



Deep Dive Into

Women's Health and Health Coaching

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Executive Summary

Women's health is complex and multifaceted and evolves throughout a woman's life. It's a healthcare topic that was for decades neglected by the medical community and we've spent decades, since, catching up. In today's Deep Dive, we're just scratching the surface of this multilayered topic, while shedding light on some of the most prevalent conditions disproportionately affecting women today.

In the United States, women make up more than half of the population, and face continued challenges that significantly impact their health and access to care. This includes but isn't limited to: disparities in access to healthcare and healthcare education, lack of adequate research on core health conditions, an increased prevalence of certain chronic diseases such as cardiovascular disease, diabetes and obesity and the unique physical and mental health challenges associated with pregnancy, menopause and menstruation.

This deep dive research report provides an overview of the current state of women's health in the US and highlights the most common health concerns, including heart disease, breast cancer, diabetes, obesity, osteoporosis, anxiety and depression as well as the effectiveness of healthcare interventions (clinical and non-clinical) across the board.

Health coaches can and do play a critical role in helping women to achieve behavior modifications and manage their health and wellness, providing guidance and support to address various challenges they may face. By promoting healthy lifestyles and providing targeted interventions, health coaches help women optimize their physical and mental health and enhance their overall wellbeing.

Scientific studies strongly suggest **health coaching is an effective approach** to address women's health concerns, showing positive outcomes such as increases in healthy behaviors, better disease management and prevention, increased physical activity, improved nutrition, and weight loss. We've compiled this research and more within this latest Deep Dive.

What Is Women's Health?

Women's health refers to the physical, mental, and emotional wellbeing of women throughout their lives. It encompasses a wide range of health issues that are unique to women, such as reproductive health, breast health, menopause, and gynecological conditions.

Women's health also includes broader health concerns, such as cardiovascular disease, diabetes, cancer, osteoporosis, and autoimmune diseases, that may manifest uniquely in the female body. For instance, a heart attack may show up with different symptoms in a woman, putting her at risk for misdiagnosis.

Mental health concerns, such as depression, anxiety, and eating disorders, are also important components of women's health and affect women in different ways than men. For example, some women may experience increases in symptoms related to mental health concerns when their hormones shift, such as perinatal depression, premenstrual dysphoric disorder, and perimenopause-related depression.



What Is Women's Health?

Transgender woman, or trans woman, is a person who identifies as a woman but was assigned male gender at birth, experiences similar health issues as cisgender men and women as well as physical and mental health concerns unique to or more prevalent among transgender women.

Research demonstrates that transgender women experience higher rates of illness and premature mortality than their cisgender peers. Studies also show that transgender women suffer from more chronic health conditions and experience higher rates of health problems related to HIV/AIDS, substance use, mental illness, and sexual and physical violence, as well as higher prevalence and earlier onset of disabilities that can also lead to health issues.

Discrimination such as inadequate healthcare access, stigma, and violence, along with other social, political, and economic factors, significantly affect the physical, mental, and behavioral health of transgender women. It is essential to expand research studies beyond traditional women's health and provide comprehensive and affirming healthcare services to transgender women to improve their health and well-being.



Top 5 Women's Health Concerns In The U.S. Today

Heart Health

Heart disease is [the leading cause of death](#) among women in the U.S.. Symptoms of a heart attack may be less obvious in women compared to men and include tiredness, stomach pain, sweating, and uncomfortable pressure in the chest. Studies show [women are less likely to get severe chest pain](#), which means many of these cases don't receive adequate medical treatment in time. Biases within the healthcare system have only exacerbated this issue. A [2022 study](#) of emergency room visits by adults 55 and under revealed that women who came in with chest pain waited longer to see a doctor or nurse and were less likely to be admitted for observation than men.

Cancer

Breast cancer [is the most commonly diagnosed](#) cancer among women in the U.S. after skin cancer. In fact, American women have a [13%](#) chance of developing breast cancer in their lifetime. Women should talk to their healthcare provider about screening recommendations based on their age and other risk factors. A national [survey](#) of women aged 35 to 44 years found that 22% of women never plan to have a mammogram. This is despite recently updated [guidelines](#) from the [National Comprehensive Cancer Network](#) that recommend women with an average risk of breast cancer start getting yearly mammograms at age 40 years.

