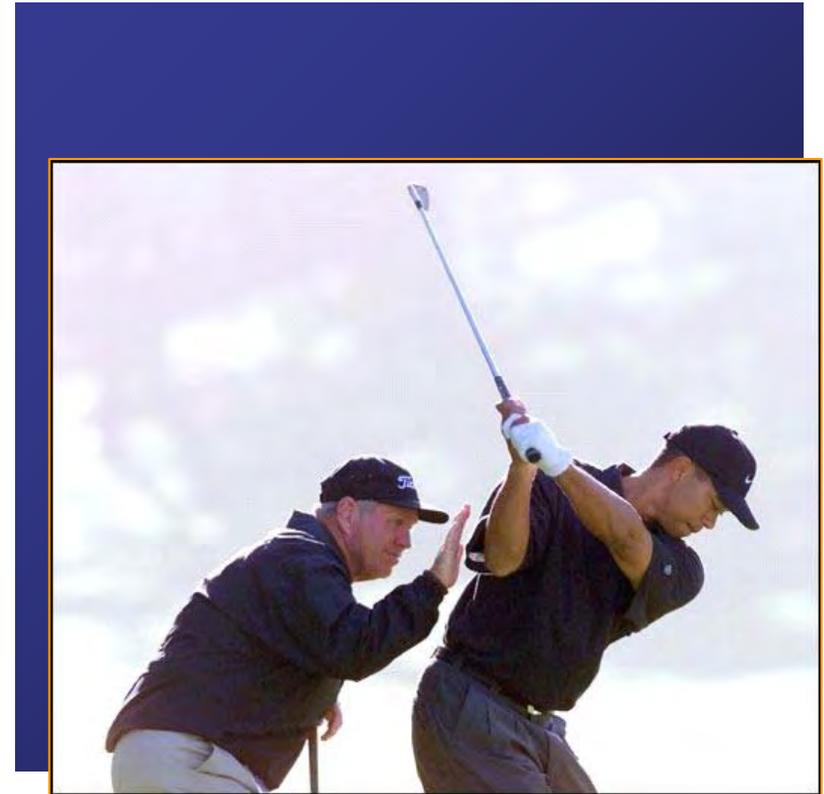
Successful Change – Rational Self-Talk & Knowledge Finding

- Rational cognitions
 - Awareness
 - Avoid “catastrophic” thinking
 - Avoid “all or nothing” thinking
 - Examine whether your cognitions are realistic
- Knowledge Finding
 - **How to acquire knowledge**
 - How to navigate the health care system
 - “Give a man a fish, feed him for a day; teach a man to fish, feed him for a lifetime.”



Successful Change – Motivation & Internal Locus of Control

- Motivation
 - Personalized and unique
 - Accept and expect that motivational levels vary
 - Work with coach and to resolve ambivalence & maintain progress
- Internal locus of control
 - Self-efficacy
 - Change is in your hands
 - Don't cede your success to others
 - Pills
 - Surgery
 - Quick fix



Successful Change – Behavior Modification & Incentives

- Behavior Modification Techniques
 - Stimulus control
 - Shaping
 - Healthy habit formation
- Incentives and Self-Reinforcement

SMART

Set clear achievable & measurable goals

Monitor progress routinely

Arrange the environment for success

Recruit a support team

Treat oneself in order to reinforce positive movement

New Paradigm for Wellness: NAVIGO Coaching by Magellan



- **Ultra-Brief Action Planning**

After alliance & rapport established:

- “What would **YOU** like to work on to improve your health?”

“How confident are you (on a 1 to 10 scale with 10 being it’s a slam dunk) that you can achieve your goal?”

“Is there anything you might modify in your goal so that you could rate your confidence as 7 or higher?”

Meta Analysis Results on Health Coaching

- 36 studies in the literature
- Manualized programs less effective than intuitive
- BEST predictor of behavioral follow-through is statement of commitment
- Behavioral health providers more effective (79% of studies) than nurses, dieticians, etc. (46% of studies)



Rubak, Sandbeck, Lauritzen, Christensen: [Brit Journal Gen Practice](#), 2005

NAVIGO Coach's Profile

- Licensed behavioral professional
- Participant-Focused
- Personal attributes:
 - Flexible
 - Warm
 - Positive
 - Hopeful & undaunted by rejection
 - Ready for the “not ready to change”
- Skills:
 - Ultra-brief personal action planning
 - Motivational interviewing
 - Cognitive skill building
 - Behavior modification



NAVIGO COACHING

Questions & Answers

