

# How To Turn Wellness Goals Into Daily Habits

**CAN DO**  
MULTIPLE SCLEROSIS

**WEBINAR**   
WEDNESDAYS

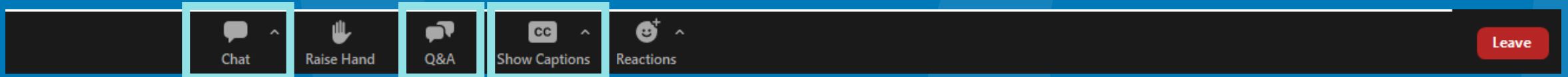
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# How to Ask Questions During the Webinar

Type in your questions using the Questions Box



Provide comments and engage with the speakers and audience using the **Chat Box**



**NEW!** Closed captioning



# YOUR SPEAKER



**Amy Behimer Pharm D., NBC-HWC**

Diagnosed with MS since 2012



Well Being

NEXT EXIT 

POLLING QUESTION

*ON A SCALE OF 1 TO 10*

What is your confidence in  
your ability to reach your  
wellness goals for 2025?

1: NOT GONNA HAPPEN

5: MAYBE

10: ITS A DONE DEAL

JAMES CLEAR

the quality of your **life** is  
determined by the  
quality of your **habits**.

”



# Who Am I?

AMY BEHIMER

- **Coach**
  - Host of The Habit Hub for Autoimmune Health™ Podcast 
  - Creator of CLUB Habit Hub™
- **Doctor of Pharmacy**
- **Live with MS**





# My MS Story

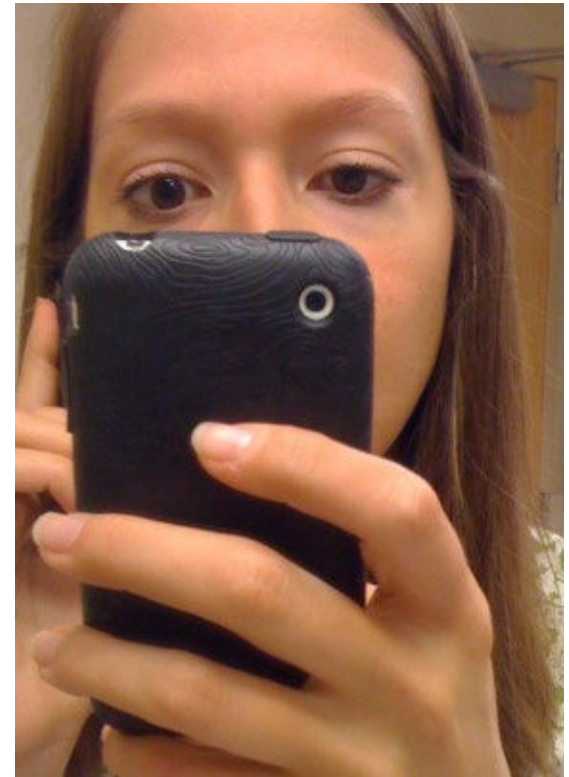
THE 80'S



2002



2010



# My MS Story

2011



2012



2014





# My Whys



## YOU SHOULD KNOW...

Obsessed with: habits

Can't live without: CRUNCHY foods

My mission: healthier after MS than before

Superpower: helping others do the same



# What's your superpower?

LEARNING

+

ACTION

=

CHANGE





# Today's Takeaways

A boost in your self-efficacy

Clarity on your next step to wellness







## What is self-efficacy?

Your belief in  
your ability to  
reach your goals.





## Signs of low self- efficacy

avoiding challenges  
focusing on the negative  
low self-confidence



## Signs of high self-efficacy

super curious  
strong sense of commitment  
recover quicker from setbacks  
embraces challenges

DR. TERRY WAHLS ON..



“

*Self-efficacy* - when people understand there are actions they can take, that they have control over, that impact current symptoms, their future, and life.

That empowerment, we know, in a biochemical process *lowers inflammation* and *improves the function of our immune cells.*

”



## How can I get more?

- Celebrating success
- Being in community with others like you
- Dialing up positivity
- Paying attention to your thoughts and emotions