Diabetes and Obesity

Type 2 diabetes is [an epidemic](#) in the United States, affecting more than [37 million](#) adults. [Almost half](#) of these cases are women. Diabetes and obesity are closely connected, as obesity is a significant risk factor for developing Type 2 diabetes. According to [the Center for Disease Control and Prevention](#), almost half (42%) of women in the U.S. over the age of 20 are obese. The combination of these two conditions [increases the risk](#) of heart disease, stroke, kidney disease, and certain cancers for women. Diabetes can also cause [difficulties](#) during pregnancy, including miscarriage and birth defects.

Reproductive and Sexual Health

Issues related to reproductive and sexual health, such as menstrual problems, contraception, infertility, sexually transmitted infections (STIs), urinary tract infections (UTIs), and menopause, are rising among women.

Alarmingly, more than [19 million](#) women of reproductive age in the U.S. live in contraceptive deserts, and approximately [1.2 million](#) of them live in counties without a single health center offering a full range of contraception options. Access to trustworthy information about possible contraceptive measures in a particular state, support in family planning, and maternal health care are essential needs for women across the U.S..

Osteoporosis

Of the estimated 10 million Americans with osteoporosis, about 80% or [8 million](#) are women. Research [suggests](#) that about one in two women over the age of 60 years will experience at least one fracture due to osteoporosis. All women can help prevent osteoporosis by getting enough calcium and vitamin D, strengthening bones with weight-bearing exercises, and avoiding smoking and excessive alcohol use.

3 Facts to Know About Women's Health

Fact 1: Until about 30 years ago, all health research was conducted on men

Historically, medical research has disproportionately focused on men and excluded women or underrepresented them in clinical trials and other research. This was further reinforced by the enduring belief that female hormonal cycles were too difficult to manage in experiments (compounded by the fear of harming potential pregnancies) and that using only one sex would limit variation in results.

Women continued to be excluded or underrepresented within healthcare research for many years, and it was only in 1993 that the Congress passed the National Institutes of Health Revitalization Act, mandating the inclusion of women and minorities in NIH-funded clinical trials.

The exclusion of women from healthcare research has resulted in significant gaps in knowledge regarding women's health issues and the effectiveness of treatments for women. For example, some drugs that have been found to be safe and effective in men may not have the same effects or may cause different side effects in women due to physiological differences between the genders. Furthermore, the lack of research on women's health issues may lead to delayed or inaccurate diagnoses, treatment, and prevention strategies.

In recent years, there has been a growing effort to address these gaps and improve the inclusion of women in health research. Many funding agencies now require researchers to report the gender and sex of participants in their studies, and there is increasing recognition of the importance of studying health issues that are specific to women.



3 Facts to Know About Women's Health

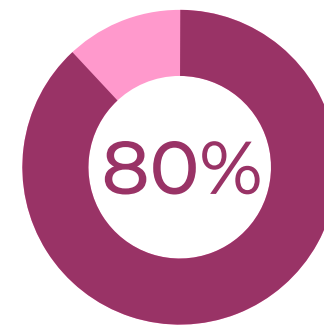
Fact 2: Women's immune systems are stronger than men's

For decades studies have concluded that the immune system differs between men and women due to hormonal, genetic, and immune cell differences, with women generally having a more robust immune response to viral infections and viruses.

Insight: In study results related to the COVID-19 pandemic, researchers have found that, although men and women were contracting COVID-19 at similar rates, men seemed far more likely to die from the disease.

A stronger immune response also means females are more likely to develop autoimmune diseases, largely because X chromosomes have a higher density of genes associated with the immune system.

■ Data:



of individuals with autoimmune diseases are women.

