

**Clinical Health Coach® Training Program
Iowa Chronic Care Consortium**

Program Faculty

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William Appelgate, PhD

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As Executive Director of ICCCC, Dr. William Appelgate has provided leadership and guidance in the areas of chronic disease management, clinical health coaching, health risk assessments, health policy, prevention and health promotion, and healthy aging. The Consortium has led the Iowa Medicaid Enterprise in deploying statewide chronic disease programs in heart failure and diabetes to its members, and is actively involved in chronic health care cost reduction strategies provided for within recently enacted health care reform legislation.

His early professional work included service as a director of a university research center, a college foundation director, a community college president, and CEO of two comprehensive and innovative healthcare systems, in Wisconsin and Iowa. During the 1980's he received recognition as the Outstanding New Professional in Aging Services in North America from the American Association of Homes and Services for the Aging. Most recently, he served a ten year term with Des Moines University as its Vice President for Planning & External Relations. His areas of responsibility included planning, marketing & communications, information technology, state and federal government relations, community relations, institutional research, accreditation and quality advancement, development and alumni relations.

Dr. Appelgate has spoken nationally on the topics of chronic disease management, and health policy issues for organizations such as the American Telemedicine Association, the Disease Management Association of America, The Center for Telehealth and E-Health Law, and the AT&T North Texas Health System Think Tank.

For the Clinical Health Coach® Training Program, Dr. Appelgate will discuss population health strategies for chronic care management.

Priscilla Gilbert

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As a trained health and wellness coach and the Wellness Program Coordinator for the Iowa Chronic Care Consortium, Priscilla works with small businesses in developing employee wellness programs, presenting wellness topics, and coaching. Previously, she was Membership Manager with the Wellness Council of Iowa where she also served as project manager for the Modeling Wellness for Youth Program, which involved conducting health risk assessments and developing physical activity and nutrition programs for youth in five school districts. Ms. Gilbert's education is in health promotion and elementary and special education.

For the Clinical Health Coach® Training Program, Ms. Gilbert will provide support for health coaching techniques.

Jody Hereford, RN, BSN, MS, FAACVPR

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Jody Hereford is a Registered Nurse/Exercise Physiologist with a broad base of experience in the field of cardiopulmonary health, rehabilitation and management services. She has been involved with hospital and community-based programs, residential disease prevention programs and corporate based employee health and rehabilitation services. Currently Ms. Hereford continues as the founder and principal in a consulting practice that provides education, expert resources and design work in the field of health management services; as well as serving as Clinical Project Consultant for ICCCC. Her passion centers around creating health for all individuals where they live and work through effective patient engagement, health promotion and chronic care management strategies.

Jody has published extensively and spoken frequently on topics including innovative programmatic redesign, current business models and policies and procedures. She has worked with hospitals as an expert in quality patient care including chronic illness care and reducing patient complications, readmissions and avoidable deaths.

Ms. Hereford is a Past President and Fellow of the American Association of Cardiovascular and Pulmonary Rehabilitation (AACVPR), was the inaugural Chair of their Disease Management Task Force, served on their Committee for Telemedicine/Telehealth, and is also past chair of the Education Committee. Jody resides in Boulder, Colorado, is a certified Health Coach and has completed a Cardiovascular Fellowship through the American Hospital Association's Health Forum.

For the Clinical Health Coach® Training Program, Ms. Hereford will discuss health coaching techniques and the role of health coaches in the clinical setting.

Kathleen Kunath, RN

ACSM Program Director SM

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Kathleen Kunath is an independent consultant in project management with a career focus of promoting and supporting healthier individuals and communities. For the past six years, Ms. Kunath has served as Clinical Project Manager for the Iowa Chronic Care Consortium (ICCC) where she leads disease management demonstrations, and along with community health improvement projects, and prevention programs utilizing health risk assessments (HRAs). She coordinated the development of the "Physician Office Health Coach Training Program" in partnership with Mercy Clinics, Inc., from 2008-2010.

