



UK & INTERNATIONAL
HEALTH COACHING ASSOCIATION

Growing Grassroots Health Coaching



**A Guide to UKIHCA Practitioner
Membership for NHS Health &
Wellbeing Coaches**

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Welcome & overview of this Guide

This guide is for NHS Health and Wellbeing Coaches to welcome you to the UKIHCA and Practitioner Membership. Here, we introduce what the UKIHCA does, how we can support you, and how becoming a Practitioner Member can enhance your career.

If you're an NHS Health and Wellbeing Coach (HWBC), this guide is your introduction to the **UK & International Health Coaching Association (UKIHCA)** and how becoming a **Practitioner Member** can enhance your career.

Whether you're just starting out or looking to grow in your role, UKIHCA has something valuable for you.

UKIHCA Practitioner Membership: a summary

The UK & International Health Coaching Association was established in 2018 as the world's first and leading professional body for health coaching in the UK and internationally.



We are constituted to advance the profession of health coaching, to support the professional development and advancement of health coaches and to support the development of health coaching knowledge and skills in related healthcare modalities.

Health coaching is a powerful, non-clinical practice that guides individuals to take control of their health through self-management and behaviour change. It's an essential part of integrative, personalised care, working alongside clinical teams to empower patients to improve their wellbeing.

Health coaching spans many sectors, from the NHS to education, workplaces, and beyond, and is proven to improve patient outcomes, particularly in supporting the self-management of chronic and long-term health conditions and proactive, preventive care to reduce risk for lifestyle-driven health conditions.

As a health coach in the NHS, UKIHCA Practitioner Membership provides professional recognition, continuous development, and a clear career progression path. This membership not only boosts your career but also aligns your practice with the highest standards of care and ethical guidelines, ensuring you're always delivering the best support to your patients.

By joining UKIHCA, you are part of a global community of health coaches, accessing mentorship, real-world learning, and invaluable networking opportunities.

Key Benefits for You:

1. Professional recognition: Enhance your status with NHS employers and patients by aligning with the UK's leading health coaching body. UKIHCA membership boosts trust, professionalism, and patient confidence.
2. Continuous professional development (CPD): Access a wealth of learning resources such as webinars, workshops, and hands-on Work-Based Learning pathways to keep your skills sharp and relevant.
3. Networking & peer support: Connect with fellow health coaches through national and international networks, share best practices, and receive guidance from experienced mentors.
4. Career progression: Gain access to a structured career pathway, from leadership training to job listings, helping you move forward in your health coaching career.
5. Advocacy: Your voice matters! As a member, you're actively involved in advocating for the role of health coaching in the NHS and beyond, helping shape healthcare policy.
6. Supervision & accountability: Ensure you're delivering the highest quality care through accessible and affordable ongoing supervision and feedback. This helps you maintain best practices and grow in your role.

What's Included in UKIHCA Practitioner Membership?

- Access to exclusive webinars and resources
- Networking events and group professional mentoring
- Regular newsletters and discounts on events
- Membership fees are tax-deductible
- A clear pathway to [Full Membership](#) and [UKIHCA Registration](#)

MEMBER BENEFITS



	FULL MEMBER	STUDENT MEMBER	AFFILIATE MEMBER	PRACTITIONER MEMBER
UKIHCA BADGE RELEVANT TO YOUR MEMBERSHIP CATEGORY	✓	✓	✓	✓
EXPERT-LED PROFESSIONAL & BUSINESS DEVELOPMENT WEBINARS	✓	✓	✓	✓
REGULAR MEMBERS' NEWSLETTERS	✓	✓	✓	✓
DISCOUNTS ON EVENTS & CONFERENCE TICKETS	✓	✓	✓	✓
INSURANCE DISCOUNT (UK & IRELAND ONLY)	✓			
UKIHCA FULL & STUDENT MEMBERS' FACEBOOK COMMUNITY	✓	✓		
UKIHCA AFFILIATE & PRACTITIONER MEMBERS' FACEBOOK COMMUNITY	✓	✓	✓	✓
A PUBLIC PROFILE LISTING IN THE UKIHCA DIRECTORY OF HEALTH COACHES	✓			
ACCESS TO 'MEMBERS ONLY' PROFESSIONAL & BUSINESS DEVELOPMENT RESOURCES IN THE MEMBERS AREA	✓	✓		✓
ACCESS TO UKIHCA HEALTH COACHING CPD PROGRAMME	✓	✓		✓
ACCESS TO MONTHLY HEALTH COACHES NETWORKING	✓	✓		
ACCESS TO MONTHLY PRACTITIONER MEMBERSHIP NETWORKING				✓
ACCESS TO UKIHCA MONTHLY COACHING PRACTICE GROUP	✓			
ACCESS TO GROUP PROFESSIONAL MENTORING	✓			✓
ACCESS TO STUDENT MENTORING		✓		
REGULARLY UPDATED JOBS BOARD	✓			
PARTNERSHIP DISCOUNTS	✓	✓	✓	✓