# What are habits?

A USUAL WAY OF BEHAVING

Make up ~50% of your day

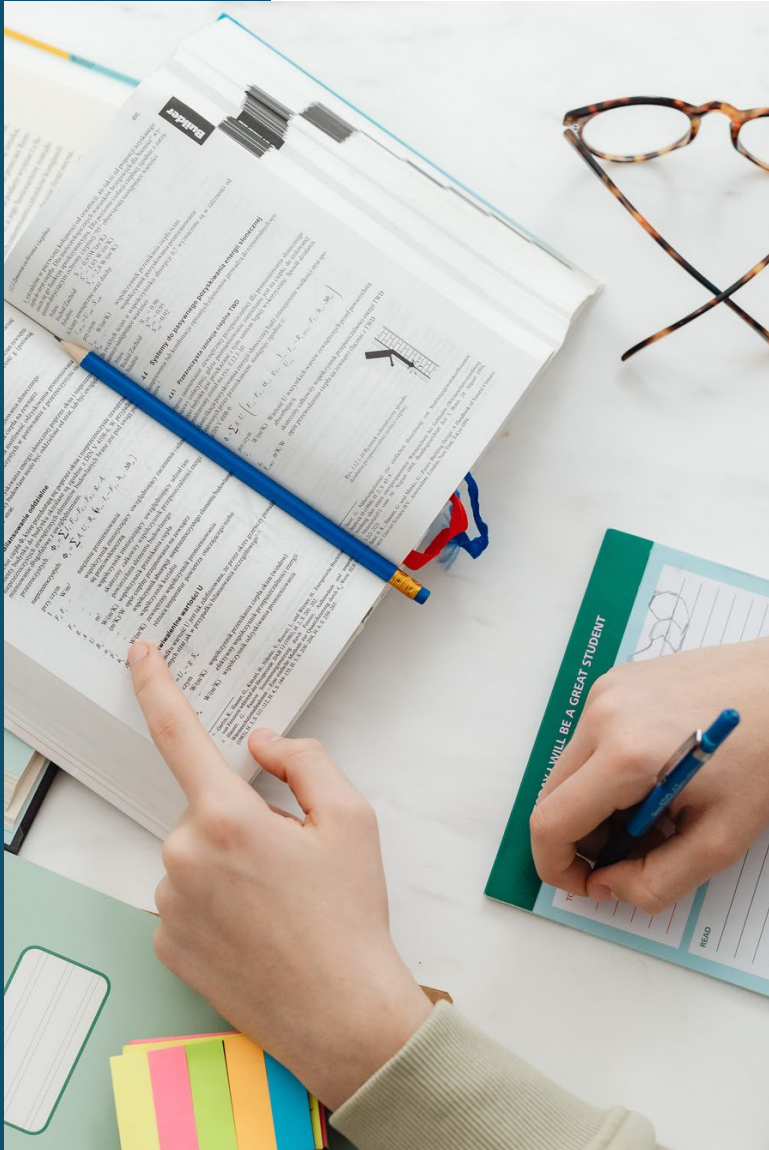




# Why do habits matter?

- ✔ Conserve and create energy





# Why do habits matter?

- ✓ Conserve and create energy
- ✓ Backed by research



# Why do habits matter?

- ✓ Conserve and create energy
- ✓ Backed by research
- ✓ Available to everyone today

YOURS TRULY

The best time to start a  
healthy habit is 20 years ago.  
The second best time is **today**.

”





# Why do habits matter?

- ✓ Conserve and create energy
- ✓ Backed by research
- ✓ Available to everyone today
