**BRIDGING NEW FRONTIERS – THE ROLE OF MEDICAL SOCIOLOGY WITHIN INTIMACY COACHING AND WHY INTIMACY COACHING IS THE NEW GO TO**

Intimacy coaching is a specialized form of coaching that focuses on helping people enhance the quality of their intimate relationships, based on the premise that relationships are the cornerstone of a healthy and balanced life. **According to Maslow, sex ( as part of intimacy) is a basic human need**. It's considered to be in the first tier of the hierarchy of needs, which is referred to as physiological needs. This tier also includes other basic survival needs, such as food, shelter, air, water, sleep, warmth, and excretion. The practice of Intimacy Coaching is designed to help people create deeper and more meaningful connections with their partners, increase emotional intimacy and build trust. The role of the medical sociologist in terms of intimacy coaching is to help couples and individuals to develop better communication, intimacy, and connection skills in their relationships, which creates the platform to enhance the quality of intimate relationships. These skills are transferable to social relations, business relations as well as family relations.

The goal of intimacy coaching is to help people understand the emotional and physical needs of their partner, and to develop emotional intelligence and communication skills to create more fulfilling relationships, through guided conversations, exercises, and activities. In some instances, energy work such as Reiki or Specialised massage techniques are infused to “rewire” the energy fields of the client, allowing for a greater feeling of well-being and relaxation. The Medical sociologists facilitates the process by assisting couples and individuals to understand how their social, cultural, and environmental contexts influence the way they interact with each other. This can relate to stereotyping cultures or sub-cultures of society and how this stereotyping can influence the manner In which people interact with each other. They can also provide insight into the emotional needs of each individual, as well as how to better communicate those needs. Research clearly shows that **discussing your sexual wants and needs with each other will lead to a better sex life and form a closer bond between you and your partner**. Communicating about your sexual desires may also help build trust between you and your partner, and trust is the foundation of any relationship. It is vital to acknowledge at this point that communication is not limited to the sexual realm, but can and does benefit all other types of relationships.

Intimacy coaching can be beneficial for couples, individuals, and families by helping identify issues that are causing tension, build trust, and provide strategies for creating a stronger and more loving relationship. For individuals, this can translate into increased self-awareness and identification of personal goals. For families, intimacy coaching can help create stronger family bonds, improve communication, and build stronger relationships among family members. Medical sociologists can help to identify and resolve any issues that are preventing the development of healthy and fulfilling relationships. Furthermore, whilst Intimacy coaching explores the power dynamics between couples and individuals, Medical sociologists provide insight into how power dynamics in relationships can impact the dynamics of intimacy, and can provide guidance on how to create a more equitable and healthy relationship.

In conclusion, the combination of a Medical Sociologist who specialises in Intimacy Coaching enhances the ability of the coach to provide guidance and support, education and resources, which all help people deepen their relationships. This includes teaching couples how to recognize and appreciate each other through building healthy and fulfilling relationships by creating an environment that encourages mutual respect and understanding.