How to Join

If you've completed a recognised foundational coaching qualification and have logged at least 50 hours of health coaching, you're eligible for Practitioner Membership. With a subscription fee of just £12/month, you can start benefiting from these resources right away.

One benefit of UKIHCA Membership is your subscription fee is tax-deductible.

For Your Employer:

Your employer can support you and your team's development through UKIHCA Practitioner Membership, enhancing your effectiveness and aligning with NHS quality standards.

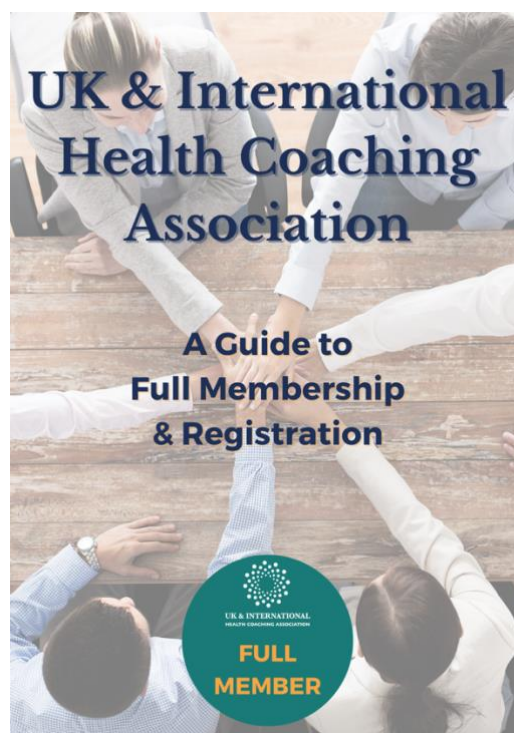
UKIHCA has published a comprehensive report and briefing for NHS employers ICBs, Clinical Directors & GPs: [*Meeting the Challenge: Making the Case for NHS Health and Wellbeing Coaches - A Strategic Investment in Sustainable Healthcare*](#), setting out the case for NHS Health and Wellbeing Coaches as a strategic solution to system-wide healthcare challenges.

NHS HWBC's work directly supports Lord Darzi's recommendations and NHS national priorities by delivering cost-effective, preventative, and personalised care.

We argue that for a sustainable, patient-led NHS, all stakeholders—including NHS Employers, ICBs, Clinical Directors, and GPs—must continue to invest in the vital NHS HWBC workforce and the professional infrastructure that supports it.

Beyond Practitioner Membership: Full Membership & Register

As you progress, UKIHCA offers opportunities to gain [Full Membership](#) and join the [UKIHCA Register of Professional Health Coaches](#). Although registration for health coaching is voluntary, being a registered health coach cements your credibility and expertise in health coaching and demonstrates your commitment to high-quality health coaching.



UKIHCA Practitioner Membership is a valuable tool for NHS Health and Wellbeing Coaches, offering professional recognition, ongoing learning, career advancement, and a community of like-minded professionals. By joining, you not only elevate your

practice but also contribute to shaping the future of health coaching within the NHS and beyond.