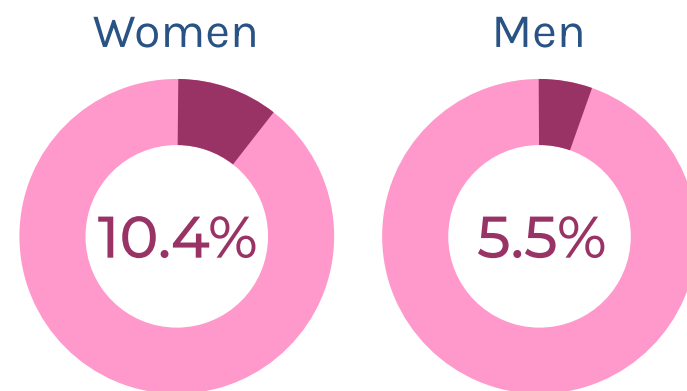
Some autoimmune diseases are known to be triggered or exacerbated by hormonal changes, such as those that occur during pregnancy or menopause.

Environmental factors such as infections, stress, and exposure to certain chemicals may also contribute to or amplify the development of autoimmune diseases.

3 Facts to Know About Women's Health

Fact 3: Anxiety and depression are more common in women

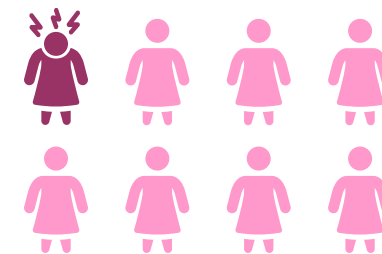
Data:



Women (10.4%) are almost twice as likely as men (5.5%) to have depression.

Women are twice as likely to suffer from anxiety and almost 2 times more likely to suffer from depression than men, studies found. What's more, women have significantly higher rates of chronic depression (dysthymia) and seasonal affective disorder.

Data:



1 in 8 women experience depression in their lifetime.

Some mood changes and depressed feelings occur with normal hormonal changes. For example, changes during the menstrual cycle, pregnancy, and menopause may contribute to an increased risk of depression and anxiety in women. Hormonal changes alone don't cause depression. Mental health conditions are complex and intersectional, resulting from the interplay of biological, psychological, and social factors. That in mind, women may face unique stressors such as gender-based violence, discrimination, and caregiving responsibilities that increase their risk of mental health issues.

3 Facts to Know About Women's Health

Fact 3: Anxiety And Depression Are More Common In Women (cont.)

Experts suggest that differences in brain chemistry may explain some of these figures. The "fight-or-flight" response to stressful circumstances is more readily activated in women and stays activated for longer. Women may also process serotonin (the "feel-good" hormone) differently and be more sensitive to other hormones released during times of stress.










Depression and anxiety are treatable conditions, and individuals should seek professional help if they are experiencing symptoms such as:

- 1 | Depression-persistent sadness
- 2 | Loss of interest in activities one earlier enjoyed
- 3 | Inability to experience joy
- 4 | Poor appetite
- 5 | Weight loss or gain
- 6 | Poor sleep
- 7 | Low energy
- 8 | Poor libido
- 9 | Poor focus
- 10 | Feelings of guilt, hopelessness, worthless
- 11 | In severe cases, suicidal thoughts
- 12 | In case of PPD, may present with obsessive worry about baby's well-being

Menstruation - Overview

The menstrual cycle is a key aspect of women's health that refers to the monthly cycle of changes in the female reproductive system. It's regulated by the hormones estrogen and progesterone and typically lasts 28 days, although it can range from 21 to 35 days. The menstrual cycle consists of four main phases: the menstrual phase, the follicular phase, ovulation, and the luteal phase.








Some of the most common menstrual problems are:

-  Painful periods (Dysmenorrhea)
-  Heavy periods (Menorrhagia)
-  Irregular periods (Oligomenorrhea)
-  Absent periods (Amenorrhea)
-  Premenstrual syndrome (PMS)
-  Premenstrual dysphoric disorder (PMDD)
-  Polycystic ovary syndrome (PCOS)

Insight: 10% of US women have PCOS, which can lead to irregular periods, weight gain, fertility issues, and development of serious health issues.

For women suffering with menstrual-related health concerns, effective treatment and management techniques can reduce symptoms and improve quality of life, while some menstrual irregularities can be prevented.