Ms. Kunath is certified as a Program Director through the American College of Sports Medicine, and as an administrator of the Myers-Briggs Personality Type Indicator™. She has 24 years experience in the field of cardiovascular healthcare, cardiac rehabilitation and health promotion. In 1999, she was chosen by the American Hospital Association's Health Forum as one of 30 participants across the U.S. to participate in a Cardiovascular Health Leadership Fellowship. In 2003, she was commissioned by the Iowa Department of Public Health to lead a team in writing the white paper, "Chronic Diseases: A Critical Issue for Iowa". She has served in leadership roles for numerous state coalitions, including Tobacco-free Iowa, Iowa Cardiovascular Risk Reduction Coalition and Iowa Association for Cardiac and Pulmonary Rehab.

For the Clinical Health Coach® Training Program, Ms. Kunath will provide leadership on project management, and techniques and tools for project implementation.

Jennifer Moulton, RPh

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Jennifer Moulton is a pharmacist and Chief Operating Office for the Collaborative Education Institute (CEI), an organization that offers quality, outcomes-focused education to pharmacists in Iowa and nationally. She has spear-headed a five-state pilot initiative to introduce a continuing professional development (CPD) program and process; and completed a contract through the Pharmacy Quality Alliance to develop and disseminate educational activities regarding pharmacy performance measures. Through CEI, Moulton develops and oversees live, self-study and web-based continuing pharmacy education activities in the areas of preceptor development, pharmacy quality, immunizations, pharmacy technicians, and pharmacy law.

Jennifer is owner of Moulton Education, LLC, which specializes in continuing pharmacy education and patient education projects, and also serves as ICCC's Educational Programs Coordinator.

For the Clinical Health Coach® Training Program, Ms. Moulton provides educational program development and design.

Clinical Faculty

Denise Ernst, PhD, MS, MA

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Dr. Denise Ernst provides curriculum development and training for the Clinical Health Coach® Training Program in facilitating behavior change with a specific focus on Motivational Interviewing (MI). Most recently, Dr. Ernst served as Vice President, Health Management Services, for Health Future, LLC. In this role, she oversaw a team of MI health coaches that provided services for employee wellness programs. Previously she worked at the Kaiser Permanente Center for Health Research in Portland, Oregon, where she served in a variety of positions, including health behavior interventionist, intervention director, manager of health behavior clinic, and project director. The research focused on finding effective behavioral interventions for prevention and treatment of hypertension, cancer, diabetes, and other chronic illnesses.

Dr. Ernst received her doctorate at the University of New Mexico, where her dissertation evaluated the integration of MI into a health coaching program conducted by a large national health insurance company from both a qualitative and a quantitative approach. She was also involved in Project EMMEE and Project ELICIT, both NIH-funded randomized trials conducted at the University of New Mexico and focused on evaluating the effectiveness of training in MI.

For the Clinical Health Coach® Training Program, Dr. Ernst will serve as lead faculty for topics related to health coaching for behavior change and self-management support.

Fritz Nordengren, MPH

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Fritz Nordengren is a seasoned communications expert and creative problem solver. As an Internet consultant and multimedia producer, his work is a four time winner of USA Today's "Hot Site of the Day" award. He has twice been named one of the "Top 100 Producers" by AV Video/Multimedia Producer magazine, in 1998 and 2000.

Mr. Nordengren is best known for his creative leadership and role as producer on documentary work and new media projects and the award-winning web documentary Behind the Viewfinder -- A Year in the Life of Photojournalism. He currently serves as Education Technology Strategist in the Master of Healthcare Administration Program at Des Moines University.

For the Clinical Health Coach® Training Program, Mr. Nordengren will provide expertise in the area of leadership, creating high performing teams, and managing up.

Carla Stebbins, PhD

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Dr. Stebbins is an associate professor and program director of the Master of Health Care Administration Program at Des Moines University. She teaches in the areas of marketing, management, leadership and communication. Before joining the University in 1992, she spent years working in various management and senior management positions. She is a qualified administrator of the Myers-Briggs Type Indicator® and Flex Care™ providing training to students and practicing professionals around the state and country.

Dr. Stebbins' research interests surround empathy and the physician-patient relationship, leadership, communication, and student satisfaction. She has extensive experience in program development and web-based course delivery and learning applications.

For the Clinical Health Coach® Training Program, Dr. Stebbins will serve as lead faculty discussing the MBTI and Flex Care™ communication techniques.