The banner is dark blue with white and orange text. At the top center is the UK & International Health Coaching Association logo, which consists of a circular pattern of dots. Below the logo, the word "WEBINAR" is written in large, bold, orange capital letters. Underneath that, the title "Inclusive Professionalism: Growing Grass-Roots Health Coaching" is displayed in white, with "Growing Grass-Roots" and "Health Coaching" in orange. Below the title, it says "UKIHCA Directors along with" in white. Then there are three circular headshots of the speakers: Ollie Hart (a man with short grey hair), Caroline Gibson (a woman with red hair), and Paul Rudd (a man with short brown hair). Below each headshot is their name in orange text: "Ollie Hart", "Caroline Gibson", and "Paul Rudd". At the bottom of the banner, the date and time "Thursday 13 February - 7.30pm GMT" are written in white.

UK & INTERNATIONAL
HEALTH COACHING ASSOCIATION

WEBINAR

Inclusive Professionalism:
Growing Grass-Roots
Health Coaching

UKIHCA Directors along with

Ollie Hart Caroline Gibson Paul Rudd

Thursday 13 February - 7.30pm GMT

[WATCH THE BRIEFING WEBINAR RECORDING HERE](#)

We invite you to take this exciting step towards enhancing your career and the care you provide to your patients.

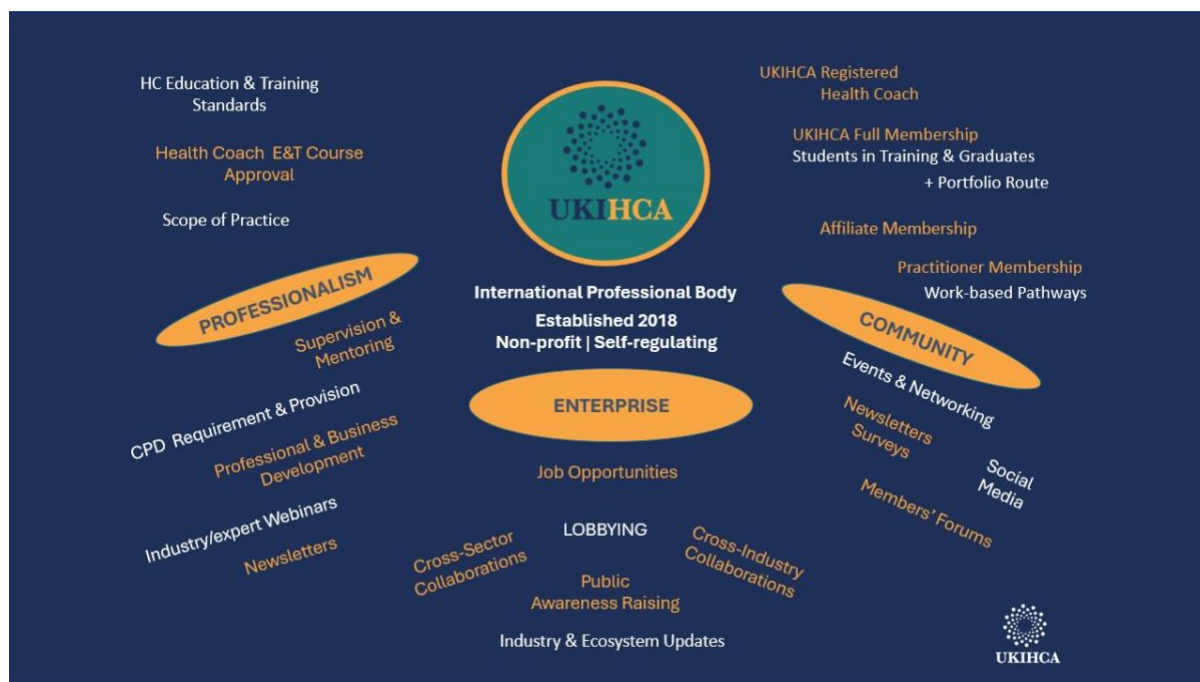
Now, read on for more details...



Growing Grassroots Health Coaching:

A Guide to UKIHCA Practitioner Membership for NHS Health & Wellbeing Coaches

Growing Grassroots Health Coaching



The UK & International Health Coaching Association was established in 2018 as the world's first and leading professional body for health coaching in the UK and internationally.

