



Medical (Primary) Care vs Lifestyle Coaching

Medical Care	Lifestyle Coaching
Assigns diagnosis (names an illness/injury)	Identifies underlying cause(s) for condition; less preoccupied with naming and more focused on understanding
Recommends treatment developed within established medical or healthcare model, which is commonly biochemically or surgically invasive	Teaches options for redirecting the course of underlying cause, prioritizing changes in lifestyle habits Aims to minimize or avoid pharmacology and invasive procedures
Typically driven by standardized, population-based guidelines	Individualized approach
Cost to patient is often difficult to predict and outside the control of either patient or medical professional	Price is transparent, and coaching client determines whether or not the service is worth the cost
Waits for diagnosable condition to intervene, often when situation is urgent or emergent	Guides clients to reliably prevent conditions that threaten life and limb
Direct doctor-patient time is limited due to volume of administrative tasks required to navigate third-party reimbursement and meet medicolegal standards (documentation)	Majority of coach time is spent directly with client, which builds understanding, empathy, trust, and mutual peace of mind