- ✓ Save time, energy, & money

remaining unhealthy is an **expense**  
getting healthy is an **investment**  
staying healthy is a **savings**

”



# Why do habits matter?

- ✓ Conserve and create energy
- ✓ Backed by research
- ✓ Available to everyone starting today
- ✓ Saves you time, energy, & money
- ✓ Help track progress





# Why do habits matter?

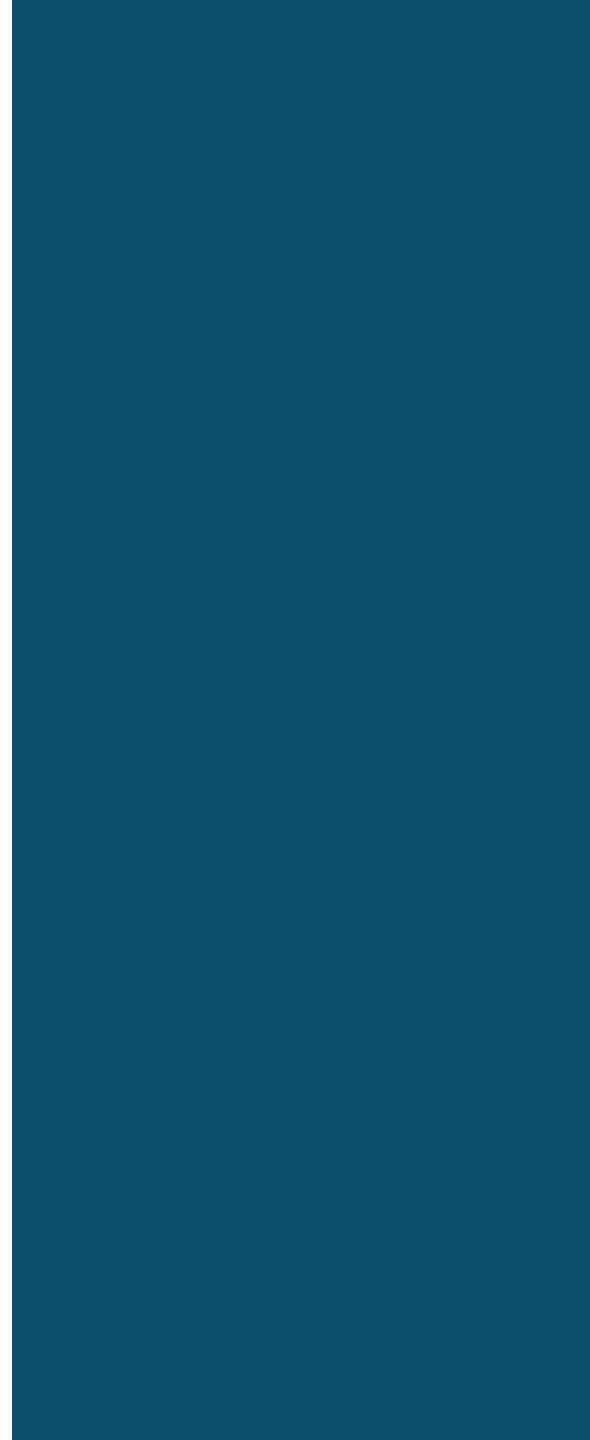
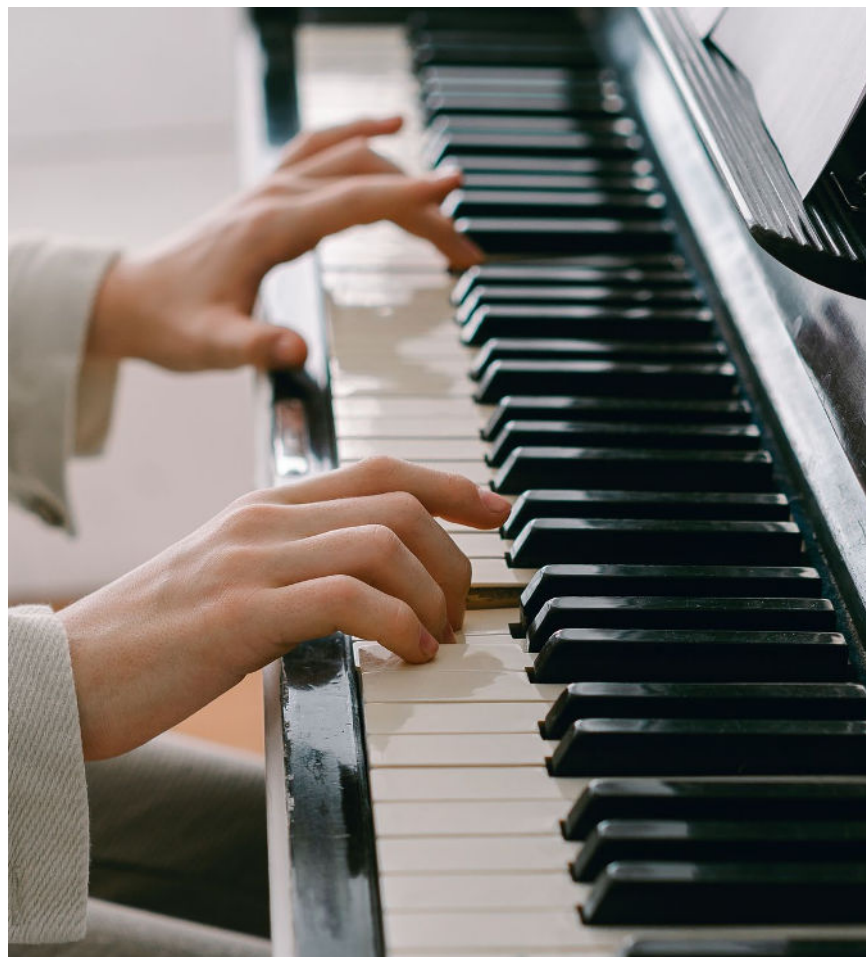
- ✓ Conserve and create energy
- ✓ Backed by research
- ✓ Available to everyone starting today
- ✓ Saves you time, energy, & money
- ✓ Helps track progress
- ✓ Root cause approach

