



Deep Dive Into

Oncology and Health Coaching



Content

1	Executive Summary	↗
2	Understanding Cancer	↗
3	Cancer in the U.S.	↗
4	Cancer Prevention	↗
5	How Health Coaches Can And Do Help	↗

6	Contribution of Health Coaches in Cancer Prevention	↗
7	Cancer Treatment & Remission	↗
8	How Health Coaches Help With Cancer Care	↗
9	The Science of Health Coaching	↗
10	About YourCoach	↗

Executive Summary

Cancer is the second leading cause of death in the United States and worldwide, and every sixth death globally is due to cancer. We've made significant strides in recent decades. U.S. cancer death rate continues to decline, while cancer survival rates continue to improve, mostly due to advances in treatment, early detection, and preventative care, including drops in smoking.

There is still so much more work that needs to be done to prevent cancer, better manage ongoing cancer cases, and support those in remission. This year, U.S. doctors are expected to see 1,9 million new cancer cases, and 609,820 people will die from the disease. The latest estimates show that the global economic cost of cancer will exceed \$25 trillion over the next 30 years and the the number of cancer survivors will grow.

Health coaches can and do play a critical role in cancer prevention and management. By empowering clients and patients to adopt healthier lifestyles, make informed decisions, and navigate their cancer journeys, health coaches can be game-changing. This deep dive will focus on increased awareness, investment into, and integration of health coaching services within healthcare systems to enhance cancer care and improve patient outcomes.

The latest systematic reviews and a growing compendium of research have proven the effectiveness of health coaching in improving health outcomes related to cancer prevention and management. Coaches have been scientifically proven to help clients implement risk-reducing behavior change, such as exercise, nutrition, and sleep behavior, improve psychological outcomes (stress, depressive and anxiety symptoms, quality of life), increase medication adherence and enhance their overall well-being.

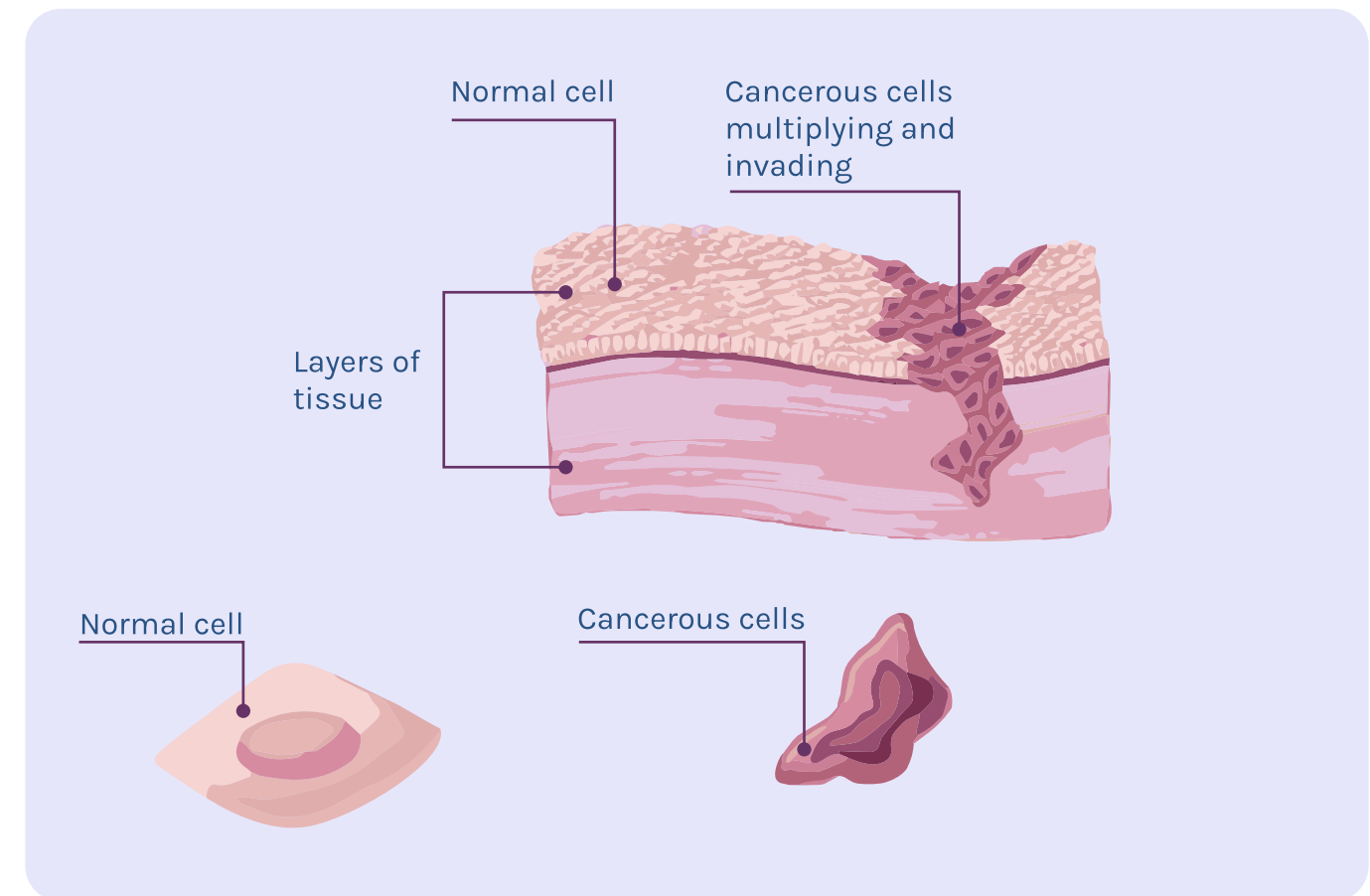
Understanding Cancer

What is Cancer?

Cancer is a broad term used to describe a group of diseases characterized by the uncontrolled growth and spread of abnormal cells. Normal cells in the body grow, divide, and die in a controlled manner, but cancer disrupts this process.

The human body is made up of trillions of cells, each with a specific function. When **genetic mutations** occur within certain cells, they can disrupt the normal control mechanisms, causing the affected cells to divide and multiply in an unregulated manner. These abnormal cells form a mass of tissue called a tumor.