We are constituted to advance the profession of health coaching, to support the professional development and advancement of health coaches and to support the development of health coaching knowledge and skills in related healthcare modalities.

Health coaching: A profession in its own right

Establishing the identity of a new role:

While NHS HWBCs are an integral part of the healthcare workforce, it's important to recognise that health coaching is a specialised profession with its own distinct standards, training, and ethical guidelines. NHS HWBCs can benefit from the established practices of the wider health coaching profession, as supported by organisations like UKIHCA.

The UKIHCA provides NHS HWBCs with structured career pathways, mentorship, and peer support that align with the best practices in health coaching.

In the NHS, health coaching often overlaps with roles in behaviour change, chronic disease management, and lifestyle support. Health Coaches in the NHS are often in a unique position in they are part of a wider multidisciplinary team. This can ensure

rapid access to supervision and clinical support; however, it can also pose challenges around clarity of role and scope of practice.

Advancing Health Coaching



Vision – A profession that sticks, careers that flourish, access to health coaching to all those who may benefit, a happier healthier population

Trust – A foundation of professionalism builds trust (scope of practice, training standards, CPD, supervision, a register)

Awareness – Lobbying, networks communications, employers, public, colleagues



Advancing Health Coaching



Collaboration – Learning, growing sharing together community

Empowerment – self-determination, autonomy, confidence. It's down to us.

Solution Focus – What can we do and how can we do it?



HWBCs are new in the NHS and managers and team leaders may not be familiar with the core strengths and benefits of the role. They may expect coaches to perform roles that may be less suited to their skills and training.

UKIHCA offers a clearer professional framework and resources, which help HWBCs navigate the complexities of their role, providing additional credibility and confidence in their practice. This clear distinction between the NHS HWBC role and the broader health coaching profession ensures that coaches receive the recognition they deserve while aligning with best practices in patient care.

Profiling the benefits:

As a professional role and a highly skilled discipline, thousands of qualified health coaches have undertaken specific training in the modality and are working across many sectors.

With a strong evidence-base, the modality of health coaching and health coaching skills have relevance to professionals working in every sector of society with an interest in improving individual and population health, including the NHS, the corporate sector, education, workplaces, digital health, communities and advocacy groups.

Health coaching is a practice that sits at the very heart of integrative, lifestyle and personalised medicine, guiding, facilitating and supporting a person's self-empowered ability to respond and adapt positively to challenges in their health environment.

It is a non-clinical role that, in collaboration with an individual's wider clinical and community network, ethically guides that person to enhanced wellbeing through supported behaviour change, information-sharing, education and supported self-management, with the aim of cultivating ongoing self-accountability and resilience building.

The UKIHCA – A leading professional body for health coaching

Joining the UKIHCA offers NHS Health and Wellbeing Coaches (HWBCs) significant benefits, both personally and professionally.

Practitioner Membership, alongside access to Work Based Pathways (such as the Peak Health Coaching [work-based learning route](#)), ensures that you receive continuous development through real-world learning, mentorship, and structured career pathways.

Benefits & Opportunities of UKIHCA Practitioner Membership

For Coaches



Professional development – Support for career planning and progression, Access to continued learning opportunities to refine coaching skills, including expert-led webinars, evidence-based resources.



Networking and Community- Opportunities to connect with fellow coaches in the same and across other sectors, share best practice and gain peer support through professional network.



Adherence to professional standards and commitment to quality - Pathway to Full UKIHCA membership, supporting best-practice and quality assurance.



Credibility and Professional recognition- The ability to use UKIHCA logo and be part of a recognised professional organisation enhances trust and career prospects.

UKIHCA membership provides you with the support, resources, and recognition needed to excel in your coaching practice while contributing to the NHS's goal of providing high-quality, patient-centred care.

Benefit & Opportunities of UKIHCA Practitioner Membership

For Coachees/Patients



Higher quality coaching- Coaches engaged in CPD and professional supervision provide more effective, evidence-based support for improved health outcomes.



