

Health Coaches in the Marketplace

*Where Health Coaches Work and
Why They Are So In Demand*





What Is a Health Coach?

Health Coaches are supportive mentors and wellness authorities who help people feel their best. They do this in a number of ways, including encouraging and guiding clients to explore food and lifestyle changes that help them meet personal health and wellness goals.

Flexibility is the name of the game in health coaching. Because health coaching is individualized to each client, learning to be flexible in how you provide your services is crucial. Healthy living isn't one-size-fits-all but instead focuses on what we at the Institute for Integrative Nutrition (IIN) call **bio-individuality**, the idea that everyone is unique, needs their own combination of things to thrive, and responds to different wellness and lifestyle approaches. On a foundational level, Health Coaches work with clients to teach them how to fuel their bodies, live unique holistic lifestyles, and find exactly what works for them.

Coaches also emphasize holistic health beyond what's on the plate. Another core concept at IIN is **primary food**, the idea that there are areas of your life that impact your short- and long-term health just as much as the food you eat, such as relationships, career, spirituality, physical activity, and environment.

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What Is a Health Coach?

HEALTH COACH

- ✓ Works independently in their own business, alongside medical professionals, or in other wellness settings, such as gyms, spas, grocery stores, or yoga studios
- ✓ Focuses on a holistic approach to health, exploring all areas of a client's life that can impact their well-being, not just food
- ✓ Utilizes goal setting and accountability-based coaching strategies
- ✓ Can provide resources on different diet and supplement options but cannot prescribe
- ✓ Not currently covered by insurance, though [important work is underway](#) to achieve this
- ✓ Demonstrates the value of Health Coaches and their work to improve health outcomes



Health Coaches: Well-Equipped to Navigate Today's Job Market

As we move past the acute phase of the COVID-19 pandemic, we find ourselves navigating the rapidly shifting healthcare field, which is mainly the move to, and rise of, virtual care.

Prior to the COVID-19 pandemic, telehealth services were not the norm nor seen as equivalent to in-person healthcare services, and insurance providers were not willing to match compensation for virtual care. A [report by the CDC](#) early in the pandemic noted that expanding telehealth services would allow for easier and safer access to care.

In the past year, [telehealth and telemedicine services](#) were widely adopted by a variety of providers. Many doctors now require a telehealth visit before an in-person one, and many mental health professionals have

taken their practices completely virtual by engaging via video or telephone.

A recent [study](#) concluded, “Telemedicine should be adopted as a proactive measure to improve medical care and should not only be seen as a temporary fix in times of emergency; rather, it is a convenient, safe, scalable, effective, and green method of providing medical care.”

Increased acceptance of the telehealth and telemedicine model – for both healthcare providers and patients – has opened many doors for Health Coaches to apply their services virtually, such as through physician offices’ portals or various apps offering virtual health coaching. With the majority of Health Coaches completing their training online and learning how to showcase their expertise and connect with communities virtually, telehealth is the perfect medium for Health Coaches to maximize their value and reach more people than ever before.

[Dual-certified Health Coach](#) Julie A. Cerrato, PhD, explains, “Virtual-care clinics with staffed Health Coaches are now an essential part of the solution for connectivity between patient and provider. Encouraging this integrative approach will offer telehealth an unlimited reach to individuals seeking minute to minute wellness support and quickly serve as the beacon guiding us toward the next innovation in healthcare.”

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Health Coaches In Demand

There are many factors occurring in the marketplace today that, when combined, highlight the necessity of Health Coaches and their work:

- Chronic disease prevalence continues to rise, and the costs associated with the top causes of death in the [United States](#) and around the [world](#) – such as heart disease and cancer – are increasing. Health Coaches focus on preventive health practices that can lower disease prevalence, [prevent chronic disease](#) development, and reduce financial burden.

- The awareness of health coaching continues to grow, and health coaching is increasingly recognized by traditional healthcare professionals, such as physicians. Health coaching has been shown to improve management of [diabetes](#) and [hyperlipidemia](#) as well as be clinically effective in the modification of [chronic disease risk factors](#).
- The [COVID-19 pandemic](#) demonstrated the impact this kind of virus can have on those with chronic health conditions. By preventing illness and improving immunity and overall well-being, Health Coaches can help people create sustainable habits for long-term health.
- The pandemic has majorly shifted the structure of our lives, specifically the shift from in person to virtual. Health Coaches are able to provide their services [virtually](#), providing both the Health Coach and client ultimate flexibility without a reduction in effectiveness of care.
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- The pandemic prompted people to [reprioritize](#) how they are spending time, energy, and budget and what areas of their lives need more attention. With health and well-being on everyone's minds, many seized the opportunity of lockdown to focus on increasing physical activity, creating healthier eating habits, implementing stress-management techniques, and pursuing their passions, whether it meant picking up new hobbies or switching careers.