However, not all tumors are cancerous. **Tumors** can be benign, meaning they don't spread to other parts of the body and are not cancerous, or they can be malignant, meaning they have the potential to invade nearby tissues and spread to other parts of the body through the bloodstream or lymphatic system.



■ Data:

The economic cost of cancer is estimated to exceed

\$25 trillion ↗

over the next 30 years, according to an analysis of 29 cancers across 204 countries, published in *Nature*. Five types of cancer will account for almost half of the burden.

Understanding Cancer

How Does Cancer Develop?

Cancer is a **genetic disease** and is caused by changes to genes that control the way our cells function, especially how they grow and divide.

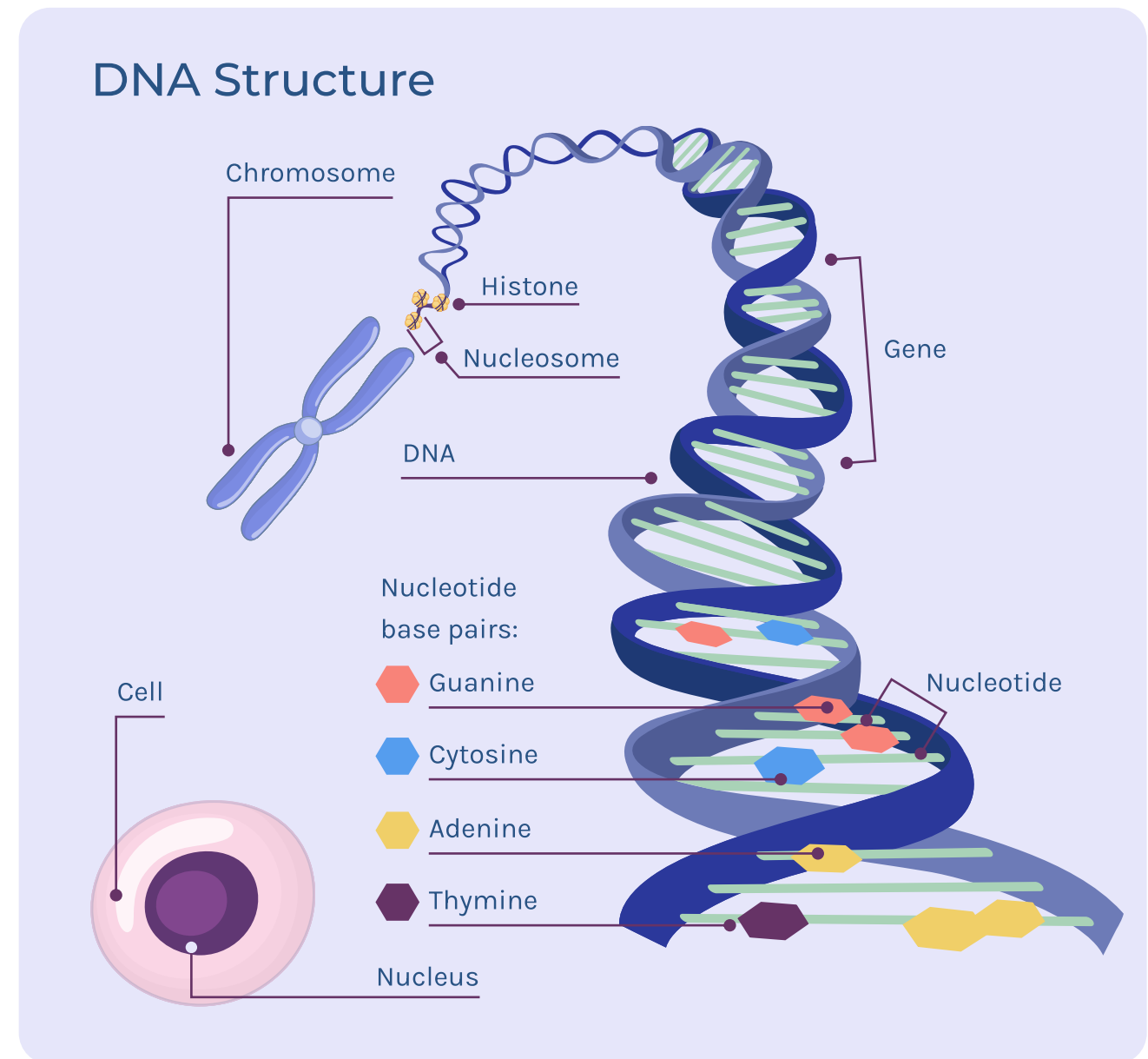
Genetic changes that cause cancer can happen due to:

- **Mistakes** when repairing DNA errors
- **Damage** to DNA caused by harmful substances in the environment, such as the chemicals in tobacco smoke and ultraviolet rays from the sun.

Inherited changes from one or both of the parents

Normally, the body eliminates cells with damaged DNA before they turn cancerous. However, as we age, the body's capacity to do so **declines**. This contributes to an increased chance of developing cancer later in life.

Each cancer has a **unique combination** of genetic changes. As the cancer continues to grow, new changes might occur. This means that no two tumors look or behave the same.





Insight: Medical researchers estimate that up to **10%** of all cancers are caused by inherited genetic mutations that can't be controlled.

Understanding Cancer

Symptoms

The symptoms of cancer can vary depending on the type of cancer and stage of the disease. Some common symptoms that may indicate the presence of cancer include:

 Fatigue Weight changes, including unintended loss or gain Chronic tiredness Persistent pain Skin changes, particularly moles that change shape and size or new moles Changes in bowel or bladder habits Lumps or areas of thickening that can be felt under the skin Persistent cough or trouble breathing Difficulty swallowing Persistent, unexplained fevers or night sweats Unexplained bleeding or bruising Chronic headache

Understanding Cancer

Risk factors

There are several risk factors that can increase an individual's likelihood of developing cancer. These include:

Age

Everyone is at risk of developing cancer, but the likelihood increases greatly with age. 80% of people diagnosed with cancer in the U.S. are 55 years of age or older and 57% are 65 or older.