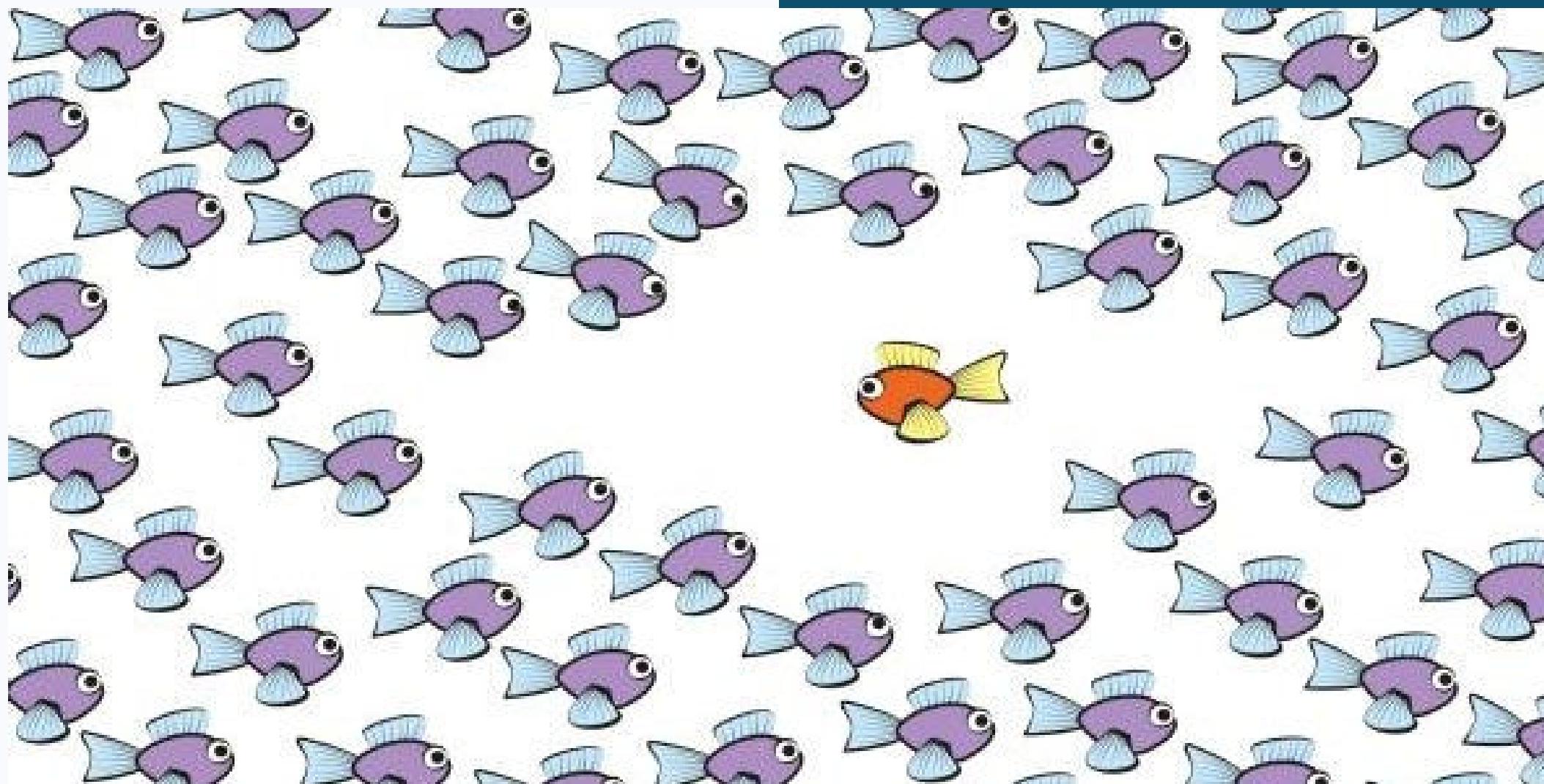




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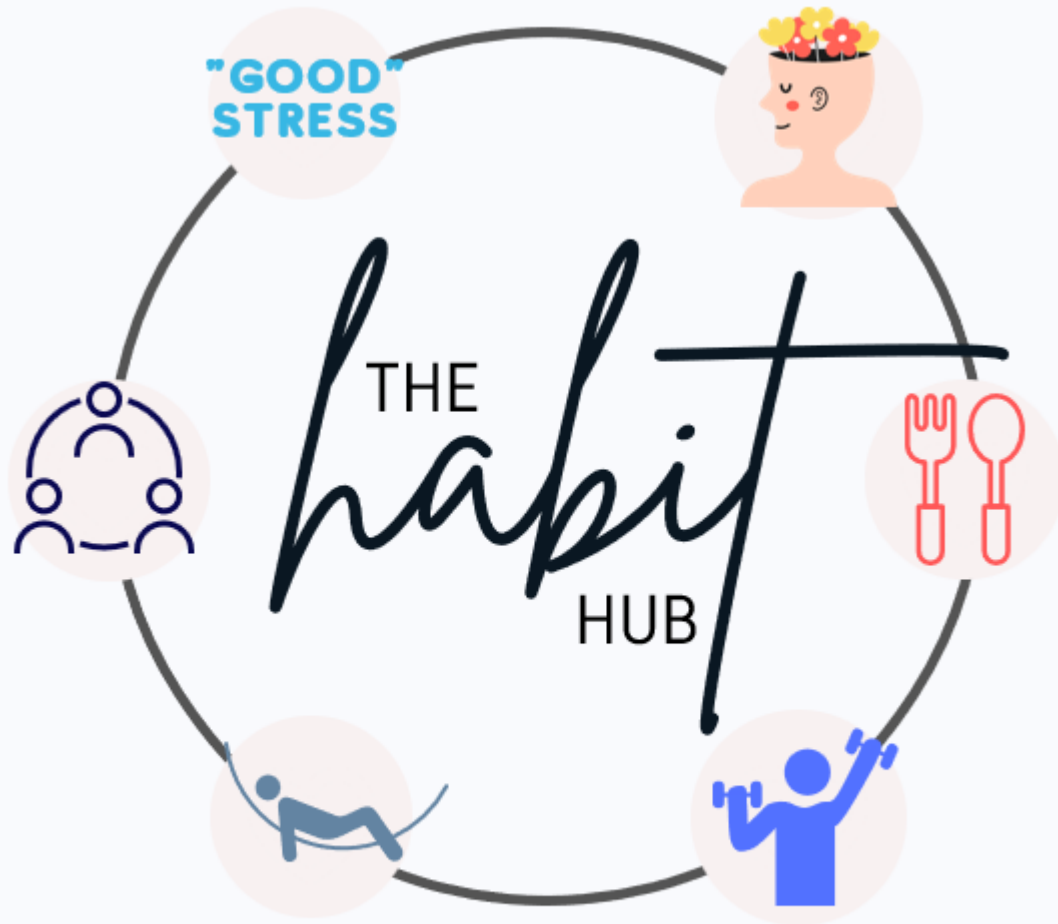
# Synergy between conventional and lifestyle medicine

DMT



DMH



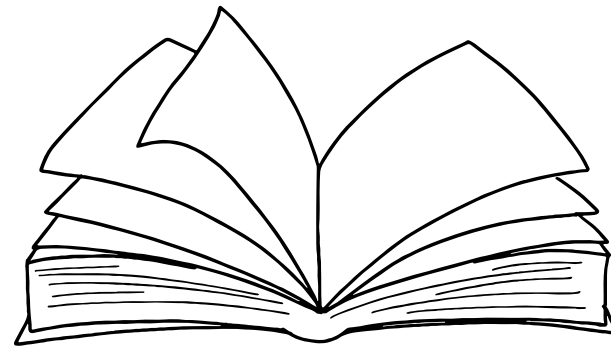


How we do habits  
around here...



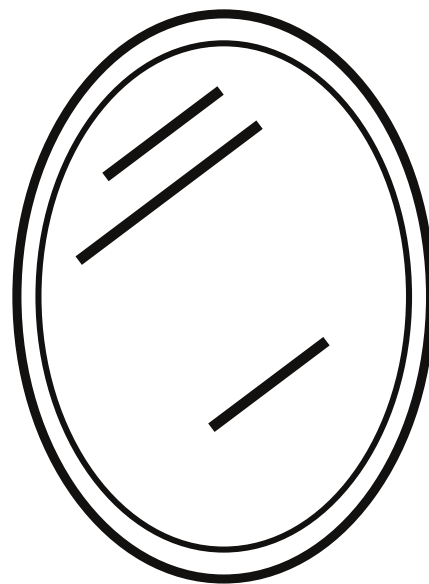
# “Secret Sauce”

5 S's



**SCIENCE**





**SELF**



**STRATEGIES**

A B C

**SIMPLICITY**



Well Being

NEXT EXIT 



# Why do goals fail?

TOP 5 REASONS



BJ FOGG

We are not the problem.  
Our approach to change is.  
It's a design flaw -  
not a personal flaw.

”



**REAL-LIFE  
STRATEGIES**

**Why don't we reach our goals?**

**REASON 1**

**The goal is never set.**





From *Mind* To *Matter*



Why don't we reach our goals?

REASON 2

You forget about the goal.



# reMINDers



# Why don't we reach our goals?

## REASON 3

The goal is too big.  
(or outside your control)





