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{ Coaching }

# WHAT IF

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YOUR COACHING PROGRAM COULD SEAMLESSLY  
MEET THE NEEDS OF YOUR EMPLOYEE POPULATION?

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Imagine a coaching program that engages your entire employee population—from those looking to improve healthy lifestyle habits to those needing help to better manage a chronic condition.

*Our coaching program—part of HealthFitness' BioVia® health management suite—provides an end-to-end coaching solution that assigns participants to work with the coach (health coach, nurse coach or advanced practice coach) who is most appropriate for their health needs.*

# THE PARTICIPANT EXPERIENCE



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**ACTIONABLE, PERSONALIZED and INTERACTIVE**

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**Actionable:** Through convenient access to their coach, coaching plan, goal tracking, and online tools and resources, participants take steps toward better health.



**Personalized:** On our platform, participants can enroll, and select areas of interest and health goals. Because the coaches also see this information, the participant and coach can work together on the individual's coaching plan, exchange messages and add activity trackers to the individual's coaching goals.



**Interactive:** Participants may choose to set preferences on their platform profile to receive email and/or text notifications when they receive a new message from their coach. To improve participant engagement, our platform is optimized for mobile so there is no need for participants to download apps to participate in the program.

# THE CLIENT EXPERIENCE



DATA DRIVEN, INNOVATIVE and FLEXIBLE



## > Data driven

We use proprietary analytics to identify participants with chronic conditions based on data, including medical and pharmacy claims. Health advisors refine recommendations for coach assignments using results from biometric screenings and the health assessment to match participants with the right coach.



## > Innovative

Our coaching model is based on the latest behavioral change science and includes three types of coaches, online tools, educational resources and personalized program delivery through our platform.



## > Flexible

You can choose the type of coaching you want to make available to different groups within your eligible population—including union/non-union or employee/spouse/retiree.

## RIGHT COACH AT THE RIGHT TIME

Our coaching program provides three types of coaches:



**Health coach:** Participants work with a health coach to improve healthy behaviors in the areas of physical activity, healthy eating, sleeping, tobacco cessation and stress management.



**Nurse coach:** Participants with a new diagnosis or unmanaged chronic condition work with a nurse coach (registered nurse) to address clinical needs, bridge gaps in care, adhere to medication and add healthy lifestyle behaviors. A nurse coach helps participants understand and adhere to their clinical care plan and are trained in behavior change techniques.



**Advanced practice coach:** Participants who manage their chronic condition work with an advanced practice coach to develop lifestyle goals and behaviors that support healthy lifestyle changes while continuing to support adherence to a clinical care plan.

# COACHING PROGRAM FEATURES



**Personalized home page:** The home page on our platform allows participants to customize their wellness experience and keeps them engaged with current, dynamic and relevant information including an activity feed and to-do list.

**Health advising:** Prior to enrolling, participants receive a one-on-one session with a health advisor or health coach trained specifically for reviewing health assessments, screening results and readiness to change to ensure the right coach assignment.

**Dedicated coaching:** Coaching focuses on meeting participants where they are to build a path to long-term improved health.

**Predictive modeling:** We assess the risk level of participants and how well they are managing their chronic condition(s) in order to assign the right coach.

**Data tools:** We use a variety of tools to perform data analytics and predictive modeling—including Johns Hopkins ACG grouper software and the DSTHS CareAnalyzer® Version 4.1 from DST Health Solutions, which allows us to more accurately determine how to address each participant’s health care need.

**Reporting and outcomes:** We provide a single source for reporting and outcome measurement and the ability to integrate with other providers including tracking of referrals to external resources (e.g., case management, employee assistance programs and pharmacy benefit management.)

*HealthFitness also provides on-site coaching.*

## About HealthFitness

HealthFitness, a Trustmark company, is an award-winning, URAC- and NCQA-accredited provider of health management, corporate fitness and condition management solutions. With nearly 40 years of experience, HealthFitness is a proven leader and partner for infusing a culture of health. We maximize client results through personalized interaction and a science-based approach to on-site program management, engagement and prevention. Parent company Trustmark provides a full spectrum of employee benefits to improve well-being through better health and greater financial security. For more information on HealthFitness, visit [www.healthfitness.com](http://www.healthfitness.com).