Alcohol

Heavy and regular alcohol consumption has been associated with an increased risk of several cancers, including liver, breast, colon, and esophageal cancers.

Tobacco

Smoking tobacco, including cigarettes, cigars, or pipes, is a major cause of various types of cancers, including lung, throat, mouth, esophageal, and bladder cancers.

Diet

A diet high in processed foods, red and processed meats, and saturated fats, and low in fruits, vegetables, and fiber can increase the risk of developing certain cancers, such as colorectal cancer.

Radiation

Exposure to ionizing radiation, such as X-rays, gamma rays, and radioactive materials, can damage the DNA in cells and increase the risk of developing cancer. The extent of this risk depends on various factors, including the dose, type, and duration of radiation exposure.

Understanding Cancer

Risk factors

There are several risk factors that can increase an individual's likelihood of developing cancer. These include:

Chronic Inflammation

Prolonged inflammation in the body can lead to DNA damage, promote cell proliferation, and create an environment that favors the growth and survival of cancer cells.

Hormones

Some hormonal factors can influence the risk of certain cancers. For example, prolonged exposure to estrogen without the balancing effect of progesterone can increase the risk of breast and uterine cancer in women.

Infectious Agents

Certain viral, bacterial, and parasitic infections have been linked to an increased risk of developing specific types of cancer. Examples include, human papillomavirus (HPV) and cervical cancer and hepatitis B and C viruses and liver cancer.

Cancer-Causing Substances

Exposure to substances like asbestos, benzene, formaldehyde, arsenic, and certain chemicals, pose a significant risk to the development of cancer by damaging DNA or disrupting cellular processes in the body.

Air and Water Pollution

Long-term exposure to air pollution, including fine particulate matter and certain industrial emissions, and exposure to specific chemicals in drinking water have been linked to certain cancers.

Cancer in the U.S.

■ Data:

An estimated

1.9 million ↗

new cancer cases will be diagnosed in the United States in 2023, and 609,820 people will die from the disease.

Cancer has a major impact on society in the United States and worldwide. Every sixth death in the world and the US is due to cancer, making it the second leading cause of death—second only to cardiovascular diseases.

For every 100,000 Americans, 439 new cancer cases were reported and 146 people died of cancer in 2019

■ Data:



One in four Americans will be diagnosed with cancer at some point during their lifetime.

■ Data:

The U.S. patient economic burden associated with cancer care was estimated to be

\$21.09 billion ↗

in 2019. This includes patient out-of-pocket costs of \$16.22 billion and patient time costs of \$4.87 billion.

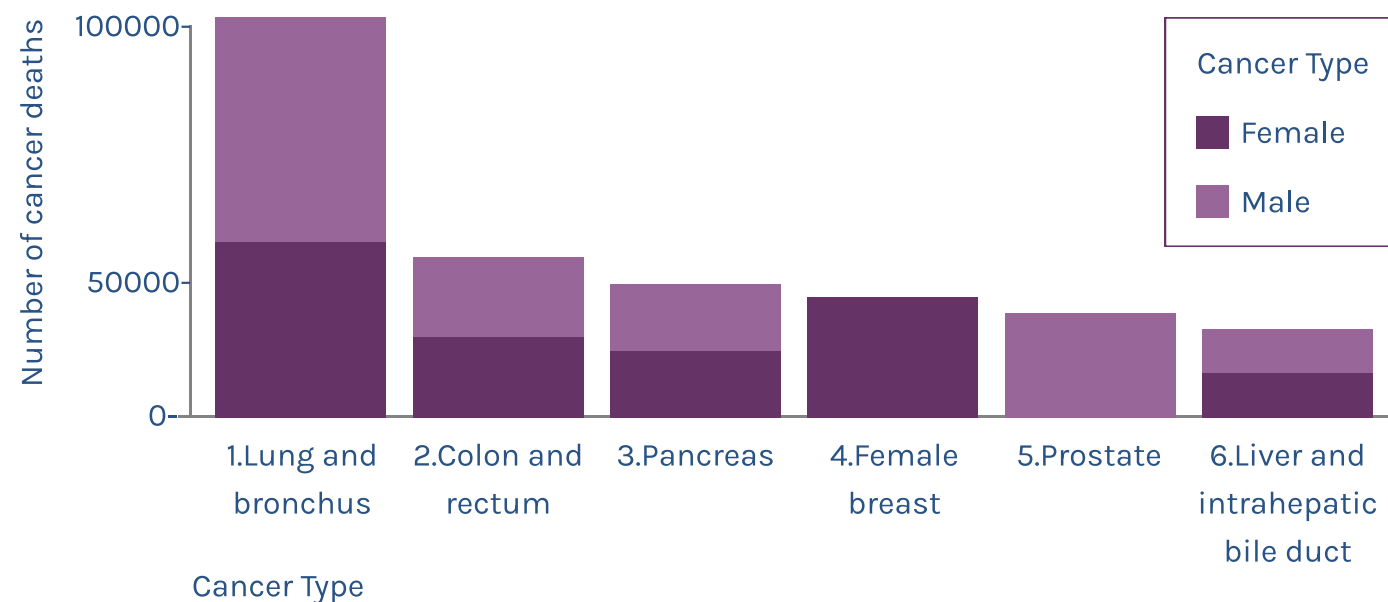
Lung cancer remains among the deadliest cancers for both men and women

Cancers with the highest mortality rates are lung cancer (23% of all cancer deaths in 2020), colon and rectal (9%), pancreatic (8%), female breast (7%), prostate (5%), and liver and intrahepatic bile duct (5%). Other cancers individually accounted for less than 5% of cancer deaths.

Cancer in the U.S.

Cancer mortality rates differ by cancer type, sex, racial and ethnic group, and residence in an urban or rural county. Prostate, lung, and colorectal cancers account for an estimated 43% of all cancers diagnosed in men in 2020. For women, the three most common cancers are breast, lung, and colorectal, and they account for an estimated 50% of all new cancer diagnoses in women in 2020.

Number of deaths by leading cancer types and sex, United States, 2020



Source: [National Center for Health Statistics](#), National Vital Statistics System, Mortality Data.