Here are several strategies that have been proven to ameliorate or prevent related symptoms:

-  Regular physical activity reduces stress and alleviates menstrual symptoms such as bloating and mood changes
-  Eating a well-balanced diet that is rich in fruits, vegetables, and whole grains reduces inflammation and promotes hormonal balance
-  Getting enough sleep reduces stress and fatigue, which often worsen menstrual symptoms
-  Using hormonal birth control methods, such as oral contraception or contraceptive patches may regulate periods and reduces symptoms such as cramps and heavy bleeding
-  Practicing relaxation techniques such as deep breathing, meditation, or yoga reduces stress and promotes relaxation
-  Avoiding unhealthy behaviors such as smoking or consuming alcohol
-  Heat therapy using heating pads, hot water bottles, or warm baths eases pain

Insight: Studies show that women who smoke experience more severe premenstrual symptoms and have a 50 percent increase in cramps lasting two or more days.

Menstruation - 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 choose their goals, engages in self-discovery or active learning processes, and self-monitor behaviors to increase accountability, all within the support and help of the health coach, until the desired outcome will be archived. Instead of telling clients what they should or shouldn't do, coaches help clients discover their own power and path to change.

While health coaches **can 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



How Health Coaches Can and Do Help:

Setting goals

Health coaches can help women set realistic goals for lifestyle changes, such as improving their diet, increasing physical activity, losing or maintaining weight and quitting smoking.

Guiding

Health coaches can offer guidance on tracking menstrual cycles and identifying symptom patterns.

Encouraging Accountability

Health coaches can help women stay accountable for their health behaviors by monitoring progress, providing feedback, and encouraging regular check-ins.

Tailoring Strategies

Health coaches can work with women to develop personalized strategies for preventing heart diseases, cancer, or other conditions that are more common for women, while taking into account their individual needs, preferences, and challenges.

Addressing Barriers

Health coaches can help women identify and address barriers to healthy lifestyle behaviors, such as financial constraints, lack of access to healthy foods or safe exercise spaces, as well as mental health concerns.

Overcoming Stress and Anxiety

Health coaches can help women identify triggers that may contribute to stress and anxiety, and help develop strategies to manage these triggers. They can also help build healthy coping mechanisms and resilience to overcome setbacks.

Providing Education

Health coaches can provide information on various women's health topics such as reproductive health, contraception, and gynecological conditions.

Providing emotional support

Health coaches can provide emotional support and encouragement to women and assist them in developing a support network, such as family, friends, or support groups, to provide ongoing support and encouragement.

Insight: Read more on how nutrition affects our health and how health coaches help clients achieve their nutrition goals in our [Deep Dive Into Nutrition And Health Coaching!](#)

Menstruation - The Science of Health Coaching

Preventing Teen Pregnancy & Contraception Education

A study published in April 2022 in [*the Preventive Medicine Reports*](#), examined the cost-effectiveness of a health coaching program in preventing teen pregnancy. Researchers developed a microsimulation model that can predict the number of teen pregnancies and related birth outcomes based on data from literature and health coaching interventions for adolescent girls in Philadelphia.

This model projected that the health coaching program could prevent 15 teen pregnancies per 1000 adolescents compared to no intervention. The cost-effectiveness ratio for the intervention was \$309 per pregnancy prevented, which was less than the willingness-to-pay threshold of \$4,206 per pregnancy.



Data insights demonstrate positive uptake and maintenance of contraceptive use among adolescents involved in health coaching, indicating that program participants who successfully move through health transitions can potentially sustain such behavior change.

Source: Kim CS, Akers A, Muraleetharan D, Skolnik A, Garney W, Wilson K, Rao AS, Li Y. Modeling the impact of a health coaching intervention to prevent teen pregnancy. *Prev Med Rep.* 2022

A [*2021 feasibility study*](#) found health coaching as a promising approach for promoting contraceptive continuation in young women. All study participants expressed high program acceptability and indicated that it provides knowledge-based benefits and an opportunity to develop a positive, supportive relationship with a reproductive health expert.