TRUST

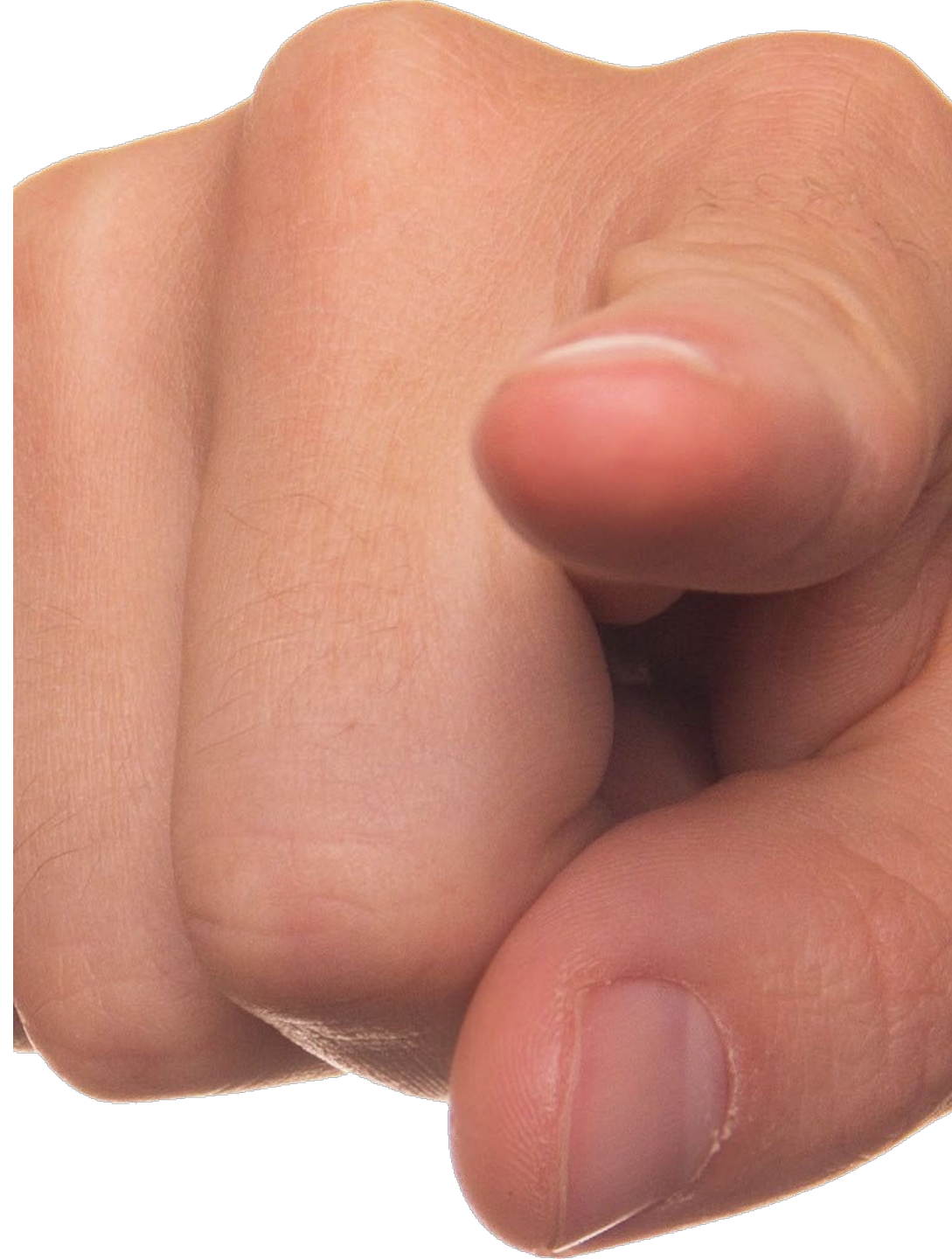
IN THE *tiny*



**Why don't we reach our goals?**

**REASON 4**

**Someone else set the goal.**



more  
me



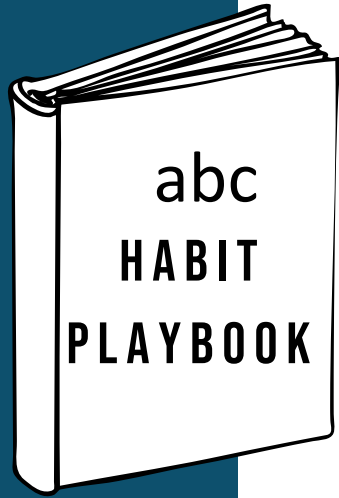
**Why don't we reach our goals?**

**REASON 5**

**The journey towards the goal  
doesn't feel good.**

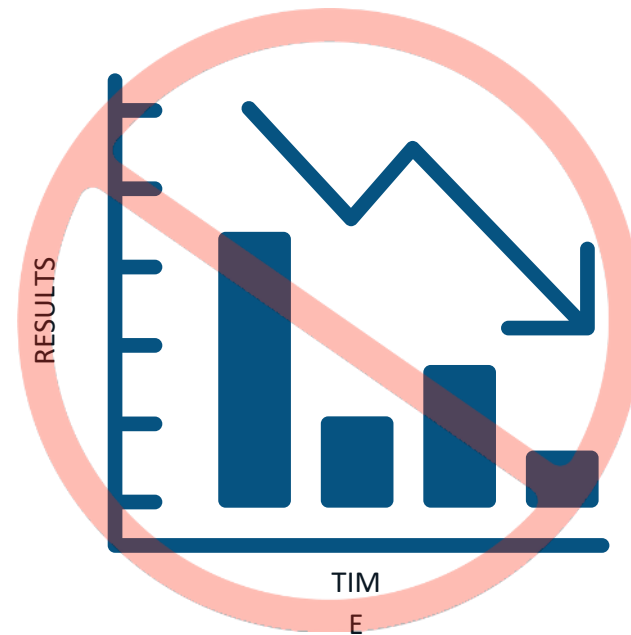


