



WILD-NESS  
HEALTH



# A ROADMAP TO SUSTAINABLE PRACTICE

A Step-by-Step Guide to Designing &  
Delivering Whole-Person NHS Care

[www.wild-ness.co.uk](http://www.wild-ness.co.uk)

# Welcome to Wild-Ness Health

At Wild-Ness Health, we bring together health professionals, creative artists, and people with lived experience to rethink healthcare. Inspired by real-life GP consultations in an NHS practice serving a community with high health needs, our 12 habits for sustainable practice and six-step framework for transformative consultations offer a practical, whole-person approach to care.

This guide invites you to rediscover the joy—and vital importance—of placing the patient, as a whole person, at the centre of every consultation. It provides a values-driven roadmap for NHS practice and a library of tools patients can use to continue their healing journey at home.

---



# Our Approach

We draw on systems thinking, creative reflection, and lived experience to spark change within healthcare. Our events offer safe spaces for honest dialogue and fresh perspectives through practical tools, immersive learning, and restorative retreats. We champion small, realistic shifts that ease burnout, rebuild trust, and restore meaning to NHS practice, earning recognition from the BMA, RCGP, and NHS Education for Scotland.

## Why it Matters

Lasting change begins with the stories we tell about patients and the purpose of healthcare. To practise differently, we must first unlearn beliefs that no longer serve us. This approach helps us bring more trust, clarity, and compassion into even the most complex consultations.

---



# The Impact

**Patient Experience:** Judith's story shows what's possible when someone feels truly seen and heard (3-min listen).

**Professional Wellbeing:** Our founder, NHS GP Dr Kath Jones, shares her journey from burnout to reconnection on the NES podcast (55-min listen).

**Clinical Practice:** In this RCGP podcast, Dr Kath Jones reflects on moving from rescuer to coach (80-min watch).

**Influencing Change:** This year's Sustainable Healer conference featured as the lead article in the BMA's The Doctor (10-min read)

---



# Twelve Habits for Whole-Person Care



---

A practical guide for compassionate, sustainable, and empowering practice—for you and those you care for.

These habits are simple, powerful anchors to help you show up with presence and purpose. Use them as daily prompts, reflection tools, or conversation starters with colleagues and patients.

They support a shift from fixing to facilitating, from burnout to balance, and from disconnection to deeper care.

---

## Becoming aware

1. Take charge of the way I practice  
*Instead of blaming the system*
2. Be aware of my stress responses  
*Instead of lashing out or shutting down*
3. Stay open to new ways  
*Instead of sticking to old habits*

## Regulating Your State

4. Use calming tools  
*Instead of reacting impulsively*
5. Align with my values  
*Instead of losing sight of what matters*
6. Be kind to myself  
*Instead of self-criticism*

---

## Rewriting the Story

7. See health as thriving  
*Instead of the absence of illness*
8. Focus on mindset & habits  
*Instead of tests and treatments*
9. Use hopeful language  
*Instead of fear or disconnection*

---

## Becoming the Change

10. Share tools to empower  
*Instead of fixing alone*
11. Connect to community support  
*Instead of only clinical care*
12. Honour boundaries & wellbeing  
*Instead of pushing through burnout*



# A SIX-STEP FRAMEWORK FOR WHOLE-PERSON CONSULTATIONS

## PHASE 1: CULTIVATE SAFETY & TRUST

**1 MINDSET**  
Consult with openness & presence

**2 ASSESSMENT**  
Investigate the root cause of symptoms

**3 NEW NARRATIVES**  
Validate & reframe symptoms

## PHASE 2: SPARK HOPE & AGENCY

**4 INSPIRATION**  
Share stories of recovery & change

**5 COLLABORATION**  
Explore meaningful resources together

**6 EMPOWERMENT**  
Offer introductions to networks of support



## STEP ONE – MINDSET

### **Consult with openness & presence**

Before you support others, take a moment to check in with yourself. Transformative consultations begin with openness, curiosity, and presence.

They're not about rushing to fix—they're about creating space for trust, hope, and meaningful change.

### **🔍 Action:**

- Watch this 3-minute animation: [Locating Yourself](#)
- Ask yourself:
  - Am I here to diagnose and fix, or to build trust and momentum for change?
  - Am I acting as a rescuer, or as a resourcer—someone who walks alongside and empowers?



## STEP TWO – ASSESSMENT

### **Investigate the root cause of symptoms**

Many persistent symptoms—like pain, fatigue, or gut issues—can be driven by the nervous system rather than structural disease.

