

Is health Coaching a new challenge for pharmacists?

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Introduction

Health coaching is a method of educating the patient with the aim of improving his self-awareness, motivation, and responsibility, as well as an approach to acquiring knowledge, skills, and tools necessary for the active participation of patients in achieving health goals. Health coaching, which evolved from health education activities, provides support in lifestyle changes that improve the daily lives of patients suffering from chronic diseases. By applying health coaching, patients are provided with modern and unconventional health care that meets the needs of patients with chronic diseases and their lifestyle. This approach appears more and more often in the literature as an effective intervention that leads to savings in health care costs and better treatment outcomes.

A health coach uses a range of strategies that include the application of scientific evidence, a clinical approach, and interventions to actively and safely engage patients in health behavior change to better "manage" their health, health risks, and acute or chronic health conditions.

The search for solutions to the problems of health systems burdened with disease and treatment costs opens up new perspectives for health professions with flexible competencies such as pharmacy. The paper will show the familiarity, practice, and affinities of the pharmacy staff towards health coaching services as a starting point for directing professional development and professional training.

Material and methods:

In the cross-sectional observational study, a specially created structured questionnaire was applied, which consisted of several parts: socio-demographic characteristics of the respondents (I), practice and affinities towards health coaching services (II), and the need for professional training (III). The sample was formed by the method of random selection. The survey process was carried out electronically, anonymously, and on a voluntary basis using the Google Forms service. The results were processed with descriptive statistics.

Results and discussion

One hundred (100) questionnaires were filled out. In the sample of respondents, 57% were graduate pharmacists, while 43% were pharmacy technicians. More than half of the respondents (56%) had up to 10 years of work experience; Further investigation revealed that some of the respondents (73%) who believe that they could provide more and help chronic patients more effectively expressed the following views: 56 respondents believe that "support in the development of self-help skills and techniques (insulin administration, blood pressure control, care of feet, lining application, etc.); studies by other authors that included people with pre-diabetes with intervention in nutrition, physical activity, stress management, and sleep regime, indicated that participation in training contributed to preventing the progression of diabetes and led to an improvement in

overall health. DiDonato et al. monitored cholesterol levels and body weight and proved the impact of wellness coaching and monitoring on improving clinical parameters.

In our group of respondents who believe they can make a greater contribution to patients with chronic diseases, 47 want to help "understand/explain the patient's illness, everything related to it, and how to adapt to the situation," while 44 see value in "regular communication about the changes that the patient notices when taking the drug(s)." More than half of the respondents of this group (53.42%) believe that they can provide "help in organizing the day so that the patient manages to fulfill the doctor's advice and fulfill his regular obligations". More than a third of respondents (39.73%) spoke positively about the importance of cooperation in discovering obstacles in adherence, which, according to the study by Martin et al. (2005) represents a serious challenge: about 70% of patients did not follow the recommendations for changing lifestyle habits. About 20% of respondents in our study supported the organization of support groups for chronic patients and cooperation in controlling the effects of treatment on the patient's health condition as a service that would lead to a change in the behavior of chronic patients. 15.07% of respondents were interested in cooperation with the patient in setting treatment goals.

Conclusion

In the last few years, there has been an interest in "guiding" people in order to achieve optimal health, which has resulted in the promotion of training for health training, where the role of the health coach is based on guiding people with health problems. Training for health leads to changes in health behavior and favorable health outcomes.

Preservation and improvement of health are the primary goals of pharmaceutical health care. Methods and techniques for their realization are constantly updated and pose new challenges for the pharmaceutical staff, i.e., their professional development and growth.

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