Menstruation - The Science of Health Coaching

Improving Healthy Lifestyle Behavior And BMI

A 2022 randomized clinical trial with a goal to evaluate the feasibility of home-based health coaching for girls who are overweight or obese showed a positive effect of interventions on behavior changes and pediatric weight management. After 3 months of health coaching interventions, participants experienced a decrease in Body Mass Index (BMI), an increase in physical activity and fruit and vegetable consumption, and reported higher scores for quality of life and satisfaction with the home-based health coaching program (both girls and their parents).

A 2019 retrospective cohort study with an aim to assess child engagement with a mobile app-based health coaching and behavior change program for weight management found that the overall mean change in BMI was -0.21 per coaching session. Researchers reported increased engagement among coaching participants that was associated with longer voluntary commitment periods, and an increased number of coaching sessions was associated with decreased weight.

Another 2019 study showed that wellness coaching can significantly increase the wellness of adolescents and improve their healthy lifestyle behaviors. At the beginning of the study, 15.2% of participants in the coaching program were overweight, and after 12 weeks of health coaching interventions, the percentage decreased to 9.1%.

Menstruation - The Science of Health Coaching

Improving Healthy Lifestyle Behavior And BMI

In [a study](#) conducted before and during COVID-19 by North Carolina State University researchers, participants showed significantly increased physical activity after health & wellness coaching intervention. It was estimated that the health coaching program was successful in contributing 1,550 steps on average to daily activity. However, this gain dropped significantly after COVID-19 hit due to lockdown orders and the closure of campus facilities, preventing students from having access to spaces to be physically active.

Improving Mental Health

A [2021 study](#) examined the effectiveness of a short-term, solution-focused group coaching intervention on perceptions of wellness and stress among college student population. After 6-weeks of participation in the wellness coaching program, students demonstrated significant improvements in perceived stress and wellness, according to [study results](#).



Menstruation - The Science of Health Coaching

Expert opinion

Other studies suggested health coaching is an effective approach for young female adults and is associated with improvements in coping and stress management skills, sense of belonging, resilience, self-efficiency, and overall wellbeing.

A recent pilot randomized study, published in March 2023, showed that 8 weeks of peer health coaching can lead to improvements in stress management, overall wellbeing, and increase in physical activity among young adults.

Similarly, a study conducted at St. Cloud State University found that students who participated in Peer Wellness Coaching (PWC) experienced an increased sense of belonging and improved wellbeing.

Another study on improving wellness among university students concluded that health coaching may be an effective intervention strategy to help students cope with heightened anxiety and stress levels associated with campus life.

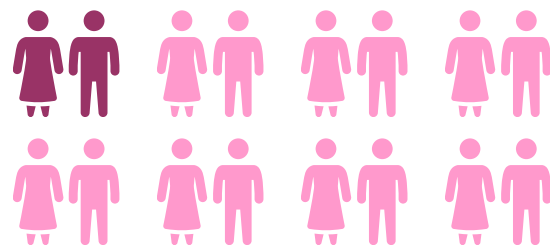
A 2020 study on mental health support for middle school students revealed that after 8 weeks of participation in an individual health coaching program, the youth demonstrated significant improvements in building resilience, coping skills, and strategies to increase self-efficacy.

Pregnancy - Overview

Trouble Getting Pregnant

Infertility is a medical condition in which a woman is unable to become pregnant or carry a pregnancy to term. Infertility can be precipitated or exacerbated by a variety of factors, including age, hormonal imbalances, ovulation disorders, issues with reproductive organs and lifestyle factors such as obesity and smoking.

■ Data:



1 in 8 couples have trouble getting pregnant or sustaining pregnancy in the U.S.

Infertility is more than just a medical condition. Those experiencing this challenging issue might also experience emotional stress, an increased financial burden due to treatments, relationship strain, and more. It can also be challenging to navigate the medical system and find appropriate care and support.



Pregnancy - Overview

During Pregnancy

Pregnancy is an exciting time, but it can also be stressful for a pregnant woman as she needs to be responsible and best support the health of her future child. The growing fetus depends entirely on its mother's healthy body for all needs.

