

A man and a woman are sitting on a gym bench, looking at a tablet together. The man is on the left, wearing a grey tank top, and the woman is on the right, wearing a blue sports bra. They are both smiling and appear to be in a positive, collaborative mood. The background shows gym equipment, including a treadmill and a weight rack, slightly out of focus.

# How a Health Coach Can Help



**PRIMAL**  
HEALTH COACH



**Health coaches  
step in and help  
where other  
healthcare  
practitioners  
are unable to**

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# What benefits can health coaches offer?

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A health coach guides the overarching process—from clarifying the client’s vision to defining strategies for maintaining success once he/she has attained his/her goals. Armed with holistic knowledge of how fitness, nutrition and lifestyle influence well-being, a health coach works with clients to design an inclusive, flexible and responsive plan to move daily practices toward healthy choices.

Over the last 50 years we have seen a significant rise in autoimmune disease, food and environmental allergies, diabetes and obesity. Health coaches step in and help where other healthcare practitioners are unable to, providing patients with specific goals to work toward, recipes and diet guidelines, exercises and lifestyle management tools to help reduce the stress that could be contributing to disease or illness. Health coaches are able to follow up with patients on a regular, periodic basis to help them stay on track and answer any questions or concerns. These types of coaches are a huge benefit to doctors who are looking outside the box to increase the number of patients who succeed in treatment and improve their quality of life through education and support.

Doctors and their patients aren’t the only ones recognizing the assets of a health coach. Gyms, insurance companies, corporate wellness programs, schools, university athletic departments and even professional sports teams and Olympic trainers are seeking out peer health coaches to supplement their client and athlete programs. Health coaches are sought out as mentors to help guide, empower, support and motivate individuals to implement and sustain lifestyle and behavioral changes in order to achieve health, fitness and athletic goals.

# How do health coaches fit into your health team?

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More than ever, medicine is embracing the benefits of a team model for treatment and prevention. The health coach can manage the overarching wellness picture for a client as he/she progresses in fitness—as well as nutrition, sleep, stress and other lifestyle factors. Health coaches offer services through health clubs, workplace wellness programs and private practices. Health coaching also complements regular medical care by offering ongoing, personal support over time.

A health coach can help clients better understand their diagnosis and assist with following through on the doctor's treatment plan. Coaching can also incorporate powerful lifestyle changes to augment that plan.

- Health coaches dramatically increase adherence to medical and lifestyle recommendations.
- Health coaches encourage patient ownership of health care and personal wellness.
- Health coaches help patients integrate lifestyle efforts with treatment proposals and can help clients optimize physician contacts.

Like personal trainers, health coaches (some of whom are also certified personal trainers) can assess a client's current fitness condition and work with him/her to create a dynamic, sustainable workout plan that fits that client's current needs and shifts with ongoing advancement. Like therapists and life coaches, health coaches emphasize future aspirations but specialize in supporting the journey to health and wellness by offering both concrete strategies and personal encouragement throughout a client's journey.



# Why the Primal Health Model?

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Primal Health Coaching is the singular coaching certification founded in scientifically validated ancestral health principles. The context for this model, the acclaimed Primal Blueprint, supports maximum vitality and well-being through the timeless integration of strategies across a broad spectrum of lifestyle dimensions, including nutrition, fitness, sleep, stress management, sun, play and enrichment. The goal is straightforward even while the biological mechanisms are complex: normalize hormonal responses by adapting evolutionary patterns for modern day lifestyles and effecting desirable change in gene expression patterns toward optimum functioning. The result is a reasonable plan that leaves plenty of room for individual design and preference.



When people are looking to make major health changes—from losing weight to addressing chronic conditions, transforming their fitness to recharging their vitality—it’s easy to become overwhelmed. This is where a health coach can make all the difference. Leveraging the expert guidance and personal support of a coach can be the most powerful investment one can make in his or her health.

**Give me a call or shoot me an email so we can see if we’re a good fit.**

**NAME:** .....

**PHONE:** .....

**E-MAIL:** .....



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