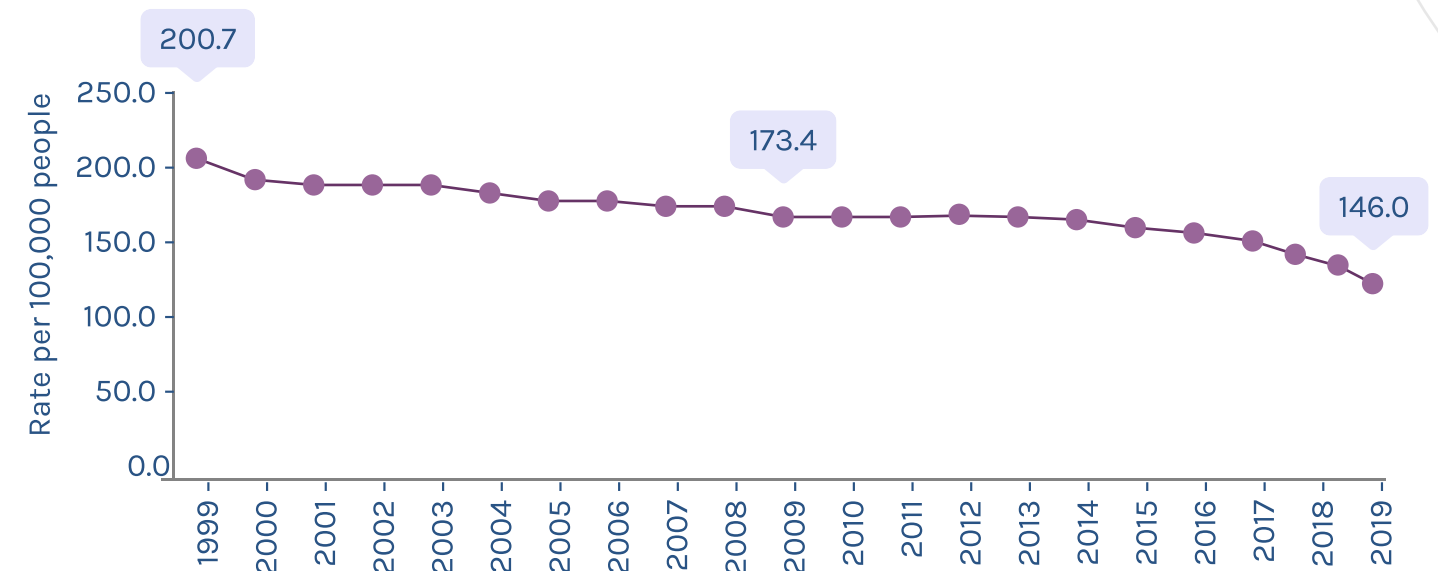
Cancer in the U.S.

The U.S. cancer death rate continues to decline over the past three decades

According to [a new report](#) from the [American Cancer Society](#), the U.S. cancer mortality rate has fallen 33% since 1991, which corresponds to an estimated [3.8 million](#) deaths averted. Researchers observed that the cancer death rate declined by 1.5% from 2019 to 2020 despite the start of the COVID-19 pandemic.

New revelations for early detection and treatment, as well as decreases in smoking, have [resulted](#) in the fall in cancer mortality rates for more than 200 diseases. One of the biggest successes has been the drop in cervical cancer rates—about [65%](#)—which can be attributed to the release of a preventative [vaccine](#) released in 2006 to protect against [HPV-16](#) and [HPV-18](#), the two strains that cause the majority of cervical cancer cases.

Annual Rates of Cancer Deaths, 1999-2019



Source: [U.S. Cancer Statistics Data Visualizations Tool](#), based on 2021 submission data (1999-2019): U.S. Department of Health and Human Services, Centers for Disease Control and Prevention and National Cancer Institute. Accessed May 2023.

Cancer Prevention

Cancer prevention is complex and multifaceted, and while it's not possible to completely eliminate the risk of developing cancer, a substantial proportion of cancers can be prevented.

American Cancer Society,
Cancer Facts & Figures 2022 Report

“

Excluding non-melanoma skin cancer, at least 42% of newly diagnosed cancers in the US – about 805,600 cases in 2022 – are potentially avoidable, including the 19% of cancers caused by smoking and at least 18% caused by a combination of excess body weight, alcohol consumption, poor nutrition, and physical inactivity



Cancer Prevention

Below are scientifically-backed lifestyle habits that can help in preventing cancer:

Avoid tobacco



Tobacco use is one of *the leading causes of cancer*, including lung, mouth, throat, and pancreatic cancer. Avoiding all forms of tobacco, including smoking and chewing tobacco, significantly *lowers cancer risk*.

Eat a healthy diet



In a *2014 study*, researchers found that a diet rich in fruits and vegetables reduced the risk of the gastrointestinal tract and colorectal cancers. Conversely, studies show that eating a diet high in *processed foods* and *red meat* is associated with increased risks for developing cancer.

Maintain a healthy weight



Obesity is linked to *an increased risk* of several types of cancer, including breast, colorectal, kidney, and pancreatic cancer. Engaging in regular physical activity and maintaining a healthy weight can help *lower* your risk.

Limit alcohol consumption



A recent survey *showed* that most Americans remain *unaware* that alcohol is a cause of tens of thousands of cancer cases in the U.S. every year. Studies for years have pointed out that alcohol *increases the risk* of at least six cancers, including colorectal, breast, esophageal, liver, stomach, and oral cancers.



Cancer Prevention

Below are scientifically-backed lifestyle habits that can help in preventing cancer:

Get regular screenings



A recent study showed that women screened regularly for breast cancer have a 47% lower risk of dying from the disease within 20 years of diagnosis than those not regularly screened. Other tests, such as cervical cancer screenings and colonoscopies, can help detect cancer early when it's most treatable.

Protect yourself from the sun



Skin cancer is one of the most preventable forms of cancer. Minimizing exposure to ultraviolet (UV) radiation by staying in the shade, wearing protective clothing, using sunscreen with a high SPF, and avoiding tanning beds can be massively impactful in decreasing skin cancer risks.