This isn't about dismissing symptoms, but recognising how stress, trauma, or emotional strain can affect the body—and that change is possible.

### **Action:**

- Invite patients to answer our self-test [here](#) to identify when a mind-body approach is likely to be helpful. The higher the score out of 24 the more likely it is that symptoms are linked to nervous system dysregulation, and a mind-body approach could help.





## STEP THREE – NEW NARRATIVES

### **Validate & reframe symptoms**

Validate that symptoms are real—and explain how the brain and nervous system can create genuine physical experiences, even without ongoing tissue damage.

This isn't saying it's "all in the mind." It's about offering a new, science-based understanding that makes sense of what's happening and opens the door to change.

### **🔍 Action:**

- Review the [Wild-Ness guide](#): How to Talk with Patients About Persistent Symptoms

It includes clear explanations and ready-to-use scripts to help you reframe symptoms with compassion and confidence during consultations.



## STEP FOUR – INSPIRATION

### Share stories of recovery & change

Many patients with persistent symptoms lose hope when told there's no cure. Living Proof, a not-for-profit CIC, offers an uplifting alternative by sharing inspiring recovery stories and promoting mind-body approaches through education and resources. Fiona and Charlie's 12-minute success stories show recovery is possible, helping patients imagine new pathways to healing and hope.

#### Action:

- Watch or recommend [Fiona's story](#) of overcoming ME/CFS or [Charlie's story](#) of overcoming chronic pain to spark hope



## STEP FIVE – COLLABORATION

### Explore meaningful resources together

Recovery isn't one-size-fits-all. It's about finding resources that resonate with each person's situation. This is the most creative—and often most challenging—step of the framework and may take several attempts before discovering something that clicks for the patient. Consider The Way Out ([hard copy](#) or [Audible](#)), the Curable app, or a handout, guided meditation, or animation from Wild-Ness Health's growing library of self-directed resources—currently small but expanding.

### **Action:**

Experience these resources yourself first-hand so you can creatively judge and explain what might work for different patients.



## STEP SIX – EMPOWERMENT

### **Offer introductions to networks of support**

Isolation can reinforce persistent symptoms, while connection and belonging support healing and wellbeing. Encouraging people to engage with third sector organisations helps build networks of shared understanding and peer support beyond the healthcare system—spaces where people feel seen, heard, and able to form meaningful relationships. The Growing Together project in Highland is a great example of this kind of support in action.

### **🔍 Action:**

Develop collaborative partnerships with local groups help patients connect with supportive community networks.

# The Evidence

Whole-person care treats people, not just symptoms—considering the full range of factors that influence health. Mind-body approaches support this by recognising how emotional and physical health are deeply connected.

- ✓ Improved Chronic Disease Management
- ✓ Better Mental Health Outcomes
- ✓ Overcoming Persistent Physical Symptoms
- ✓ Boosting Motivation and Self-Efficacy
- ✓ Greater Patient Satisfaction and Trust
- ✓ Reduced Healthcare Use
- ✓ Lower Rates of Clinician Burnout
- ✓ Better Care Coordination
- ✓ Fewer Complaints, Better Decisions

Click [here](#) for a full summary supporting evidence.

---





# Come Join Us!

At Wild-Ness Health, we provide opportunities to deepen your learning and connect with others who share your commitment to compassionate, whole-person care: #

## Online Learning Community

Become a member of Wild-Ness Health to move from surviving to thriving in your clinical practice. Start free with Explore for the six-step framework, 12 habits of transformative consultations, and monthly newsletter. Or upgrade to Integrate for immersive CPD, community check-ins, and a growing resource library — all supporting compassionate NHS care. Sign up [here](#).

## The Sustainable Healer Conference

After a sold-out inaugural event that headlined the BMA magazine The Doctor, The Sustainable Healer Conference returns on Thursday 19<sup>th</sup> and Friday 20<sup>th</sup> March 2026 at Inverness Creative Academy. Tickets go on sale September 2025 — sign up for our mailing list to be the first to know.

## Seasonal Wellbeing Retreats

Reconnect and recharge during intimate, no-photo weekend retreats in the Highlands. Ideal for personal or professional crisis. Book [here](#) for 6–10 November 2025 · £899.

## Bespoke Support

We also offer 1:1 coaching, public speaking, and tailor-made events for teams and organisations. [Contact us](#) to discuss.



[www.wild-ness.co.uk](http://www.wild-ness.co.uk)

All images by [@north.westphotography](#)