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## Coach in a cosmetology and aesthetic medicine salon

### Coach w gabinecie kosmetologii i medycyny estetycznej

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medical coaching, cosmetologist, cooperation

#### Słowa kluczowe

coaching medyczny, kosmetolog, współpraca

#### Summary

**Introduction.** A medical coach is a person whose task is to provide assistance in discovering, understanding and achieving patients' life goals. The coach is to help them in health management. Moreover, a coach should support doctors and other health care professionals. The coach profession is very popular in Western Europe; it has been also developed in Poland. Recently, coaches have become very active in salons dealing with the professional body care.

**Aim.** The objective of the conducted study was to get opinions of cosmetologists concerning their possible cooperation with a medical coach in cosmetology and aesthetic medicine salons.

**Material and methods.** The research tool involved an original questionnaire, consisting of 13 questions directly relating to a medical coach and their competences. The experimental group was composed of 36 cosmetologists actively working in cosmetology salons in the Silesian Province.

**Results.** In the opinion of the majority of cosmetologists, appearance plays a crucial part in human life and effects of cosmetologic operations also depend on proper preparation. They are familiarised with the notion of a medical coach, but they do not know much about the competences this profession involves. Consequently, many of them think that cooperation with a coach is unnecessary.

**Conclusions.** A medical coach is a person rendering services in the scope of medicine, either for patients and professionals. Cosmetologists' knowledge about competences of a medical coach is scarce. It may result from the low popularity of the profession in our country.

#### Streszczenie

**Wstęp.** Coach medyczny to osoba, której zadaniem jest pomaganie w odkrywaniu, zrozumieniu i osiągnięciu celów życiowych pacjenta. Ma im pomagać w zarządzaniu swoim zdrowiem. Ponadto, coach ma być wsparciem dla lekarzy i innych pracowników służby zdrowia. Zawód coacha jest bardzo popularny w Europie Zachodniej; rozwija się również w Polsce. W ostatnim czasie bardzo popularna stała się aktywność coachów w gabinetach zajmujących się profesjonalną pielęgnacją ciała.

**Cel pracy.** Celem przeprowadzonego badania było poznanie opinii kosmetologów na temat ich przypuszczalnej współpracy z coachem medycznym w gabinetach kosmetologii i medycyny estetycznej.

**Materiał i metody.** Narzędzie badawcze stanowiła autorska ankieta składająca się z 13 pytań bezpośrednio dotyczących coachingu medycznego oraz kompetencji coacha. Grupę eksperymentalną stanowiło 36 kosmetologów czynnie pracujących w gabinetach kosmetologii na terenie województwa śląskiego.

**Wyniki.** Zdaniem większości kosmetologów wizerunek odgrywa dużą rolę w życiu człowieka, a efekty zabiegów kosmetycznych zależą również od odpowiedniego przygotowania. Pojęcie „coaching medyczny” jest dla nich znane, jednak nie posiadają wiedzy dotyczącej kompetencji coacha medycznego. W związku z tym dla większości współpraca z coachem jest niezasadna.

**Wnioski.** Coach medyczny jest specjalistą świadczącym usługi w zakresie dziedzin medycznych zarówno dla pacjentów, jak i dla pracowników. Wiedza kosmetologów na temat kompetencji coacha jest znikoma; wynikać to może z niskiej popularności tego zawodu w naszym kraju.

#### Conflict of interest

#### Konflikt interesów

None

Brak konfliktu interesów

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## INTRODUCTION

Coaching is a notion relatively new in our country; its history has not been accurately documented. Its origins may be found back in 1960s, when an informal psychological assistant was called like that, as well as the post of a consultant in a company. Coaching was compared to an intervention psychology. However, with time, coaching became something different, the 'psychologist' position was replaced by a 'coach' (1).

Literature shows that the foundations for coaching development were laid by sport. Coaching forerunners in management originated from sports environment. At the same time, psychological skills were employed in business.

It is worth underlining that literature on the subject, dating back to 1980s, discerns coaching specialisation in two categories: personal and business (2). Personal coaching involves such aspects of life, as health or personal development, that is why there are two types of coaching: health coaching, personal coaching. Along with cultural development, coaches face new challenges, becoming the scope of their activity. For instance, they involve support for customers/patients in their striving to achieve the assumed goals and following them (3).

At present, coaching has become a popular method for personal development. It is a very young discipline, thus there are many various definitions of the term, no one explicit concept has been assumed.

Coaching means work with individual customers/patients, as well as group or team work. Accordingly, the notions of team coaching and a group coaching were adopted (4).

At present, coaching is a process of providing support for customers/patients in their development, the basis being a dialogue. It is a process based on regularly held meetings. Through competently asked questions, customers/patients discover consciously their potential. In this way, a supported person may realise his or her goals more effectively and create his or her own development plan (4, 5).