Get vaccinated



Certain types of human papillomavirus (HPV) are associated with an increased risk of cervical, anal, and other cancers. Vaccination against HPV and practicing safe sex can help reduce the risk of infection.



How Health Coaches Can and Do Help

Health coaching uses an evidence-based approach that can be leveraged to manage, prevent or improve ongoing health conditions and support overall health and wellbeing. At the heart of health coaching is a holistic approach, which considers the person as a whole, rather than focusing on an individual illness or health concern.

Health coaches maintain a client-centered approach, wherein the client is the expert and chooses their goals, engages in self-discovery or active learning processes, and self-monitors behaviors to increase accountability, all with the support and help of a health coach, until the desired outcome is achieved. Rather than telling clients what they should or shouldn't do, coaches help clients discover their own power and path to change.

Although health coaches **can and do work alongside patient care teams or in collaboration with other health care professionals** to help clients enact health change day-to-day, it's important to understand their scope of practice.



A Health Coach is **NOT** ...



A health coach is NOT a Nutritionist or Dietitian

Health coaches can help clients establish action plans for generalized healthy eating behaviors, whereas nutritionists and dietitians can prescribe meal plans and give specific nutritional advice to clients according to their medical needs or goals.



A health coach is NOT a Doctor

Health coaches can not diagnose or prescribe. Health coaches are integral members of the health and care team and work with patients in helping them reach their health & wellness goals and adhere to a plan prescribed by their doctor.



A health coach is NOT a Personal Trainer

While health coaches encourage physical activity, they focus on many other aspects of a person's wellbeing including emotional and mental wellness. They do not typically create fitness regimens in the same way that personal trainers do. However, some health coaches do hold fitness certifications and can help those who are seeking both a health coach and a personal trainer.



A health coach is NOT a Therapist

Health coaches don't need to be therapists or psychologists, and great coaches don't try to mimic what a mental healthcare professional does. These professionals can complement one another and often work together.

A Health Coach **is** ...

- ✓ A highly skilled and certified professional
- ✓ Knowledgeable in human behavior, motivational techniques and health outcomes
- ✓ A change agent helping clients set and achieve health goals and build new habits
- ✓ Trained in helping a client maintain a positive and healthy mindset while working towards health and wellness goals by focusing on their strengths



Contribution of Health Coaches in Cancer Prevention

Developing personalized plans for healthier lifestyles

Coaches can work with clients to develop personalized plans that promote healthy behaviors and reduce cancer risk. This may include working closely with nutritionists and dietitians to ensure healthy meal plans are easy-to-follow and that physical activity and other risk-reduction activities fit in well within a client's lifestyle, preferences and schedule.

Setting realistic goals

Coaches can help clients set realistic and achievable goals related to cancer prevention, before cancer develops or while in remission, or that might help them better manage the effects of ongoing cancer treatments. By breaking down long-term goals into smaller, manageable steps, clients are more likely to stay motivated and maintain long-lasting lifestyle changes.

Behavior change support

Changing behaviors can be challenging, and coaches can provide ongoing support to help clients adopt and sustain healthy habits. They can assist in overcoming barriers, provide accountability, and offer strategies to manage cravings, stress, or other factors that may hinder progress.

Education on cancer risk factors

Coaches can educate clients about the known risk factors for cancer, such as tobacco use, poor nutrition, sedentary lifestyle, and excessive alcohol consumption. By providing evidence-based information, coaches can help clients understand how these factors contribute to cancer risk and motivate them to make positive changes.

Contribution of Health Coaches in Cancer Prevention

Emotional support

A cancer prevention journey can be emotionally taxing for individuals, especially if they have personal experiences or family history with the disease. Coaches can provide emotional support, create a safe space for clients to express their concerns or fears, and offer guidance on coping strategies.

Stress management techniques

Chronic stress can have a negative impact on overall health, including *increasing the risk of cancer*. Coaches can teach stress management techniques, such as relaxation exercises, mindfulness practices, and effective time management, to help clients reduce stress levels and improve overall well-being.

Collaboration with healthcare professionals

Health and wellness coaches can collaborate with healthcare professionals, such as oncologists, nutritionists, or psychologists, to co-create comprehensive care for clients. By working together, they can develop integrated plans that address the client's specific needs and enhance the effectiveness of cancer prevention strategies.

Monitoring and accountability

Coaches can help clients track their progress, monitor their behaviors, and provide accountability. Regular check-ins, progress evaluations, and adjustments to the wellness plan can help clients stay on track and make necessary modifications for better results.

Cancer Treatment & Remission

■ Data:

As of January 2019, there were an estimated

16.9 million ↗

cancer survivors in the United States.

Cancer survivors are projected to increase to

22.2 million ↗

by 2030.

Cancer management involves a comprehensive approach that aims to treat the disease, alleviate symptoms, improve quality of life, and support overall well-being. The specific management strategies depend on factors like the type and stage of cancer, individual patient characteristics, and treatment goals.



Cancer Treatment & Remission

Below are some common approaches to cancer management:

Treatment modalities

Cancer treatment options can include surgery, radiation therapy, chemotherapy, targeted therapy, immunotherapy, hormone therapy, or a combination of several. The choice of treatment depends on factors such as tumor characteristics, location, stage, and the patient's overall health. Treatment aims to remove or destroy cancer cells, shrink tumors, prevent their spread, and promote remission or long-term control of the disease.

Palliative care

Palliative care focuses on improving the quality of life for individuals with cancer by managing symptoms, providing pain relief, addressing emotional and psychological needs, and supporting patients and their families throughout the treatment process. Palliative care can be provided alongside curative treatment or as the main approach for patients with advanced or incurable cancers.

Pain management

Cancer-related pain can be managed through a variety of interventions, including medications, nerve blocks, physical therapy, relaxation techniques, and complementary therapies such as acupuncture or massage. The goal is to relieve pain and enhance comfort to improve the patient's overall well-being.

Supportive therapies

Various supportive therapies can be incorporated into cancer management to address side effects and promote well-being. These may include health coaching, nutritional support, physical therapy, occupational therapy, psychotherapy, counseling, support groups, and complementary therapies like meditation or yoga.

