

Job Title:	2 Health and Wellbeing Coaches (WTE)
Location:	Working across PCN practices
Reports To:	PCN Manager
Employed on behalf of the PCN by:	TBC
Salary:	25000-28750
Hours:	37.5
Employment type:	permanent

Job Role

We are looking to recruit to the post of Health and Wellbeing Coach, to work within our Primary Care Network multidisciplinary healthcare team, providing 1:1 personalised support to people who are referred to them by team members and local agencies. The successful candidate will have good communication, negotiation and people management skills and act with compassion and integrity. They will have experience of using coaching approaches, frameworks and models or other helping strategies, for example, motivational interviewing.

The postholder will work with a diverse range of people from different cultural and social backgrounds. The ability to work confidently and effectively in a varied, and sometimes challenging environment is essential. This is a vital role within the Primary Care Network and the post holder will provide health coaching for the most vulnerable people in the community, including the frail / elderly and those with other long-term conditions. They will work closely with GP and practice teams to manage a caseload, ensuring appropriate support is available to people, families and carers.

The successful candidate will work alongside social prescribing link workers and care coordinators to provide an all-encompassing approach to personalised care and enable people to work out how best to use the health and care system. Cambridge City 4 PCN's vision is to work together to deliver the best possible outcomes for our patients and staff. With a patient size of just over 55,000 across six practices, we are recruiting for 2 whole time equivalent health and wellbeing coaches who will focus on Cornford House Surgery, Petersfield Medical Practice, Queen Edith Medical Practice and Woodlands Surgery.

To apply for this role please see the full JD at www.care-network.org.uk and apply to admin@care-network.org.uk with a full CV, covering letter and personal statement **ensuring you address each point within the person specification.**

Key responsibilities

- Provide one-to-one and group health coaching support for people with one or more long-term conditions, based on what is important to them, with the aim of: improving people's knowledge, skills, confidence in managing their condition/s, empowering people to manage their own health and improve their health outcomes and support them in making changes in their health related behaviour
- Manage and prioritise a caseload, in accordance with the needs, priorities and support required by individuals in the caseload. It is vital that you have a strong awareness and understanding of when it is appropriate or necessary to refer people back to other health professionals/agencies, when what the person needs is beyond the scope of the health and wellbeing coach role – e.g. when there is a mental health need requiring the patient to be referred to an appropriately qualified practitioner.
- Work as part of a multidisciplinary multi-agency team to promote health coaching and to be ambassadors for Personalised Care and Supported Self-Management, modelling the coaching approach in their work.
- Ensure that GPs, practice nurses, practice pharmacists and other members of the primary care team understand the Health and Wellbeing Coach role, how to refer to them, and which patients may particularly benefit from health coaching.
- Support local health, social care and voluntary sector professionals to make appropriate referrals to the service. Promote and raise awareness of the health coaching service particularly to groups and communities that experience barriers to access.
- Attend and contribute to team, practice, and PCN meetings and events as required by the service.
- Work flexibly, adapting to the needs of the service and client group while maintaining the integrity of the role.
- Participate in regular health coaching supervision and continual learning. This may include, but is not limited to, any or all the following:
 - Regular contact with service supervisor
 - Refresher training sessions
 - Buddying with peers
 - Peer support sessions
 - 1:1 support from a practitioner with more health coaching experience
 - Action Learning Sets
 - e-learning to revisit or deepen training
 - On-going improvements to systems and processes
- (Dependant on skills and ability) Contribute to and take part in health coaching train-the-trainer workshops in order to spread health coaching skills to support a mindset shift among staff in how they have conversations, integrating a health coaching approach into how they work with people and each other, and to strengthen a shift towards enabling a compassionate and coaching culture in their organisation.

- Collect service user experience and impact of health coaching as part of the delivery of personalised care. Participate and collect information that measures the impact of health coaching as an intervention that supports embedding personalised care into local health systems e.g. collect data entry relating to the health coaching activity in GP, Local Authority, and hospital clinical systems or other systems, as required.

Key Tasks

1. Provide personalised support

1. Meet people on a one-to-one or group consultation basis, by phone, video conference, or face-to-face.
2. Give people time to tell their stories and focus on ‘what matters to the person’;
3. Build trust and respect with the person, providing non-judgemental and non-discriminatory support, respecting diversity and lifestyle choices;
4. Work from a strength-based approach focusing on a person’s assets;
5. Use a structured framework/model approach to coach individuals across a series of sessions to: identify what’s important to them; set personal goals and appropriate steps; build skills and confidence to achieve goals; and use problem-solving to work through challenges;
6. Work with the principles of self-management to actively support:
 - shared decision making with healthcare professionals;
 - effective engagement with personalised health and care plans;
 - proactive engagement with self-management education and peer support;
 - proactive engagement with social prescribing, connecting people to community-based activities which support their health and wellbeing;
 - proactive engagement with individually sourced activities and support
 - access to a care-coordinator and/or a personal health budget, where needed;

2. Referrals

1. Promote health coaching, its role in supported self-management as a part of personalised care, in addressing health inequalities and the wider determinants of health;
2. As part of the PCN multidisciplinary team, build relationships with staff in GP practices within the local PCN, attending relevant multidisciplinary meetings, giving information and feedback on health coaching;
3. Be proactive in developing strong links with all local organisations to encourage referrals, recognising what they need to be confident in the service to make appropriate referrals;
4. Work in partnership with local agencies to raise awareness of health coaching and how improving people’s knowledge, confidence, skills can enable them to improve their ability to manage their long-term conditions and reduce reliance on clinical services;
5. Provide referral organisations with regular updates about health coaching, including information on how to encourage appropriate referrals;

6. Seek regular feedback about the quality of service and impact of health coaching on referral agencies;
7. Be proactive in encouraging equality and inclusion and case-finding, through self-referrals and connecting with all diverse local communities, particularly those communities that statutory bodies may find hard to reach.