Ethical and safe practice- Patients benefit from coaches who adhere to a professional code of conduct, ensuring ethical and safe coaching interactions.



Greater confidence and trust- Knowing their coach is professionally accredited reassures patients about the legitimacy and effectiveness of the coaching process.



Improved continuity of care- Professionally supported coaches work more effectively within multidisciplinary teams, ensuring patients receive seamless and well-integrated care.

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In aligning progression of Health Coaching in the NHS and workplaces, we aim to strengthen and consolidate the profession, growing job opportunities for you, and future expansion of the role across society. Our ambition is to ensure health coaching is considered a core operating principle of any organisation bothered about health and wellbeing.

Benefit & Opportunities of UKIHCA Practitioner Membership

Wider System



Standardisation of practice- Helps establish consistency in coaching approaches, aligning with and complementing NHS frameworks, ensuring high-quality coaching delivery across settings.



Workforce Retention & Development- Professional support, supervision, and ongoing learning reduce burnout and improve job satisfaction, retaining skilled coaches in the system.



Better Health Outcomes & System Efficiency- Well-trained coaches contribute to preventative care strategies, reducing strain on NHS services by improving patient self-management.



Integration into Healthcare Pathways- Membership strengthens the professional identity of health coaches, facilitating better integration within multidisciplinary teams and NHS structures.

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By becoming a member of UKIHCA, you are not only enhancing your professional status but also helping to shape the future of health coaching within the NHS. From professional recognition and ethical standards to career development and integrated care, UKIHCA membership equips you with everything you need to deliver excellent patient care while continuing to grow and advance in your career.

Professional recognition counts

Joining an established and internationally recognised professional body will enhance your professional status as an NHS HWBC.

Where does a Practitioner Membership and Work Based Pathway lead us?

Career Progression

Moving beyond a roles towards an established recognised new profession

United for change





Trust with patients and stakeholders:

By joining the UKIHCA as a Practitioner Member, you gain formal recognition of your professional status. This enhances patient trust and confidence in your abilities, as UKIHCA members are held to high standards of practice.

For NHS employers, having HWBCs who are UKIHCA members ensures that care is delivered in line with NHS requirements, national and international standards. Professional standards and ethical framework: As a member of the [UKIHCA](#), you align yourself with the [highest professional standards](#) and a clear and structured ethical framework for health coaching and with the [NHS Workforce Development Framework](#).

This ensures you adhere to best practices related to patient confidentiality, conduct, and competence, adding an additional layer of professionalism that benefits your career progression, patients and employers.

Access to Continuous Professional Development (CPD)

An innovative and inclusive Work-Based Learning Route is a key part of UKIHCA Practitioner Membership for those looking to further develop their practical coaching skills. This route recognises the value of your ongoing working experience as a practicing health coach. We offer support and learning specifically designed for a vocational training route. This enables you to progress to UKIHCA Full Membership and Registration as you work.

This route offers you hands-on learning opportunities that integrate real-world coaching practice with reflective learning and mentorship, allowing you to continually improve your skills in an applied setting and progress to UKIHCA Full Membership and Registration.

Ongoing Education:

Through UKIHCA, you also have access to a broad range of CPD resources, including webinars, workshops, and variety of learning opportunities. These educational tools ensure you stay current on the latest developments in health coaching, including areas like behaviour change, supporting chronic disease self-management, mental health, and whole health and wellbeing strategies.

Specialist Pathways:

UKIHCA also provides opportunities for you to gain Advanced Practitioner status by developing competencies in areas like cancer care, pain management, lifestyle interventions, ensuring that your practice is tailored to the specific needs of your patient/client population.

Networking and Peer Support – A national and international community:

Joining the UKIHCA gives you access to a national and international network of health coaches. This community provides invaluable opportunities for peer-to-peer support, collaboration, and knowledge-sharing. It's an excellent way to stay connected with others in the field and share best practices across borders and sectors, including NHS settings.

Mentorship through Practitioner Membership:

UKIHCA offers mentorship opportunities Practitioner Membership. This enables you to receive guidance from experienced coaches and help refine your skills in health coaching. This mentorship is crucial as it provides ongoing career support and ensures you're always evolving in your role.