- The health and wellness field has [transformed](#) over the last few years, with a deep understanding that prioritizing preventive health is beneficial not only for an individual, but for entire communities. While green juices and yoga certainly still have their place in someone's wellness routine, the conversation has morphed into more meaningful discussions around physical, mental, emotional, and spiritual health and how they all come together to create much-needed balance in people's lives.

What Employers Are Looking for in a Health Coach

- ✓ Training from a credible institution licensed or accredited by a third-party organization(s)
- ✓ Credentialed by a national or international board, such as the National Board for Health and Wellness Coaching and the International Association for Health Coaches
- ✓ Well versed in different dietary theories as well as coaching best practices and methodologies
- ✓ Knowledgeable about how to promote sustainable behavior change
- ✓ Understands the multifaceted nature of health with bio-individuality in mind

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Job Opportunities for Health Coaches

Before the COVID-19 pandemic, the search for [purpose- and mission-driven work](#) was increasing. In 2020, this search intensified as people confronted the COVID-19 crisis head-on. In the United Kingdom, a survey of [finance industry workers](#) highlighted that almost half wanted to transition into new roles, with 13% saying they wanted to leave the industry altogether. In a recent [Pew Research Center](#) study, about half of unemployed United States adults are considering changing fields or occupations, with about a third of those surveyed already taking steps to pursue training and education in those fields. They are looking for a [shift into a more stable career](#) that has better work-life balance and flexibility.

Global consulting firm [McKinsey and Company](#) predicts growth post-pandemic in [careers](#) that can accommodate remote work and provide higher income, such as in health, healthcare, and general business/managerial positions. In Europe – France, Germany, and Spain in particular – job transitions due to COVID-19 are estimated to impact women almost four times as much as men, with an added requirement of needing further education to reenter the marketplace.

With the job market evolving rapidly, it's safe to say many people who have a passion for health, wellness, and helping others may decide to enter the field during this prime time, whether they already have a background in wellness or pursue a training program to provide them with the skills. In addition to opening private



health coaching practices, job opportunities for Health Coaches can be found in many health and wellness sectors, in the United States and around the world. IIN has worked to ensure its graduates are set up for success not just in starting their own practices but to be seen as the top in their field and first choice of employers in the marketplace.

Below are examples of places where Health Coaches could potentially find employment in this expanding field, from medical and wellness centers to health technology companies and beyond.

Medical Centers

PARSLEY HEALTH

This membership-based functional medicine practice founded by Robin Berzin, MD, takes an integrative approach to healthcare and includes Health Coaches as part of the care team for every patient.

ELEVEN ELEVEN WELLNESS CENTER

Founded by functional medicine pioneer Frank Lipman, MD, this practice combines Western medicine with alternate modalities, focusing on a holistic approach to well-being. Dr. Lipman hired Health Coaches well before it became mainstream and has Health Coaches meet with every patient to ensure recommendations are implemented successfully. *IIN Health Coaches preferred.*

CLEVELAND CLINIC

As one of the most renowned facilities in the United States, the Cleveland Clinic understands the importance of integrative care, which means helping patients make healthier lifestyle choices to prevent chronic conditions. Through their health and wellness programming, Health Coaches educate patients on a variety of topics, from exercise to diet and more.

MAYO CLINIC

As part of the number one hospital in the United States, these multiple-care facilities across the country aim to help people live healthier lives, including offering wellness coaching.



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Health and Wellness Centers

MODRN SANCTUARY

Located in New York City, Modrn Sanctuary doesn't just offer spa treatments. Coaching services are available to help those looking to make positive shifts in their careers or personal lives, which Modrn Sanctuary sees as an important aspect of someone's whole well-being. *IIN Health Coaches preferred.*

THE WELL

At this wellness club in New York City with Frank Lipman, MD, as chief medical officer, people can choose health coaching from a menu of services alongside functional medicine, Ayurveda, acupuncture, and more. *IIN Health Coaches preferred.*

NEXT HEALTH

With multiple locations across the United States, Next Health is part membership-based medical practice and part on-demand wellness center offering wellness therapies, such as cryotherapy and IV drips. Health coaching is integrated as part of Next Health's membership model, with monthly sessions included in every membership package.

Health Technology

WELLORY

Founded by an IIN graduate, this "anti-diet" app prioritizes the coach-client relationship, giving users guidance on how to optimize their daily eating habits.

YES HEALTH

Focusing on diabetes prevention and weight loss, this app-based health program provides patients with one-on-one coaching support.