Prenatal care involves education, medical interventions and support for women during pregnancy, and it is important for ensuring the health and wellbeing of both the mother and the developing fetus. Prenatal care is crucial for identifying and addressing any potential health risks to the mother and baby and can help ensure a healthy pregnancy and delivery.

Babies of mothers who do not get prenatal care are **three times more likely** to have a low birth weight and five times more likely to die than those born to mothers who do get care.

The main challenges for women during pregnancy include managing physical and emotional symptoms such as nausea, fatigue and mood swings, making healthy lifestyle choices, and preparing for labor and delivery.

Data:

In the United States, there were

3,659,289 

live births in 2021. That's up 1% from 2020, the first increase since 2014.



Pregnancy - Overview

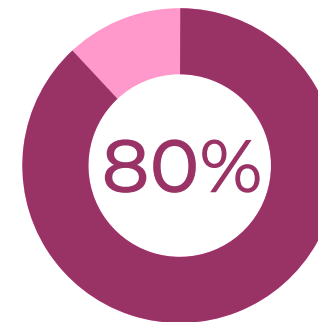
Postpartum

Postpartum refers to the period of time following childbirth during which a woman's body undergoes significant physical and hormonal changes as it returns to its pre-pregnancy state, and she adapts to the demands of caring for a newborn.

Postpartum is a critical period in a woman's health and well-being, and it is estimated that approximately **80%** of women experience some form of postpartum blues or mood disturbance.

The main challenges for women during this period include physical recovery from childbirth, managing symptoms of postpartum depression and anxiety, adjusting to the demands of caring for a newborn, and accessing appropriate medical care and support.

■ Data:



of women experience some form of postpartum blues or mood disturbance.



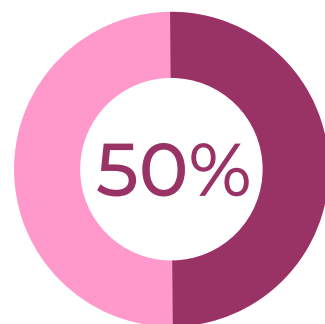
Postpartum Depression - Overview

Postpartum

After giving birth, most new mothers go through postpartum "baby blues" after childbirth, which usually includes mood changes, crying spells, anxiety, and trouble sleeping. Baby blues usually begin within the first 2 to 3 days after delivery and may last for up to 2 weeks.

Postpartum depression, on the other hand, is a more severe, long-lasting form of depression. Sometimes it's called peripartum depression because it can start during pregnancy and continue after childbirth.

Data:



Nearly 50% of mothers with postpartum depression are not diagnosed by a health professional.

Postpartum depression symptoms may include:

- Depressed mood or severe mood swings
- Crying too much
- Difficulty bonding with the baby
- Withdrawing from family and friends
- Loss of appetite or eating much more than usual
- Inability to sleep (insomnia) or sleeping too much
- Overwhelming tiredness or loss of energy
- Less interest and pleasure in previously enjoyed activities
- Intense irritability and anger
- Fear of not being a good mother
- Hopelessness
- Feelings of worthlessness, shame, guilt or inadequacy

Pregnancy and Postpartum - How Health Coaches Can and Do Help:

Creating a Plan

Health coaches can help develop a personalized plan to support a healthy pregnancy, including strategies to manage morning sickness, maintain a healthy diet, and incorporate physical activity.

Guiding

Health coaches can offer guidance on preparing for labor and delivery, including strategies for managing pain and anxiety.

Providing Emotional Support

Health coaches can provide emotional support and encouragement to women and assist them in developing a support network, such as family and friends to provide ongoing support during pregnancy and after it.

Encouraging Accountability

Health coaches can help women stay accountable for their health behaviors by monitoring progress, providing feedback, and encouraging regular check-ins with doctors.

Addressing Barriers

Health coaches can help women identify and address main challenges during pregnancy and postpartum, such as emotional stress, mood and sleep changes, physical pain, financial burden, and relationship strain.

Providing Education

Health coaches can provide information on various women's health topics and connect women with reliable and trustable medical resources and studies. They can also teach coping strategies and stress management techniques.

