



## POSITION DESCRIPTION

**Position:** **Integrated Primary Mental Health and Addictions (IPMHA) - Health Coach**

**Location base:** **Western Bay of Plenty Primary Health Organisation**  
**87 First Avenue**  
**Tauranga**

**Responsible to:**

### **WBOP PHO Vision:**

To be courageous leaders of compassionate, connected, trusted and innovative whanau-centred healthcare provision

### **WBOP PHO Values:**

#### **Whai Mana**

Achieving health equity for all, particularly for Maori

#### **Whanaungatanga**

Inclusiveness and a sense of belonging.

#### **Manaakitanga**

Caring and showing respect for each other.

## PURPOSE OF ROLE

The IPMHA - Health Coach is part of a new integrated primary mental health service across Western Bay of Plenty Primary Health Organisation (WBOP PHO) General Practices. This new service is intended to provide enhanced access and choice for patients within the general practice environment. The new integrated model enables patients requiring primary mental health and addiction support to obtain earlier access and to move seamlessly between services (primary care, NGO and other community supports). The purpose of the role is:

To work within a general practice as a regular team member, helping patients gain the knowledge and skills, tools and confidence to become active participants in their care so that they can reach their self-identified goals. Working collaboratively to develop active partnerships with patients motivating them to make positive lifestyle changes, reducing high-risk behaviours, managing stress and improve their health and wellbeing.

To be actively engaged with utilising an integrated 'Model of Care' that supports clients' needs and enables them to move seamlessly between services in general practice and, if needed, community based, NGOs and speciality services such as secondary mental health and addiction services.

To work with other Primary Mental Health staff, Health Coaches, Health Improvement Practitioners within Western Bay of Plenty Primary Health Organisation (WBoP PHO) to refine and improve the services delivered.

KEY RELATIONSHIPS	
<p><b>Internal</b></p> <ul style="list-style-type: none"> <li>• GM Community Services</li> <li>• Primary Mental Health Programme Manager</li> <li>• Lead Health Improvement Practitioner</li> <li>• Lead Health Coach</li> <li>• IPMHA Data Analyst</li> <li>• Western Bay of Plenty Primary Health Organisation Staff</li> <li>• Clinical Director</li> </ul>	<p><b>External</b></p> <ul style="list-style-type: none"> <li>• General practice team</li> <li>• Other general practices participating in the demonstration project</li> <li>• Non-Government Mental Health Organisations</li> <li>• Local health and other socials service organisations</li> <li>• DHB</li> <li>• Regional IPMHA Enablement Group</li> </ul>

**KEY ACHIEVEMENT AREAS**

Key achievement areas of the IMPHA - Health Coach role are:

- To work within a general practice as a regular team member, helping patients gain the knowledge and skills, tools and confidence to become active participants in their care so that they can reach their self-identified goals. Working collaboratively to develop active partnerships with patients motivating them to make positive lifestyle changes, reducing high-risk behaviours, managing stress and improve their health and wellbeing.
- To be actively engaged with utilising an integrated 'Model of Care' that supports clients' needs and enables them to move seamlessly between services in general practice and, if needed, community based, NGOs and speciality services such as secondary mental health and addiction services.
- To work with other HIPs, Health Coaches and the WBoP PHO General practice liaison team, NGO Community support workers, HIP trainers and external evaluators to refine and improve the services delivered for the New Zealand context.
- Develop and maintain excellent relationships across the WBoP PHO, the wider health sector and with other key stakeholders that ensures highly effective communication and linkages are developed and maintained.

KEY COMPETENCIES	
<b>General Practice Team Participation</b>	<p>All relevant meetings for the general practice team are attended</p> <p>Close working relationship with the general practice's Health Improvement Practitioner is developed</p> <p>Close working relationship with the practice nurses is developed.</p> <p>Clear documentation of all general practice-related activity</p> <p>When referrals are received from other members of the general practice team ensure the team members are informed and kept up to date with the Health Coaching activities.</p>
<b>Service Delivery</b>	<p>Knowledge of the Health Coaching model and ability to implement the model demonstrated by:</p> <p>Providing self-management support through:</p> <ul style="list-style-type: none"> <li>• Providing information</li> <li>• Teaching health management skills</li> <li>• Promoting behaviour change</li> <li>• Teaching problem solving skills</li> <li>• Encouraging participation and follow-up in health service delivery</li> <li>• Working in partnership with the patient to assist them to develop a behaviour-change action plan</li> </ul> <p>Bridging the gap between clinician and patient by:</p> <ul style="list-style-type: none"> <li>• Serving as the patient's liaison person</li> <li>• Ensuring the patient understands and agrees with the health care plan</li> <li>• Providing cultural support</li> </ul> <p>Helping patients navigate the health care system through:</p> <ul style="list-style-type: none"> <li>• Connecting the patient with resources and services</li> <li>• Ensuring the patients voice is heard</li> </ul> <p>Offering emotional support by:</p> <ul style="list-style-type: none"> <li>• Showing interest and compassion</li> <li>• Teaching coping and stress management skills</li> <li>• Asking about emotional issues</li> </ul> <p>Serving as a continuity figure by:</p> <ul style="list-style-type: none"> <li>• Establishing a trusting relationship</li> <li>• Being available at agreed times</li> <li>• Providing active follow-up</li> </ul> <p>A patient-centred assessment will be undertaken at the first point of contact. This will be a holistic assessment of need</p>

