Efficacy of In-Person vs Online Motivational Interviewing-Based Health Coaching

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Abstract

Purpose: Utilization of health coaching is growing in the health care field. Research has shown that there are different methods of health coach delivery. This study evaluated the effectiveness of in-person vs online health coaching in delivering motivational interviewing techniques.

Methods

Participants were allowed to self-select into in-person or online health coaching to be consistent with the MI principle of autonomy.

- 87 completers of the 8-week intervention
  - 51 In-Person group
  - 36 Online group

Results

Behavior Strategy Percent Change

- Figure 1: Both groups improved behavior change strategies from baseline.

- Figure 2: In-person participants but not a significant amount of weight from baseline but changes for online participants did not.

- Figure 3: In-person participants significantly improved HEI score from baseline but online participants did not.

- Table 1: Participant Characteristics

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>All</th>
<th>In-Person</th>
<th>Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>Measurements</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Baseline (in lbs)</td>
<td>229.46 (5.93)</td>
<td>227.64 (5.38)</td>
<td>231.27 (6.32)</td>
</tr>
<tr>
<td>Post (in lbs)</td>
<td>227.64 (5.38)</td>
<td>225.82 (5.09)</td>
<td>230.46 (6.07)</td>
</tr>
</tbody>
</table>

Conclusion

Outcomes of this study indicate that people may benefit more with in-person health coaching when wanting to change diet habits than online health coaching.

As health coaching becomes more popular in the health care field, it is important to determine the most effective and cost-effective way to deliver health coaching.

Future behavior change interventions should explore the efficacy of other methods of health coaching.

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