Overcoming Stress and Anxiety

Health coaches can help women identify triggers that may contribute to stress and anxiety, and develop strategies to manage them. They can also work with women to develop a strategy for postpartum recovery.

Collaborating With Healthcare Providers

Health coaches can collaborate with healthcare providers to ensure that women receive comprehensive care, and to support medication management and treatment adherence if needed.

Pregnancy and Postpartum - The Science of Health Coaching

Pregnancy

A 2022 study showed that with health coaching, total diet quality, intake of fruit and vegetables, and weekly physical activity were all significantly improved from baseline to follow-up, while consumption of discretionary food and time spent being sedentary decreased for pregnant women at high risk of excessive gestational weight gain.

A study published in the *Obesity Science and Practice* journal found that 77% of pregnant women who participated in a remotely-delivered behavioral health coaching program achieved recommended gestational weight gain (GWG) compared to 54% in the control group.

A 2019 mixed-methods study showed that more pregnant women who participated in telephone-based health coaching sessions achieved BMI goals (43%) compared to the control group (32%). Participants found the telephone-based lifestyle coaching program useful and supportive and doctors said that it facilitated conversations about weight with pregnant women.

Health coaching is also strongly associated with increased physical activity among pregnant women. A 2022 study published in *the BMC Pregnancy Childbirth* reported that pregnant women who participated in health coaching interventions reported + 1715.8 steps per day, showed an increase in standing time and decreases in total sedentary time and sedentary bouts of 30 minutes.

Pregnancy and Postpartum - The Science of Health Coaching

Pregnancy

Researchers also found that the use of a mobile prenatal care app helps reduce in-person visits while maintaining patient and provider satisfaction.

One study found that the composite risk score (CRS), which includes intake of vegetables, fruits, smoking and alcohol was lower for those women with subfertility or recurrent miscarriage who participated in 12-week coaching interventions through a digital platform compared to the control group.



Pregnancy and Postpartum - The Science of Health Coaching

Postpartum

A 2023 randomized controlled trial demonstrated decreases in symptoms of depression (-26%) and anxiety (-36%) among women with mild to moderate postpartum depression and/or anxiety after working with a health coach.

“

Our results show that brief telephone coaching by trained lay coaches coupled with a web-based intervention (WBI) is a feasible and acceptable intervention for postpartum depression and/or anxiety

Source: Schwartz H, McCusker J, Da Costa D, Singh S, Baskaran S, Belzile E, Van Roost K. A pilot randomized controlled trial of a lay telephone coaching and web-based intervention for postpartum depression and anxiety: The MPOWER study. Internet Interv. 2022

Another study demonstrated improvements in maternal self-efficacy among postpartum women - the difference at the end of the study between the coaching group and the control group was 44%.



Menopause - Overview

Perimenopause

Perimenopause means "around menopause" and refers to the time leading up to menopause when a woman's body undergoes hormonal changes that mark the end of her reproductive years. It typically begins in a woman's late 30s or early 40s, although it can start earlier or later for some women and last for several years.

The main challenges for women with perimenopause include physical symptoms such as hot flashes, night sweats, irregular periods, vaginal dryness, and sleep disturbances. Perimenopause can also lead to emotional symptoms such as mood swings, irritability, headaches, anxiety, and depression.

Menopause

Menopause is a natural biological process that marks the end of a woman's reproductive years. It's defined as the absence of menstrual periods for 12 consecutive months, and typically occurs in women in their late 40s or early 50s, although it can occur earlier or later. The average age of menopause for women is 51.

During menopause, a woman's estrogen and progesterone levels decline, which can cause a range of physical and emotional symptoms such as hot flashes, night sweats, mood changes, vaginal dryness, and sleep disturbances. Menopause also increases a woman's risk for certain health conditions such as heart disease, osteoporosis, and urinary incontinence.

Menopause - Overview


Postmenopause

Postmenopause is the period after the point when a person's menstrual cycle stops completely. Postmenopause begins 12 months after a woman's last menstrual period and typically lasts for the rest of her life. The average age for postmenopause is around 51-52 years, although it can occur earlier or later.