The main principle of coaching is to follow a customer/patient. One must not forget about individual approach towards each interviewed person. The relationship to be established should become a partnership, based on trust and understanding (5, 6).

Depending on the area a given goal chosen by a customer/patient originates, we can mention different types of coaching, for example a life-coaching, a career coaching, a sports coaching and more and more popular health coaching or a diet coaching.

Medical coaching is intended for all medical professionals, who provide assistance to others in their everyday work. Doctors, nurses, masseurs, midwives etc. may refer to a medical coach. These professions are burdened with certain load (among others, with a high level of stress). These employees are under great pressure, because they must take care of patients' well-being, thus being exposed to the professional burnout

syndrome, to a greater degree. Moreover, patients facing many problems also make use of the services rendered by a medical coach. It is frequently because they fight a serious disease or have got aesthetic problems. A medical coach provides assistance in such and similar situations (7-9).

## AIM

The objective of the conducted study was to get opinions of cosmetologists concerning their possible cooperation with a medical coach in cosmetology and aesthetic medicine salons.

## MATERIAL AND METHODS

The experimental group was composed of 36 cosmetologists – women – actively working in cosmetology salons in the Silesian Province. They were employees of medical units professionally dealing with care, cosmetic work and treatment of patients body, also those cooperating with an aesthetic medicine doctor. Ladies were asked to complete an original questionnaire form consisting of 13 questions. The majority of them were closed questions, with one answer to be selected, 2 were semi-open questions. Next, the data were collected and processed with the use of Microsoft Office Excel 2003.

Additionally, the survey included a control group composed of 21 women of age corresponding to the surveyed group. The control group was selected so as to be formed by ladies who did not perform any medical profession (fig. 1). 5 questions were chosen for the comparative analysis purposes.

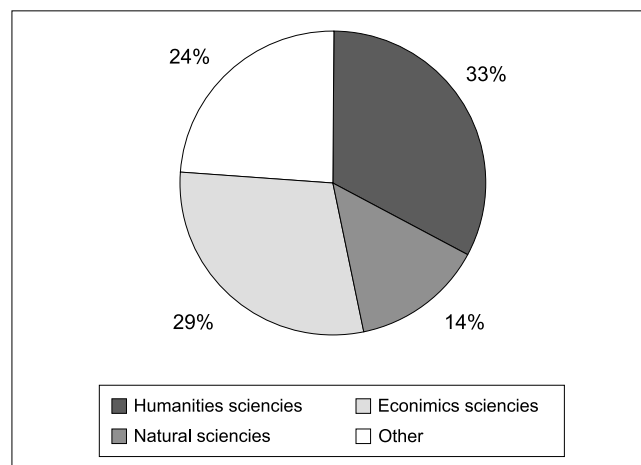


Fig. 1. Profession exercised by the surveyed control group

## RESULTS

According to survey results, 90% Poles emphasise considerable significance of visual appearance in their lives. Respondents were asked whether, in their opinion, suitable and well-thought-out appearance facilitates undertaking of new initiatives. In the opinion of all cosmetologists, this aspect is of great importance.

There are many factors that disturb reception of our body. Among them, one may mention the following: abnormal intellectual development, chronic somatic disorders, as well as negative evaluation of social environment. 14 respondents answered that patients with disturbed perception of their own image are frequently found in their salons.

Preparation of patients for a specific treatment procedure includes both physical and mental sphere. Both areas of the preparation are extremely important and the undertaken activities belong to significant elements determining patient's safety and successful course of the treatment. 27 cosmetologists believe that emotional benefits from the application of cosmetic and medical procedures depend on patient's proper preparation.

Medical coaching is a relatively new notion in our country. When asked if they have ever heard the notion, 13 respondents denied, whereas in the control group, only 5 women heard about a 'medical coach' (fig. 2).

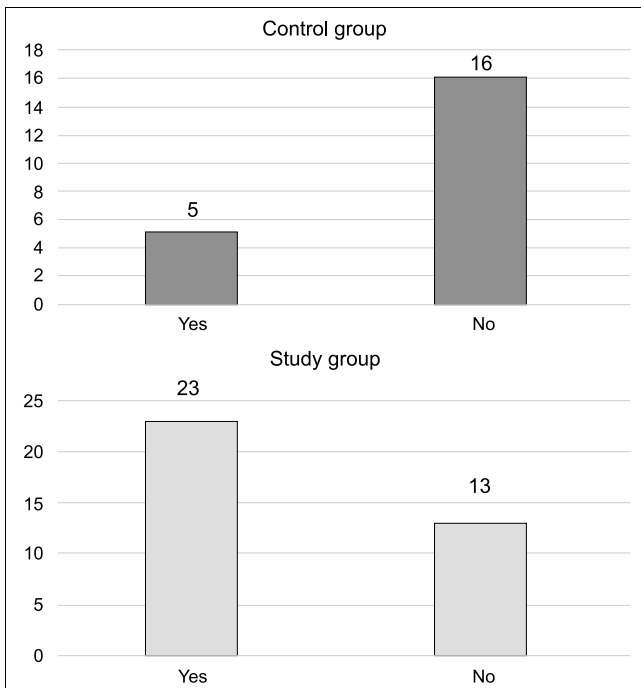


Fig. 2. Knowledge of the control group and the sample group about medical coaching