Advocacy and Representation - Your voice in healthcare policy:

As a member of UKIHCA, you have a voice in the national conversation surrounding health coaching and healthcare policy. UKIHCA robustly and actively advocates for the role of health coaches in the NHS, promoting the integration of health coaching as a key element in supporting chronic disease self-management and proactive, primary prevention.

UKIHCA input to the [Change NHS](#) – the government's 10-Year Health Plan for England.

Shaping the future of health coaching:

UKIHCA represents its members' interests in policy discussions, ensuring that health coaching continues to be recognized as an essential part of the NHS's preventive care strategy. By becoming a member, you help shape the future of health coaching in the NHS and beyond.

The UKIHCA White Paper: [Towards a Healthier, Happier Britain: The Case for Health Coaching](#)

Standards, supervision and accountability

Commitment to best practices: The UKIHCA sets industry standards that align with NHS standards, for health coaches. As a Practitioner Member, you commit to these standards. This ensures that your practice is always aligned with the latest evidence-based methods and maintains the highest quality of care.

Supervision: The requirement for supervision is mandated in the [Global Code of Ethics](#) For Coaches, Mentors and Supervisors and by NHS England [Workforce development framework for health and wellbeing coaches](#) recommends health coaching supervision and group supervision as development opportunity to monitor competencies at various stages of career and assess training and continuing professional development (CPD) needs.

UKIHCA Practitioner Membership includes facilitating access to affordable opportunities for individual and group supervision that gives you the space to reflect on your practice, receive feedback, and identify areas for improvement. This continuous evaluation helps ensure that your skills remain sharp and that you're providing the best possible care to your patients.

Career Development and Progression - Clear Career Pathways:

UKIHCA offers a structured framework for career progression. As a member, you gain access to career resources such as job listings, leadership training, and mentorship programmes. This allows you to progress in your career, whether you're aiming for a senior role in health coaching or looking to contribute to integrated care teams.

Collaboration with Multidisciplinary Teams - Integrated Care Approach:

As health coaching becomes more integrated into neighbourhood and multidisciplinary teams, UKIHCA Practitioner Membership enhances your credibility ability to collaborate with other professionals such as GPs, nurses, physiotherapists, and mental health specialists. UKIHCA's focus on integrated care equips you with the tools you need to provide a whole-person, patient-centred care.

Shared Knowledge and Best Practices:

Through more effective collaboration and networking with other health professionals, you gain a deeper understanding of the broader healthcare landscape. This knowledge exchange helps you integrate your health coaching practice into wider care pathways, improving patient outcomes in the NHS.

What is UKIHCA Practitioner Membership?

For NHS Health and Wellbeing Coaches (HWBCs), joining the UKIHCA not only provides access to an extensive network of professionals, but also offers structured pathways for continued learning and career advancement.

The UKIHCA Practitioner Membership offers practicing/in-work health coaches - who hold a Foundation Level Health Coach training qualification accredited by a recognised organisation such as the [PCI](#), [EMCC](#), [ICF](#) or [AfC](#) - the opportunity to join a professional body and gain valuable support and professional recognition.

The UKIHCA Practitioner Membership also provides the opportunity for individuals, via an approved work-based training pathway, to gain eligibility for [UKIHCA Full Membership](#) and a route to becoming [UKIHCA-Registered](#).

Where do applications for UKIHCA Practitioner Membership come from?

- NHS Health and Wellbeing Coaches
- Employed health coaches from the corporate sector
- Dually scoped health coaches working in another recognised profession

Am I eligible?

You are eligible for a UKIHCA Practitioner Member if you:

- Hold a recognised minimum four days foundational coaching training (e.g. PCI/EMCC/AfC/ICF)
- Can evidence 50 hours of logged health coaching practice
- Are actively health coaching in an NHS workplace setting, or equivalent
- Have an intention to progress to UKIHCA Full Membership via an articulated work-based pathway, or by completing a UKIHCA-Approved full health coaching qualification, within 3 years.