Cancer Treatment & Remission

Below are some common approaches to cancer management:

Follow-up care and surveillance

After active cancer treatment, follow-up care is important to monitor the patient's progress, detect any potential recurrence or new cancers, manage late effects of treatment, and provide ongoing support. Regular check-ups, imaging tests, blood tests, and other monitoring procedures may be recommended based on the individual's needs and the type of cancer.

Lifestyle modifications

Adopting a healthy lifestyle can be beneficial in cancer management. This includes maintaining a balanced diet, engaging in regular physical activity, managing stress, getting adequate rest, and avoiding tobacco and excessive alcohol consumption. These lifestyle modifications can help optimize overall health, support the immune system, and potentially reduce the risk of cancer recurrence.

Emotional support

Cancer patients can benefit from the assistance of health coaches, psychologists, or counselors, that specialize in providing emotional support. These professionals can help individuals cope with the psychological impact of a cancer diagnosis and uncertainty that comes with the disease, and navigate the challenges of treatment and remission.

Self-care and mind-body practices

Engaging in activities that bring joy and relaxation is important for mental well-being. It can be as simple as pursuing hobbies, spending time with loved ones, listening to music, or engaging in creative outlets. Techniques like meditation, mindfulness, and relaxation exercises can help reduce stress, anxiety, and depression. These practices promote a sense of calm and enhance overall quality of life during and after cancer treatment.

How Health Coaches Help With Cancer Care

Lifestyle Modifications

Health coaches can assist clients in adopting and maintaining healthy lifestyle behaviors that can support cancer management. This includes guidance on nutrition, exercise, stress management, and sleep hygiene. Coaches can help clients develop personalized wellness plans that integrate these lifestyle modifications into their daily routines.

Setting Realistic Goals

Cancer management involves setting goals related to treatment, symptom management, and overall well-being. Health coaches can work with clients to set achievable and meaningful goals. They help break down larger goals into smaller, actionable steps, providing motivation and support along the way.

Education and Empowerment

Health coaches can help clients navigate the plethora of information from their oncology care team, helping them to assess what they understand and what areas they need more education. This process not only enhances the client's comprehension but also equips them with the necessary tools to actively participate in their healthcare decisions. By empowering clients to assess their understanding and seek additional education, health coaches foster a sense of autonomy and confidence, ultimately enabling clients to navigate their health journey with greater agency and informed decision-making.

Emotional Support and Coping Strategies

A cancer diagnosis can bring emotional challenges, including fear, anxiety, and depression. Health coaches can provide a compassionate and supportive environment for clients to express their emotions. They can also offer coping strategies, stress management techniques, and tools for emotional resilience while helping clients regain their self efficacy and re-align on long-standing goals.

How Health Coaches Help With Cancer Care

Treatment Adherence and Self-Care

Studies show that health coaching is an effective approach to helping clients with treatment adherence, ensuring they set habits to follow prescribed medications, appointments, and self-care routines. Coaches can provide reminders, accountability, and strategies to overcome barriers that may interfere with adherence. Coaches also emphasize the importance of self-care and encourage clients to prioritize their well-being.

Collaboration with the Medical Team

Health coaches can collaborate with the client's medical team, including oncologists, nurses, and other healthcare professionals. This collaboration ensures an integrated approach to care and helps clients receive comprehensive support. Coaches can communicate with the medical team and provide updates on the client's progress.

Advocacy and Resources

Health coaches can help oncology patients develop skills to advocate for themselves, aiding them in navigating the healthcare system and accessing essential resources. They excel in helping clients identify and utilize relevant support services such as support groups, counseling, financial assistance programs, and other resources tailored to their specific needs. By providing this guidance, health coaches ensure that patients have the necessary tools and support to effectively manage their cancer journey while enhancing their overall wellness.

Monitoring and Evaluation

Health coaches can track the client's progress, monitor symptoms, and aid in evaluating the effectiveness of the management plan. Regular check-ins and assessments allow coaches to identify areas of improvement, address concerns, and make necessary adjustments to the client's care plan as part of the healthcare team.

The Science of Health Coaching

Meta-analyses and Systematic Reviews

According to a compendium of health & wellness coaching literature,

- 6 data-based studies indicated an increase in favorable psychological outcomes (e.g., psychosocial outcomes, general mental health, quality of life) for cancer patients due to coaching
- 4 studies suggested behavioral changes among cancer patients. In particular, one study indicated an increase in patient questioning their physician about their condition (autonomy)
- 2 observational studies indicated a positive change in nutritional behavior, and one a change in exercise behavior with health coaching.

Another research analysis of 12 scientific studies based on 1038 participants, with a mean age of 57 years and various types of cancers, showed statistically significant improvements among cancer survivors:

- 75% of studies reported a significant decrease in fatigue and pain
- 67% of studies showed an increase in quality of life and acceptance
- 67% of studies demonstrated an increase in physical activity
- 33% of studies showed improvements in social relationships.