	<p>from which the Health Coach will work collaboratively with the patient to identify goals and a plan to achieve these.</p> <p>Skills, knowledge and attitudes for culturally safe practice are demonstrated</p> <p>Clear and concise notes that comply with established standard are entered within practice's Patient Management System</p> <p>All required client-related information and activities are recorded</p>
<p><b>Integrated Primary Mental Health and Addictions (IPMHA) Model</b></p>	<p>Participation in project-related workforce development and coaching</p> <p>Active contribution to evaluation and refinement of the approach</p> <p>Partnership with the practice's Health Improvement Practitioner is evidenced</p> <p>A collaborative working relationship is formed with NGOs working with the general practice as a part of this project</p> <p>Knowledge of and a collaborative working relationship is formed with local community agencies</p> <p>Assistance with care coordination and access to outside resources is provided as needed</p>
<p><b>Managing Equity</b></p>	<p>Support Maori and Mainstream providers in managing the care of high needs patients</p> <p>Ensure care is client-focussed and planned with regards to individual cultural needs</p> <p>Incorporate Treaty of Waitangi principles into speciality practice to contribute to the improvement of Māori Health status</p> <p>Manage legal and ethical issues related to wellbeing in a supportive and collaborative manner</p>
<p><b>Teamwork</b></p>	<p>IPMHA team meetings are attended as required</p> <p>Organisation policies, procedures and requirements are known and complied with</p>

<p><b>Supervision and professional development</b></p>	<p>Participation in regular supervision</p> <p>Acts according to and abides by WBoP PHO policy and procedures, legislation and principles of Governing professional body.</p> <p>Relevant training is attended.</p> <p>Engagement in continuing skills development</p> <p>Seeks appropriate professional and collegial support</p>
<p><b>Health &amp; Safety</b></p>	<p>Ensure that work is done in a safe environment</p> <p>Report and work to eliminate, isolate or minimise any hazards</p> <p>Participate in health and safety management practices for all employees</p> <p>Apply the organisations health and safety policies and procedures</p>

**PERSON SEPCIFICATION**

**Qualifications**

Trained, or a strong interest in being trained, as a Stanford self-management peer leader (training provided).

Trained in, or a strong interest in attending, a recognised Health Coaching training Programme (training provided).

**Essential skills, knowledge, and experience**

- Strong advocacy skills and issue resolution ability
- Demonstrates excellent interpersonal and communication skills with an ability to achieve results collaboratively
- Flexible, self-starter
- Embraces the philosophy of helping people to manage better on their own rather than doing things for people
- Willing to embrace new ways of working
- Has the skills listed below or a strong interest in learning them:
  - Basic understanding of general practice
  - Ability to work with a diverse patient and staff population
  - Basic knowledge of long term conditions
  - Basic knowledge of common mental health concerns
- Ability to work at a fast pace with a flexible schedule
- A proven ability to be a team player
- Excellent communication skills
- An ability to work closely and collaboratively with key stakeholders
- Ability to competently use computers, able to work in an electronic medical record

**Desirable skills, knowledge, and experience**

- Experience working as part of a team to support people engaged with the health or social care sectors
- Experience working in primary care directly with patients as part of the health care team.
- Previous experience with mental health and addiction services
- Resilient with ability to manage many demands in a professional manner



**WBOP PHO**

Western Bay of Plenty  
Primary Health Organisation

<ul style="list-style-type: none"><li>• Ability to work independently within agreed boundaries</li><li>• Builds strong supportive relationships</li><li>• Personal self-management skills</li><li>• Understands our equity focus and is committed to the principles of Te Tiriti of Waitangi</li></ul>	
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