NOOM

Their psychology-based approach combines technology with human connection, utilizing Health Coaches to support clients in reaching their personalized health and wellness goals.

VIRTA HEALTH

Another app focused on helping people manage diabetes through diet, lifestyle, and medication, Virta Health Coaches provide daily, individualized support to help users stay accountable to their goals.

HINGE HEALTH

Aiming to optimize digital healthcare, Hinge Health offers digital programs to those who want to manage pain related to exercise as well as learn more about gaining strength and exercising without injury. Their "toolkit" offers unlimited health coaching for individualized support.

BRIGHTLINE

This family-focused digital experience provides behavior healthcare with licensed therapists and Health Coaches to facilitate healthier behavior in children.





WW (FORMERLY WEIGHT WATCHERS)

With an enhanced app that allows users to not just track food but also other areas of their well-being, such as sleep, activity, and mind-set, WW members also receive dedicated guidance from Health Coaches.

Employee Wellness Programs

In an [analysis](#) of 219 articles, 150 of which were data-based, researchers found the practice of health and wellness coaching was “a promising intervention for chronic diseases in diverse healthcare, employee wellness, and community settings.” Employee or [workplace wellness](#) is a growing sector of the health and wellness field, with almost half of all U.S. worksites

offering some type of wellness program.

ADURO

Taking a holistic approach to health, Aduro brings wellness to the workplace to provide meaningful support that employees will actually utilize and benefit from, including digital support from NBHWC-accredited coaches.

Food, Beverage, and Supplement Market

SAKARA LIFE

Founded by two IIN graduates, the health coaching philosophy is clear in its mission to bring people life-changing nutrition that’s backed by science but also rooted in addressing individual needs.

FOUND

This prescription weight-loss product wants consumers to have a customized and personalized experience, from figuring out which products will work best for their own weight loss to individual health coaching based on curating goals.

YOUR SUPER

Founded by an IIN graduate and her husband after a cancer diagnosis, this couple is on a journey to bring powdered superfood mixes to the world. On a mission to make healthy eating and living more accessible, they aim to educate people that nutrition doesn’t have to be complicated and inspire them to harness their true potential.

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YUMMY SPOONFULS

Created by an IIN graduate originally from Cameroon, this organic fresh-to-frozen children's food company took off after she earned a Health Coach education and radically improved her health.

Advocacy and Nonprofit Organizations

PEACEHEALTH

This not-for-profit system of clinics and medical centers aims to utilize community-based partnerships that address social determinants of health. They integrate Health Coaches into their behavioral health programs to support patients with ongoing health issues. *IIN Health Coaches preferred.*

VETERANS AFFAIRS (VA)

Through their Whole Health system, the VA incorporates Health Coaches into their “patient-centered approach to care that considers the full range of physical, emotional, mental, social, spiritual, and environmental influences on veteran patients.”

Tourism and Travel

The convergence of wellness, hospitality, and travel is creating exciting opportunities for Health Coaches to use their expertise guiding tourists through healthy [global excursions](#), especially during a time when many are eager to travel again. As tourism begins to rise again after the COVID-19 pandemic, there will be even more desire for people to bring the new, healthy lifestyle

habits they've formed at home to wherever they travel.

APOYO LODGE

One IIN graduate opened a vegan hotel in Nicaragua that hosts retreats, offers yoga and other complementary wellness activities, and provides plant-based nourishment that celebrates local cuisine and mindful eating.

Health and Wellness Coaching Schools and Programs

INSTITUTE FOR INTEGRATIVE NUTRITION (IIN)

Graduates of IIN's Health Coach Training Program are compelled to work for IIN because of their transformative experience. Prospective students speak with admissions representatives who are all graduates of the program and can guide them through enrollment into IIN, which is also a licensed vocational school. Health Coaches can also be found throughout the IIN staff.

HEALTH COACH INSTITUTE (HCI)

Founded by two IIN graduates, HCI offers multiple pathways for learning. It focuses on teaching Health Coaches to guide clients through diet and lifestyle changes. Similar to IIN, they hire Health Coaches to facilitate programming and bring in new students.



How to Make a Difference This Health Coach Day

As the global IIN community continues to grow – nearly 30% in the last three years! – each Health Coach has a unique responsibility to spread the ripple effect of health and happiness through their work. To that end, joining the vibrant IIN community will provide you with the tools you need to pursue opportunities to make a difference in your life as well as the lives of friends, family, and future clients.

This Health Coach Day, celebrate the power of health coaching by exploring what it would mean for you to pursue a world-renowned education with the leader in the field.

How many lives could you touch? What kind of transformation could you experience? What would it be like to live a life full of passion and purpose?

Give us a call today to start answering some of these questions!

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