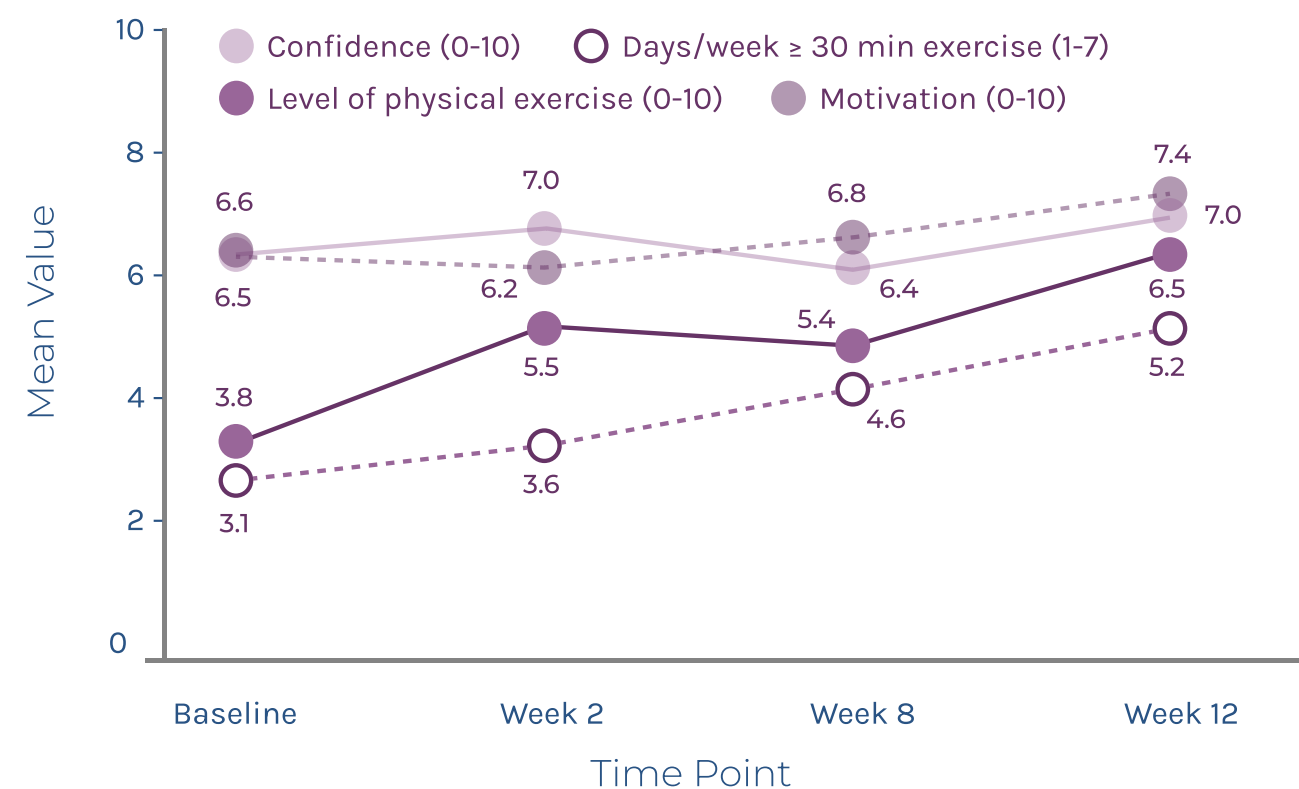
The Science of Health Coaching

Encouraging 2020 Results on Health Coaching for Breast Cancer Survivors

A 2020 study on the feasibility and effectiveness of health & wellness coaching for breast cancer survivors showed strong positive outcomes, namely in increasing physical activity, quality of life, and improving nutrition habits.

After 1 in-person wellness coaching visit followed by 4 telephone calls over 12 weeks, study participants reported significant improvements in physical behavior in terms of self-reported levels of physical activity, motivation and confidence. Moreover, the number of days performing at least 30 minutes of physical activity during the previous week increased consistently from a mean of 3.1 at baseline to 5.2 at week 12.

Physical Activity Parameters Among Breast Cancer Survivors: Baseline Through Week 12



Source: Stan DL, Cutshall SM, Adams TF, Ghosh K, Clark MM, Wieneke KC, Kebede EB, Donelan Dunlap BJ, Ruddy KJ, Hazelton JK, Butts AM, Jenkins SM, Croghan IT, Bauer BA. Wellness Coaching: An Intervention to Increase Healthy Behavior in Breast Cancer Survivors. Clin J Oncol Nurs. 2020

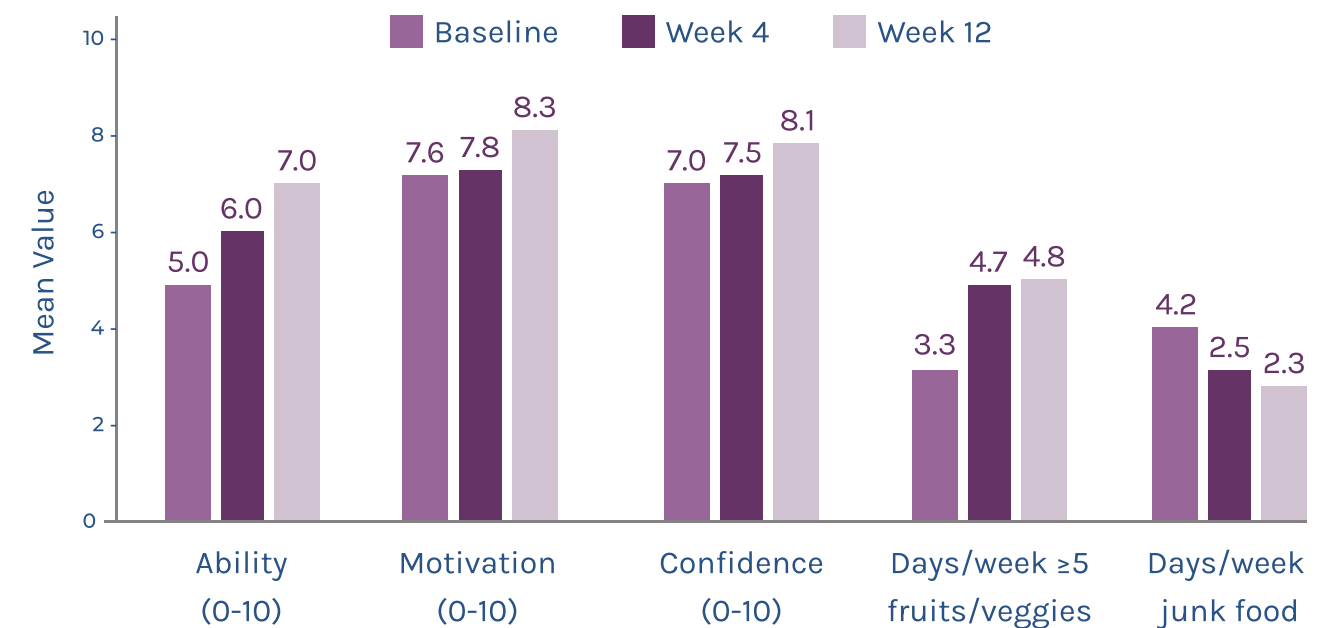
The Science of Health Coaching

Encouraging 2020 Results on Health Coaching for Breast Cancer Survivors

Researchers also observed significant changes in nutrition behavior among study participants in terms of the ability to follow a healthy diet, motivation, and confidence parameters. The number of days per week the participants had at least 5 servings of fruits and vegetables increased from an average of 3.3 at baseline to 4.9, and the number of days/week eating fast food decreased from an average of 4.2 at baseline to 2.3 at 12 weeks.