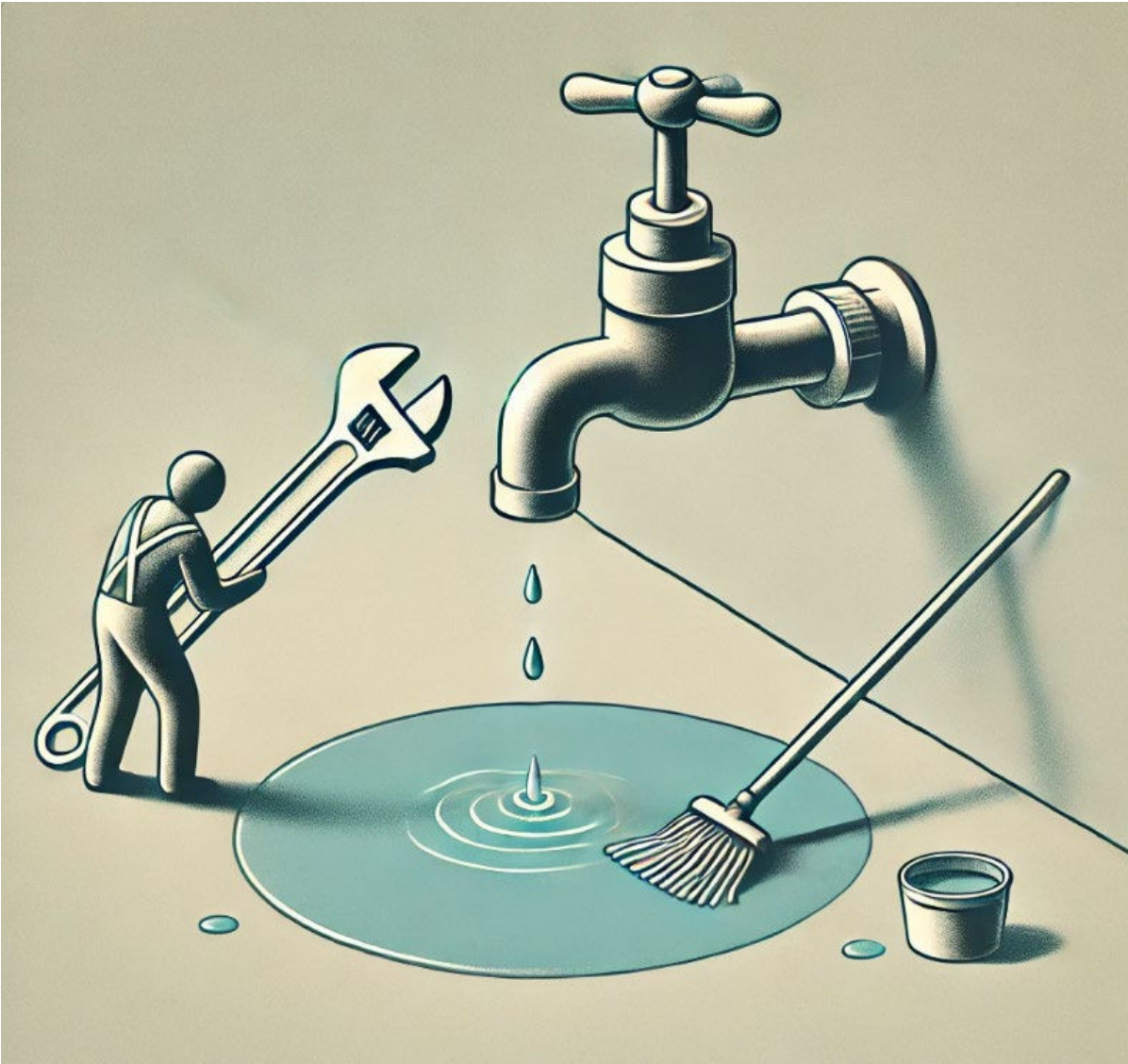




# 3 Research-Backed Strategies

AKA PLAYS





# Go To The Root



“

I CAN SUMMARIZE MY RESEARCH IN  
THREE WORDS:

**EMOTIONS CREATE HABITS.**

*bj fogg*

”



**ACTION**

**FEELING**

**THOUGHT**





A man is but the  
product of his  
thoughts. What he  
thinks, he becomes.

