

NEW ANNUAL DATA HIGHLIGHTS THE BENEFITS OF CLINICAL HEALTH COACHING, TO EMPOWER PATIENTS AND ENCOURAGE SELF-MANAGEMENT

Totally Health, a specialist provider of Clinical Health Coaching services, is launching its new annual benchmark statistics on the efficacy and effectiveness of Clinical Health Coaching within patients with long term conditions, at this year's NHS Confederation annual conference and Exhibition at Manchester Central (15-17 June). These impressive figures show that since the launch of the coaching system there has been a significant reduction (72%) in unplanned admissions, as well as a 72% reduction in out of hours calls - reducing the burden on an already over-stretched NHS.

Totally Health has an innovative, proven model of medically-driven whole-person clinical health coaching that delivers sustainable behavioural changes. Over 1,200 patients have been referred into the clinical health coaching service across England and further statistics show:

- 59% reduction in GP appointments
- 100% of patients felt more confident about being able to manage their condition
- 96% of patients felt motivated to make behaviour changes (i.e. smoking cessation, more exercise etc.)
- 96% of patients felt more knowledgeable about their condition

Clinical health coaching (CHC) is a personal and confidential service where a registered, experienced and qualified nurse provides one-to-one advice, usually via the telephone, to a patient diagnosed with at least one long term chronic medical condition. England had over 116,000 hospital admissions for COPD in 2013-2014 with a mean average length of stay of over six days. With an average cost of £400 per bed, per day the cost to the NHS amounts to around £300 million. The aim of CHC is to educate patients about how they can "self-manage" their condition, to reduce the day-to-day impact on both themselves and the NHS and ultimately improve patient quality of life.

This is the first year that the Totally Health team is attending and exhibiting at the annual conference, which this year focuses on the huge effort that is underway in the NHS, and wider health and care system, to transform care for patients. The event welcomes a host of key NHS suppliers and partners allowing attendees to browse the latest innovations on the market and meet representatives to discuss challenges and potential solutions face-to-face. Totally Health will be on

hand to meet with individuals and share some of their latest project successes including partnerships with Hartlepool & Stockton on Tees CCG and Leicester City CCG.

Emma Jane Roberts, Chief Operating Officer at Totally Health, “We’re really proud of our annual results which show significant success for interventions such as clinical health coaching in helping to engage patients and educate them about their condition – enabling them to have increased control and more confidently self-manage their health. We are looking to build on these results during the coming year as our programme is applied throughout further trusts and CCGs. We’re delighted to be exhibiting for the first time at the NHS Confederation Conference and Exhibition this year, and sharing the benefits of our model.”

Totally Health is a leading provider of clinical health coaching services to both to the NHS and private sector companies, to help patients better understand healthcare options, promote self-care and aid long term behavioural change which in turn impact on lifestyle and reduce healthcare reliance, re-admissions and emergency admissions.

For more information visit www.totallyhealth.com

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