The overall quality of life scores increased significantly by a mean of 6.3 points from before to after intervention, mainly driven by increases in physical well-being and breast cancer-specific concerns.

Dietary Habits Among Breast Cancer Survivors: Baseline Through Week 12

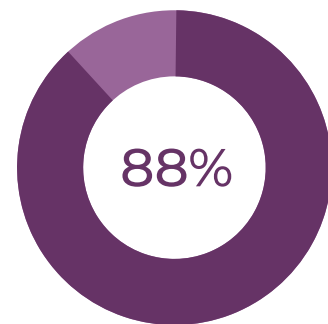


Source: Stan DL, Cutshall SM, Adams TF, Ghosh K, Clark MM, Wieneke KC, Kebede EB, Donelan Dunlap BJ, Ruddy KJ, Hazelton JK, Butts AM, Jenkins SM, Croghan IT, Bauer BA. Wellness Coaching: An Intervention to Increase Healthy Behavior in Breast Cancer Survivors. Clin J Oncol Nurs. 2020

The Science of Health Coaching

Encouraging 2020 Results on Health Coaching for Breast Cancer Survivors

■ Data:



88% of study participants with breast cancer indicated that coaching was extremely helpful in achieving their health & wellness goals.

The study participants indicated that coaching provided them with emotional support, helped them implement behavior change, and increased their accountability. Some impactful comments include: “Reinforced some actions I had to take to make changes in my life,” “I am capable of change,” “Small steps, small goals,” “Compassion,” “I felt important,” “I did a lot of talking,” and “Unbiased ear.”



The Science of Health Coaching

Other results

According to a [2022 study](#), after 6 individual sessions for cancer survivors, coaching participants reported improvements in:

- Weekly physical activity frequency
- Healthy eating behaviors
- Duration and quality of sleep
- Physical and emotional well-being
- Perceived stress, anxiety, and depression

Findings indicate significant behavior change in measured outcomes and suggest health coaching may be an essential tool for cancer survivorship.

Another [recent study](#) showed that a 12-week digital health coaching program is a feasible intervention for men with prostate cancer and called for further evaluation in larger randomized controlled trials.

[The first case study](#) on the use of health & wellness coaching for cancer patient caregivers illustrates the strong potential for coaching to help and support those who take care of others. The study suggests that health coaching is promising in improving the quality of life for caregivers, decreasing stress, and maintaining the necessary knowledge and skills to successfully manage anxiety.

Insight: As of today, [32](#) clinical trials with health coaching interventions for cancer patients are recruiting participants in the United States.

The Science of Health Coaching

Other results

Results from a [2014 study](#) testing the effectiveness of a tailored nurse coaching intervention to promote adherence to oral chemotherapeutic medications in 45 adult patients with cancer showed that adherence rates were superior to the standard group that solely received chemotherapy education provided at the cancer center.

Expert opinion

Health coaching proves valuable in improving physical and psychological outcomes in cancer patients as well as overall well-being. Existing evidence strongly suggests that health coaching is an effective approach for cancer survivors and helps improve physical, nutrition and sleep behavior, medication adherence, and quality of life while decreasing fatigue, pain, anxiety, stress and depressive symptoms. More research on cancer coaching is emerging, and we are expecting further evaluations in larger randomized controlled trials in the years to come.

Adherence Rates

Group	2 months		4 months	
	Self-report	Pharmacy refill	Self-report	Pharmacy refill
Entire sample (n = 45)	86.0%	73.3%	89.0%	71%
Tailored intervention group (n = 25)	91.3%	80.0%	95.1%	73.7%
Control group (n = 25)	80.0%	65.0%	82.4%	68.8%

Source: Schneider SM, Adams DB, Gosselin T. A tailored nurse coaching intervention for oral chemotherapy adherence. J Adv Pract Oncol. 2014

US Market Map: Oncology Solutions

Below is just a small sampling that has been compiled by our friends at HealthXL of digital health, virtual care and digital therapeutic companies delivering solutions related to oncology.

PATIENT EMPOWERMENT



Jasper

patientslikeme®



oleena™

✕ NavigatingCancer



vinehealth

helpsy



Outcomes4Me

LiYFE

MIKA



CARE COORDINATION



Kaiku
HEALTH

Ennov1

Cancer Therapy
Advisor



Jasper

oleena™

Apricity
HEALTH

CANCER
LIFE

Thummi
Ally in cancer treatment

inspirata

ONCOASSIST®

EARLY DETECTION

Thynk Health

Volpara
HEALTH



DermTech

NAVICAN

MoleScope™
by METACOPTIMA

Cancer IQ



miRecule

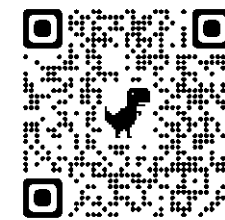
etter
ungs

About YourCoach

[YourCoach.Health](#) is the only operating system for behavior change, powered by health coaches. Our industry partners entrust us to stand up or augment their health coaching operations utilizing our APIs, widgets and tech-augmented army of validated and credentialed health coaches to surround their existing product or service. We're the premier virtual home for health and wellness coaching, an ecosystem built to empower health coaches while expanding access to their services through our industry partnerships. Join us on the Health Coaching Revolution as we strive to deliver the power of health coaching to the 8.5 billion global population by 2030.



Health Coaching
Industry Report V2.0



Our mission

By the year 2030 our mission is for the projected 8.5 billion people in the world to have access to Health Coaches, creating even more Happy and Healthy Humans.

We are here for you!

We stand up, scale and operate best-in-class health coaching services for the health and care industry via our easily and seamlessly embedded technology, powered by the largest army of validated health and wellness coaches. If you are a health and care company looking to integrate or scale health coaching around your product or service, we are here for you!