The benefits of UKIHCA-Practitioner Membership

- Practitioner Membership offers a wide variety of benefits - from networking groups to free CPD and Professional Mentoring
- Expert-led professional and business development webinars

- Regular member newsletters
- Discounts on events and conference tickets
- Access to 'Members Only' resources
- Access to UKIHCA health coaching CPD programme
- Access to monthly Practitioner Membership networking events
- Access to group professional mentoring sessions
- Membership fees off set against income tax

Activity	Events	Value
Personal Development webinars	4	£40
Professional Development webinars	8	£80
Business Development webinars	8	£80
Business Development Training Course	1	£300
Professional Mentoring – Group coaching 90 mins monthly	6	£450
Business & Marketing resources library - subscription	1	£100
CPD – 36 hours of content	36	£360
CPD Training Course discounts – saving 10% on £350	1	£35
UKIHCA discount from insurer	1	£30
One Day Delegate discount to IPM conference	1	£65
Member referral reward	1	£20
Claim HMRC income tax relief - Off-set membership against taxable income	1	£144
Total Saving		£1,704
Cost of Membership – based on annual pre-paid		£144
Value of savings		£1,560

How much does UKIHCA-Practitioner Membership cost?

- Membership subscription is just £12.00 per month (12-month minimum term)
- Individual subscriptions - Payable upon application
- Employer subscriptions – Invoicing and potential discounts for corporate memberships are available when multiple employees join.

UKIHCA Practitioner Membership for Employers

Practitioner Membership is an ideal choice for employers seeking to develop their employee's health coaching skills and professional development, via an employer-supported work-based pathway.

Beyond UKIHCA-Practitioner Membership - UKIHCA Full Membership and the UKIHCA Voluntary Register

As you progress, UKIHCA offers opportunities to gain [Full Membership](#) and join the [UKIHCA Voluntary Register](#), further cementing your credibility and expertise in health

An increasing number of medical and clinical healthcare practitioners and professionals from other sectors are joining UKIHCA as Full Members and Registered Health Coaches either by graduating from a [UKIHCA-Approved Training Course](#) or the [UKIHCA Portfolio Pathway](#).

Next Steps...

UKIHCA Practitioner Membership is a valuable tool for NHS Health and Wellbeing Coaches, offering professional recognition, ongoing learning, career advancement, and a community of like-minded professionals. By joining, you not only elevate your practice but also contribute to shaping the future of health coaching within the NHS and beyond.

We invite you to take this exciting step towards enhancing your career and the care you provide to your patients and clients.

Resources for approaching your employer

UKIHCA has published a comprehensive report and briefing for NHS employers ICBs, Clinical Directors & GPs: [*Meeting the Challenge: Making the Case for NHS Health and Wellbeing Coaches - A Strategic Investment in Sustainable Healthcare*](#), setting out the case for NHS Health and Wellbeing Coaches as a strategic solution to system-wide healthcare challenges. NHS HWBC's work directly supports Lord Darzi's recommendations and NHS national priorities by delivering cost-effective, preventative, and personalised care.

We argue that for a sustainable, patient-led NHS, all stakeholders—including NHS Employers, ICBs, Clinical Directors, and GPs—must continue to invest in the vital NHS HWBC workforce and the professional infrastructure that supports it.

We have also produced a templated letter with which you can approach your employer – see the Appendix at the end of this Guide.

We invite you to take this exciting step towards enhancing your career and the care you provide to your patients/clients and look forward to welcoming you to the UK & International Health Coaching Association!

For more information, please email info@ukihca.com.

Appendix – Templated letter & email copy for your employer

Letter template:

Dear [Manager's Name],

I hope you're well.

I'm writing to ask for your support with my continuing professional development in my role as a Health and Wellbeing Coach. As you know, this role is increasingly central to delivering the NHS Long Term Plan, particularly its focus on prevention, personalisation, and supporting care closer to home.

The changing NHS landscape and recent changes to the remit of ICBs and introduction of neighbourhood teams and provider collaboratives, is creating new opportunities and raising expectations for proactive, community-based care. Health and Wellbeing Coaches are well placed to help meet these challenges by supporting patients to make sustainable lifestyle changes and better manage their long-term conditions.