Mahatma Gandhi



# Follow A Framework

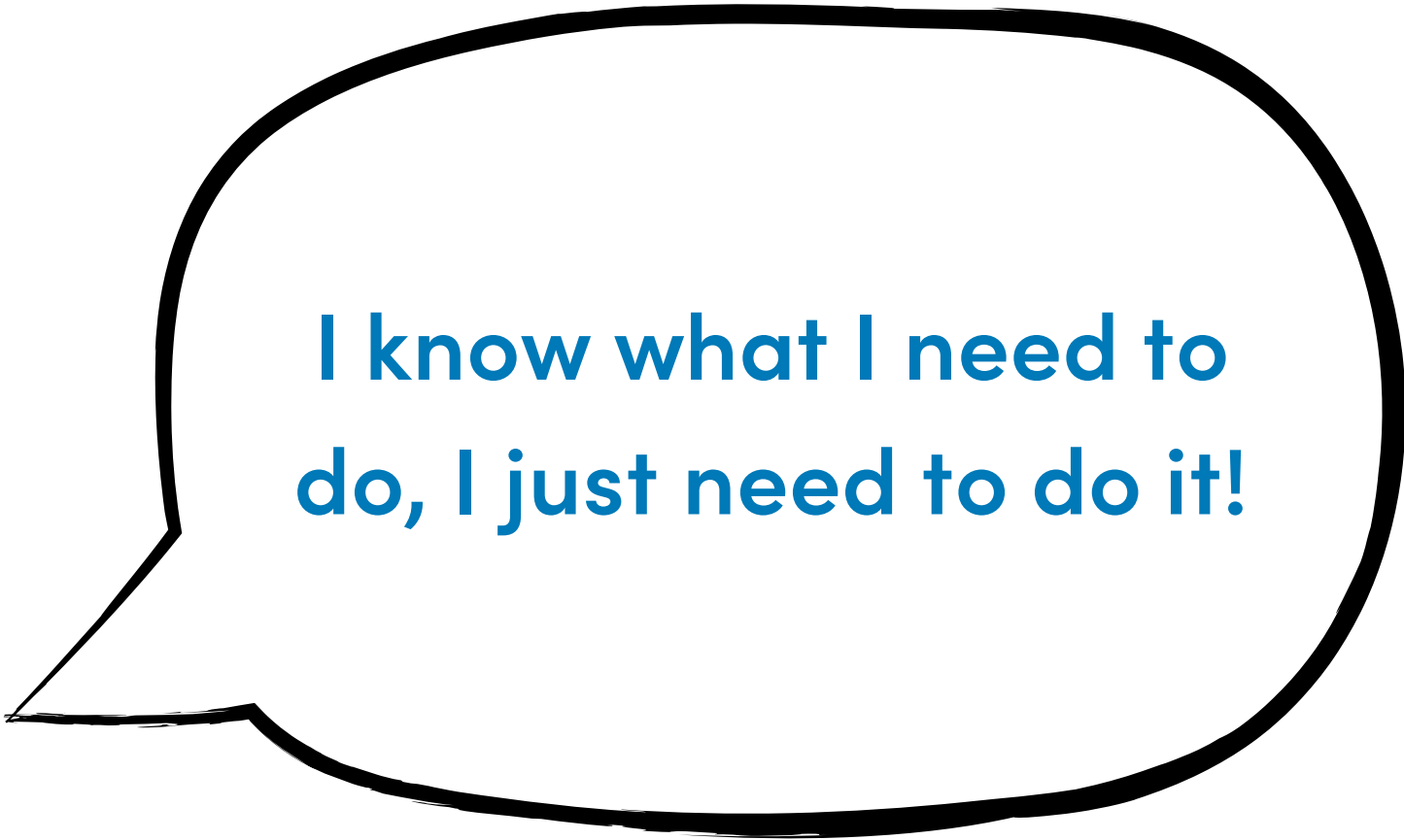




ANTOINE DE SAINT-EXUPÉRY

A goal without a plan is  
just a wish.

”



**I know what I need to  
do, I just need to do it!**

**LEARNING**

**+**

**ACTION**

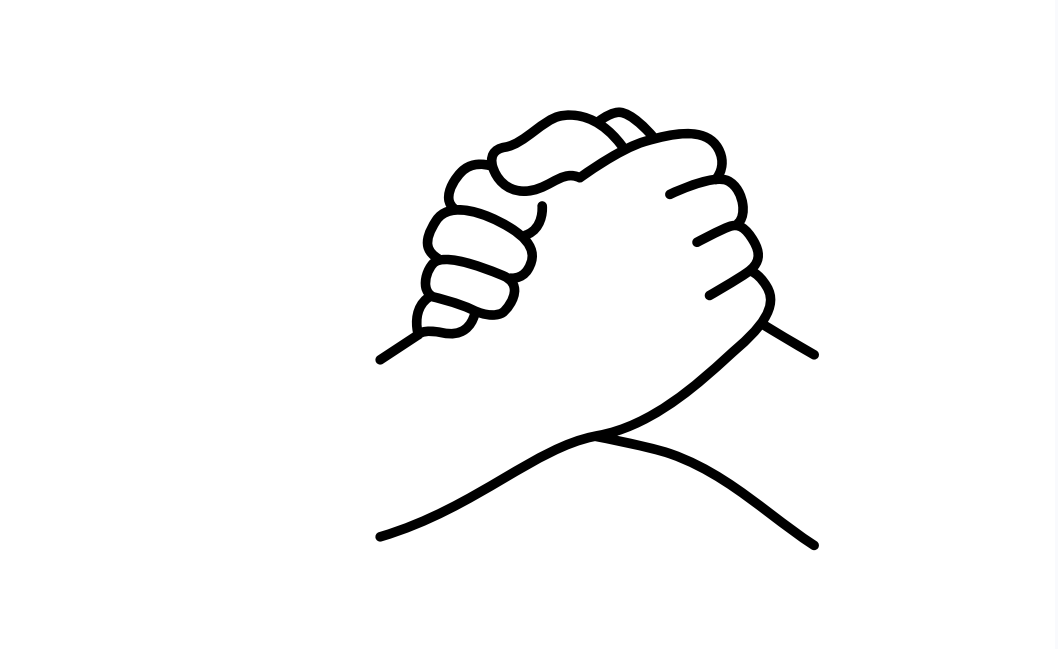
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**CHANGE**

