

CMS CY 2027 PROPOSED RULE

Health & Wellness Coaching - Quick Facts

PROPOSED - NOT FINAL

On July 14, 2026, the Centers for Medicare & Medicaid Services (CMS) issued the CY 2027 Medicare Physician Fee Schedule Proposed Rule, which includes proposed national payment and conditions of payment for health and well-being coaching services.

3 CPT CODES

Proposed for national payment

NO PRESET LIMIT

Frequency based on reasonable and necessary services

SEPT. 14, 2026

Public comment Deadline

CPT Codes Proposed for National Payment

0591T	Individual initial assessment - 60-90 minutes	1.00 RVU
0592T	Individual follow-up session - at least 30 minutes	0.70 RVU
0593T	Group coaching (2+ individuals) - at least 30 minutes	0.23 RVU

For group coaching, 0593T would be billed once per Medicare beneficiary participating in the group. The proposed valuation would move these services from contractor pricing toward national Medicare valuation.

Who Could Provide the Service?

CMS proposes that appropriately qualified auxiliary personnel could furnish health and wellness coaching under the supervision of a billing practitioner. When services are furnished by auxiliary personnel, CMS proposes requiring appropriate certification and specifically identifies the **National Board for Health & Wellness Coaching National Standards** as one of the qualifying pathways.

Are There Session Limits?

CMS is **not proposing preset frequency limitations** for CPT codes 0591T-0593T. Multiple sessions within the same calendar month could be provided when reasonable and necessary. CMS states that utilization would be monitored and policies could be reevaluated in future rulemaking.

What About Telehealth?

Health and wellness coaching CPT codes 0591T-0593T are already included on the Medicare Telehealth Services List, having been added in the CY 2024 Physician Fee Schedule Final Rule.

How Does CMS Define Coaching?

CMS proposes adopting the existing CPT framework, describing coaching as a patient-centered approach involving patient-determined goals, self-discovery and active learning, content education, self-monitoring and accountability, behavioral change theory, motivational strategies, communication techniques, and sustainable health behavior change.

CPT Codes or New G-Codes?

CMS is requesting public comment on whether dedicated **HCPSC G-codes** should be created for health coaching beginning in CY 2027 rather than actively pricing the existing Category III CPT codes.

Why This Matters

The proposal represents an important step toward establishing a national Medicare payment pathway for qualified health and wellness coaching services and further integrating health and wellness coaching into healthcare delivery. **These policies are proposed and have not been finalized.**

Proposed Rule Issued

July 14, 2026

Public Comment Deadline

September 14, 2026

Final Rule Published

Anticipated mid-October to mid-November 2026

Your Voice Matters. CMS is requesting public feedback on the proposed valuation, payment terms, and whether dedicated HCPSC G-codes should be created for health coaching services.