Our role supports the NHS in several ways, including:

- Empowering patients to take control of their health and make long-term changes
- Providing a preventative, personalised approach that reduces pressure on GPs and secondary care
- Helping reduce GP appointments, hospital admissions and medication use
- Supporting multidisciplinary neighbourhood teams and improving coordination across services.

To continue delivering at a high standard, I'd like to further develop my skills with the support of the [UK & International Health Coaching Association \(UKIHCA\)](#), the leading professional body for health coaching. UKIHCA offers NHS Practitioner Membership and a clear professional framework that is fully aligned with the NHS model. This includes CPD opportunities, access to affordable supervision and mentoring – all aimed at maintaining high standards in health coaching practice. UKIHCA have produced a report for employers:

- [*Meeting the Challenge: Making the Case for NHS Health and Wellbeing Coaches \(HWBCs\) in Improving Healthcare Outcomes: A Comprehensive Report for NHS Employers, ICBs, Neighbourhood Teams, Clinical Directors & GPs*](#)
- [*Meeting the Challenge: Executive Briefing*](#)

This kind of support offers strong value for money.

Evidence suggests every £1 invested in health coaching can return up to £3.44

through improved patient outcomes and reduced system use. It also helps to reduce health inequalities and strengthen the local workforce by investing in non-clinical roles.

As we look to the challenges of the future, investing in the development of Health and Wellbeing Coaches is not just beneficial – it's important. It helps us deliver the personalised, cost-effective and sustainable care model the NHS urgently needs.

I'd be grateful for an opportunity to talk this through with you and discuss how I can access relevant professional development training, and access to affordable supervision opportunities.

Warm regards,

[Your Name]
Health and Wellbeing Coach
[Your Contact Information]

Email format:

Subject: Request to discuss support for Professional Development – Health and Wellbeing Coach

Dear [Manager's Name],

I hope you're well.

I'm writing to ask for your support with my continuing professional development in my role as a Health and Wellbeing Coach. As you know, this role is increasingly central to delivering the NHS Long Term Plan, particularly its focus on prevention, personalisation, and supporting care closer to home.

The changing NHS landscape, and recent developments around the remit of ICBs and the introduction of neighbourhood teams and provider collaboratives, are creating new opportunities and raising expectations for proactive, community-based care. Health and Wellbeing Coaches are well placed to help meet these challenges by supporting patients to make sustainable lifestyle changes and better manage their long-term conditions.

Our role contributes to NHS priorities in several ways:

- Empowering patients to take control of their health and make long-term changes
- Providing a preventative, personalised approach that reduces pressure on GPs and secondary care
- Helping reduce GP appointments, hospital admissions and medication use
- Supporting multidisciplinary neighbourhood teams and improving coordination across services.

To continue delivering at a high standard, I'd like to further develop my skills with the support of the [UK & International Health Coaching Association](#) (UKIHCA), the leading professional body for health coaching. UKIHCA offers NHS [Practitioner Membership](#) and a clear professional framework that is fully aligned with the NHS model. This includes CPD opportunities, access to affordable supervision and mentoring – all aimed at maintaining high standards in health coaching practice. They have also produced two helpful resources for employers:

- [*Meeting the Challenge: Making the Case for NHS Health and Wellbeing Coaches \(HWBCs\) in Improving Healthcare Outcomes: A Comprehensive Report for NHS Employers, ICBs, Neighbourhood Teams, Clinical Directors & GPs*](#)
- [*Meeting the Challenge: Executive Briefing*](#)

This kind of professional support offers strong value for money. Evidence suggests every £1 invested in health coaching returns up to £3.44 through better outcomes and reduced system use. It also plays a key role in reducing health inequalities and strengthening the local workforce by supporting non-clinical roles.

As we look ahead, investing in the development of Health and Wellbeing Coaches is not just beneficial – it's important. It helps us deliver the personalised, cost-effective and sustainable care model the NHS needs now more than ever.

I'd be grateful for the opportunity to talk this through with you and explore how I can access relevant professional development training and supervision support.

Warm regards,

[Your Name]
Health and Wellbeing Coach
[Your Contact Information]