Postmenopausal women may face several challenges related to their health, including an increased risk for certain conditions such as osteoporosis, heart disease, and stroke. Other common challenges for postmenopausal women include hot flashes, vaginal dryness, sleep disturbances, mood changes, and decreased libido. These symptoms can be bothersome and affect a woman's quality of life and some of them can disappear at some point. However, with proper medical care, lifestyle changes, and support, postmenopausal women can manage these challenges and continue to lead healthy and fulfilling lives.





Menopause - How Health Coaches Can and Do Help




Develop a personalized plan to address women's physical pain, which may include strategies to improve her nutrition, physical activity, sleep, weight, pain, hormone management, and chronic disease prevention.

Work with the client to develop a plan to monitor her progress and explore additional medical interventions, such as hormone therapy or physical therapy, if needed.




Provide guidance on healthy eating habits and physical activity to support bone health and reduce her risk of osteoporosis.


Offer support and encouragement throughout the process, helping women feel empowered and confident in addressing their concerns and improving their sexual health.




Help the client explore strategies to manage her emotional pain and distress, such as mindfulness meditation, journaling, or therapy.



Provide education on the importance of sexual health and intimacy for overall wellbeing, and strategies to communicate with her partner or healthcare provider about her concerns.



Help women develop coping strategies to manage the stress and uncertainty that comes with perimenopause and/or menopause.



Menopause - The Science of Health Coaching

A 2022 randomized controlled study showed significant improvements in the scores of menopausal symptoms, depression symptoms, and quality of life among perimenopausal and postmenopausal women who participated in health coaching intervention compared to control groups.



Based on the present results, the coaching intervention is a suitable method to improve quality of life by reducing weight, waist circumference, body mass index, depression, and menopausal symptoms in postmenopausal and perimenopausal women. It can have important effects on the development of health promotion programs to reduce menopausal symptoms in menopause clinics.

Source: Shokri-Ghadikolaei A, Bakouei F, Delavar MA, Azizi A, Sepidarkish M. Effects of health coaching on menopausal symptoms in postmenopausal and perimenopausal women. Menopause. 2022

Study results from another randomized controlled trial revealed improvements in mental health among women who experienced the menopausal transition compared to those who received usual care. Researchers reported a decrease in depressive symptoms, anxiety and smoking and improved BMI and vegetable consumption.



The Science of Health Coaching

Changes In Measures Of Depression, Anxiety And Quality
Of Life Over Time From Baseline To Follow-Up

	Mean difference from baseline mean (95%CI)		p-value
	Usual Care (N=121)	Health Coaching Intervention (N=130)	
	HADS-D: Hospital Anxiety and Depression Scale, depression subscale (scores 0-21)		
8 weeks	-0.4 (-0.9, 0.0)	-1.5 (-2.2, -0.8)	< 0.001
26 weeks	-0.6 (-1.1, -0.2)	-1.9 (-2.6, -1.2)	< 0.001
	HADS-A: Hospital Anxiety and Depression Scale, anxiety subscale (scores 0-21)		
8 weeks	-0.4 (-0.9, 0.0)	-1.5 (-2.2, -0.8)	0.002
26 weeks	-0.6 (-1.1, -0.2)	-1.9 (-2.6, -1.2)	< 0.001
	SF-12: Short-Form 12 Health Survey; MCS: mental component (scores 0-100)		
8 weeks	-0.2 (-1.3, 0.9)	+1.3 (-0.6, 3.1)	0.040
26 weeks	+0.2 (-0.9, 1.3)	+2.2 (0.4, 4.1)	0.007

Source: Almeida OP, Marsh K, Murray K, Hickey M, Sim M, Ford A, Flicker L. Reducing depression during the menopausal transition with health coaching: Results from the healthy menopausal transition randomised controlled trial. Maturitas. 2016

US Market Map: Women's Health 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 women's health broadly.

PRE-NATAL



PREGNANCY



POST-NATAL



MENOPAUSE (INCL. PRE AND POST)



PCOS



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.



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.

Health Coaching
Industry Report V2.0



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!