Tom Landry used to tell that “a coach is someone who tells you what you don't want to hear, who has you see what you don't want to see, so you can be who you have always known you could be”. When asked whether they know the competences a coach should possess, the majority of respondents answered YES. 4 respondents gave the same answer to the question in the control group.

Another question involved a control question, checking if the respondent intentionally answered the previous question and whether they knew the competences of a medical coach. To the surprise, the majority of them gave wrong answers (fig. 3).

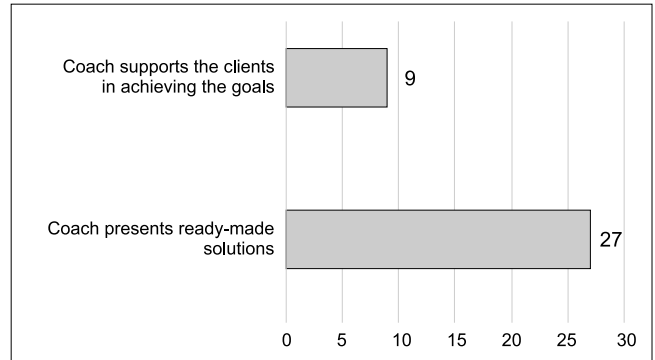


Fig. 3. The distribution of answers to the control question concerning the operational strategy of a medical coach

It is said that “a cosmetologist should be a specialist – a coach supporting his/her patients to achieve assumed aesthetic effects, through holistic approach to health and appearance”. When asked whether a cosmetologist should possess knowledge of the bases of coaching, the respondents' answers were divided. In case of the said question, only those answers given by ladies who declared that they were familiarised with the notion of coaching and personal competences of a coach. In the opinion of 16 respondents, coaching knowledge is required for a cosmetologist. 100% of women in the control group who knew the notion of a coaching had a favourable opinion of the issue in question.

Image coaching is based on the assumption that effective interpersonal communication is strictly dependent on our appearance, both external and internal. 4 respondents answered that image coaching plays a great role in their work.

Satisfaction from work is a notion defined by Edwin Locke. This notion includes both positive and negative feelings and attitudes which refer to official duties performed by employees. 22 respondents like their work and are satisfied with it.

Stress is the main factor accompanying medical professionals in their everyday work. A long-terms stress may lead to the professional burnout syndrome. Among the occupations that are the most susceptible to burnout are those requiring provision of assistance, support and care for others, e.g. a doctor. 6 respondents think coaching would be worth applying in their work and they exactly mention professional burnout, stress and fatigue as the aspects for the cooperation with a coach (fig. 4).

In the opinion of 5 respondents, a talk with a medical coach could improve patient-cosmetologist relationships. The same opinion is expressed by 100% respondents from the control group, who are familiarised with the notion of coaching.

4 cosmetologists know a study or a clinic, which also offers sessions with a coach, but only 3 women do so in the control group.

Some aesthetic medicine clinics pay particular attention to women's psychological development. Do all



Fig. 4. Areas of work with a medical coach

people think the same? The last key question for the whole study involved respondents' opinion whether a medical coach should be employed in cosmetology and aesthetic medicine salons. Half of the respondents think a cosmetology salon should cooperate with a medical coach.

### CONCLUSIONS

The degree of a medical coach may be acquired when completing the 2<sup>nd</sup> degree studies in medical coaching. Such studies are conducted at the

Faculty of Health Sciences at the Silesian Medical University in Katowice and end with an acquisition of a Master's degree. It is a field of study for those who are interested in psychology and, simultaneously want to help ill people and medical employees (9, 10).

The medical and cosmetological markets have already been taking care of the psychological development of their patients/customers. Offers presented by salons are expanded with coaching services. There are plenty of such places in Warsaw and the popularity of such practices is constantly growing.

A medical coach is a specialist rendering services in the scope of medical disciplines. He or she provides assistance either to patients or medical care professionals. Cosmetologists' knowledge about coaching and competences of a medical coach is scarce. It probably results from low popularity of the profession in our country.

A post of a coach is better known among the citizens of western countries. In Poland, the profession itself has been popularised for more than a dozen or so years, however, in medical disciplines it has just began.

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