General Tasks

3. Gathering and Reporting Information

1. Work sensitively with people, their families and carers to gather key information, enabling tracking of the impact of health coaching on their health and wellbeing;
2. Encourage people, their families and carers to provide feedback and to share their stories about the impact of health coaching on their lives;
3. Support referral organisations to provide appropriate information about the person they are referring. Provide appropriate feedback to referral agencies about the people they referred;
4. Work closely within the multidisciplinary team and with GP practices within the PCN to ensure that the relevant SNOMED codes to record activity are inputted into clinical systems (as outlined in the Network Contract DES), adhering to data protection legislation and data sharing agreements.

4. Supervision/ Professional development

1. Have access to relevant GPs to discuss patient related concerns, and be supported to follow appropriate safeguarding procedures;
2. Have access to individual and group coaching supervision from a suitably qualified or experienced health coaching supervisor;
3. Know and adhere to organisational policies and procedures, including confidentiality, safeguarding, vulnerable adults, lone working, information governance, equality, diversity and inclusion training and health and safety.

5. Miscellaneous

1. Establish strong working relationships with GPs and practice teams and work collaboratively with other Health and Wellbeing Coaches, Care Coordinators and Social Prescribing Link Workers, supporting each other, respecting each other's views and meeting regularly as a team;
2. Act as a champion for health coaching as a part of the PCN's personalised care offer for patients and organisations
3. Demonstrate a flexible attitude and be prepared to carry out other duties as may be reasonably required from time to time within the general character of the post or the level of responsibility of the role, ensuring that work is delivered in a timely and effective manner;

4. Identify opportunities and gaps in the service - and review risks and issues that could impact on service delivery - and provide feedback to continually improve the service and contribute to business planning;
5. Contribute to the development of policies and plans relating to equality, diversity and health inequalities;
6. Work in accordance with the practices' and PCN's policies and procedures;
7. Contribute to the wider aims and objectives of the PCN to improve and support primary care.

Person Specification – Health and Wellbeing Coach

Criteria		Essential	Desirable
Personal qualities and attributes	Kind, reflective and self-aware and recognises what matters to people rather than what's the matter with them	✓	
	Demonstrates their belief that people have untapped resources within them that can only be unleashed by providing a non-judgemental and empowering service	✓	
	Starts with what is working well and takes an asset-based approach (able to work from strengths) in all their interactions with people, colleagues and the communities we serve	✓	
	Excellent communicator and influencer (able to build rapport with people easily)	✓	
	Operates with integrity and openness	✓	
	Models the behaviour they want to see in others, is inclusive	✓	
	Values diversity and difference	✓	
	Understanding of and commitment to equality of opportunity and good working relationships	✓	

	Commitment to continuous learning and development.	✓	
	Actively develops themselves and supports others to do the same	✓	
	Commitment to and focused on quality, promotes high standards in all they do	✓	
	Consistently thinks about how their work can help and support clinicians and frontline staff deliver better outcomes for patients	✓	
Qualifications and training	Coaching/counselling qualification/ experience or other relevant qualification/experience involving reflective listening skills relevant training and experience in non-clinical Supported Self-Management (SSM) Health Coaching through a PCI-accredited organisation		✓
	Be willing to attend training with a non-clinical Supported self management health coaching skills programme (minimum 4 days) by a Personalised Care Institute (PCI) accredited trainer or organisation prior to taking referrals.	✓	
Experience	Experience of using coaching approaches/frameworks and models or other helping strategies e.g. Motivational Interviewing	✓	
	Experience of working in a multidisciplinary team		✓
	Experience of working in health and social care care/community development setting or similar		✓
	Experience of successful partnership working across statutory, voluntary and community sector		✓

	Networking experience		✓
	An understanding of the biopsychosocial model of health and the social determinants of health.	✓	
Skills and knowledge	A good understanding of the evidence base and development of self-management in the UK		✓
	Understanding of the importance and process of helping people with long-term conditions to develop their knowledge, skills and confidence in managing their health and the range of models and tools available.		✓
	Understanding how to apply health coaching in group settings	✓	
	Able to work within a biopsychosocial model, using a range of tools and techniques to enable and support people, such as agenda setting, goal setting, problem solving	✓	
	Demonstrable skills in supporting behaviour change	✓	
	Excellent group and one-to-one facilitation skills including conflict resolution		✓
	Skilled in active and reflective listening, building trust and rapport quickly	✓	
	Good people management skills	✓	
	Ability to work with minimal supervision and act decisively and ask for help when needed	✓	
	Excellent communication and presentation skills		✓
	Proficient in Microsoft Office and web-based services	✓	
	Ability to travel across multiple sites	✓	
Other	Meets a Disclosure and Barring Service (DBS) reference standards and criminal record checks	✓	
	Ability to work flexible hours and travel out of area as necessary	✓	

	Proficient speaker of another language to aid communication with people in the community for whom English is a second language		✓
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