# 20/80 Rule

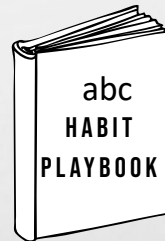


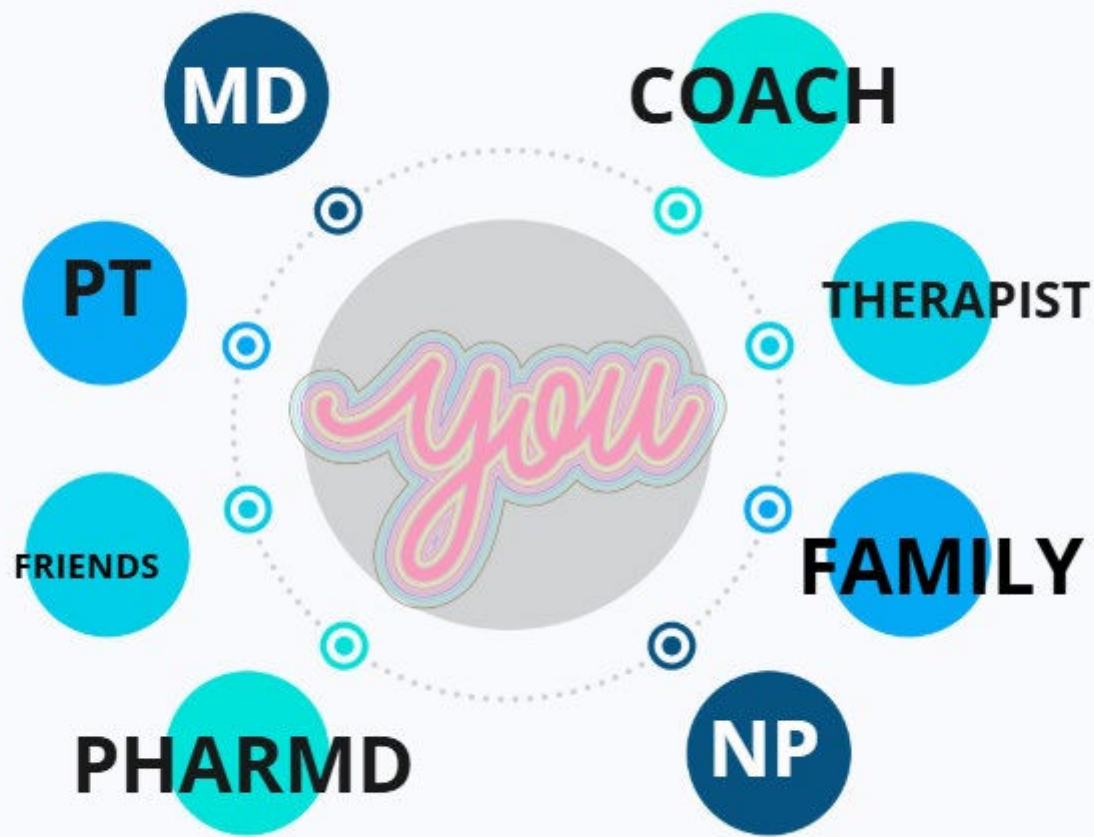




**SUPPORT**

SUPPORT  
Squad







# The Power of a Coach on your Support Squad

decreased cost

improved outcomes

boost self-efficacy

help overcoming ALL 5 reasons goals fail

can help you with your plan





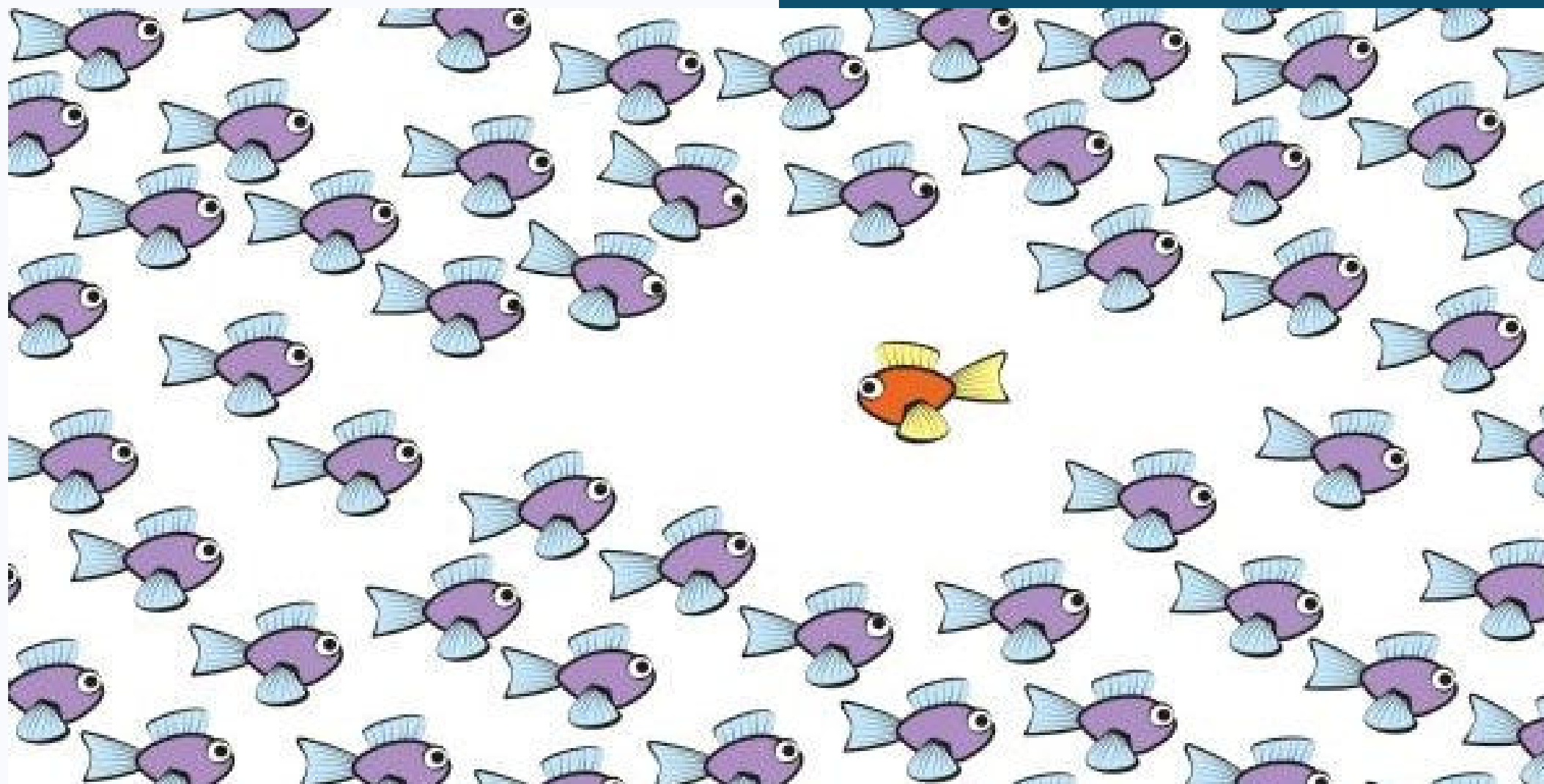
## **The American Medical Association Recognizes the Importance of Health Coaches**

According to the AMA “Health coaching is a collaborative approach to care that informs, engages and activates patients to take a prominent role in managing their health. By bridging the gap between the physician and patient, health coaches can help practices improve patient engagement in their care, leading to healthier patients with better outcomes.”



**National  
Multiple Sclerosis  
Society**

**ASK AN  
MS EXPERT**



CLIENT  
*#celebrate*  
WINS

”

**Acceptance** of my diagnosis  
Giving myself more **grace**  
Increased **hopefulness**

ST

ABC

ALWAYS BE CELEBRATING



*do* OF THE *day*

Commit to 1 thing you can do  
today to make progress  
towards your goal

LEARNING

+

ACTION

=

CHANGE





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POLLING QUESTION

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1: NOT GONNA HAPPEN

5: MAYBE

10: ITS A DONE DEAL

Q+A



# Stay In Touch with Amy



SCAN ME



QR CODE TO JOIN  
EMAIL LIST

# CONNECT WITH US

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02.05.2025

# MS Fatigue Explained

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