

5 TIPS

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FOR CHOOSING AN
EFFECTIVE HEALTH
COACHING PROVIDER



Health care services, such as doctor visits, contribute to only about 10 percent of health outcomes.*

Behavior, on the other hand, is the most powerful determinant of the health of a population.

Your employees make choices each day that bolster or diminish their personal health—and influence their work performance.

Yet, engaging individuals in sustainable healthy choices is not simple.

Key contributors to health outcomes

	Access to care	10%
	Genetics	20%
	Environment	20%
	Health Behaviors	50%





To move people forward toward better health, it requires a personalized approach based on each person's motivation level and the type of behavior that needs to change.

This is where a coaching program can help.

When designed with the participant in mind, a coaching program provides a tailored and realistic approach to meet the needs of each individual in your population.

However, the experiences that a coaching program delivers varies from vendor to vendor.



Did you know:

47% of employers offer health and lifestyle coaching*

42% of employers offer health programs for employees with chronic health conditions*





What does a well-designed coaching program look like?

Health coaching can play a pivotal role in your health management program to support a culture of health—and move participants along the path to wellness.

An effective coaching program:

CONNECTS participants to better health.

ASSIGNS participants to work with the coach who is most appropriate for their health needs.

PROVIDES multiple touch points to connect with a coach, including on-site, online messaging and phone calls.

INTEGRATES with other wellness solutions seamlessly—such as health assessments, screenings and a technology platform.

IMPROVES the health of your eligible population through a data-driven, comprehensive and interactive personal coaching plan.

71%
of employers
recommend health
coaching to help
employees achieve
wellness goals*



How to select a coaching solution

Here are *five tips* of things to look for when selecting an effective coaching provider for your wellness program.



Is the coaching solution:

1. *Personalized*
2. *Actionable*
3. *Interactive*
4. *Data Driven*
5. *Innovative*



PERSONALIZED

Consider an integrated coaching program with different types of coaches to address the needs of your diverse employee population—from those looking to improve healthy habits to those needing help to better manage a chronic condition.

As participants progress through their coaching plan, their health needs may change.

An integrated approach to coaching allows you to move participants to another coaching assignment and make referrals to outside resources as needed based on claims data and other clinical information.

RIGHT COACH AT THE RIGHT TIME

At HealthFitness, for example, we offer *three types* of coaches:



HEALTH COACH



ADVANCED PRACTICE COACH



NURSE COACH

Select icons to learn more about each type of coach.



ACTIONABLE

Research shows that coaching works to help employees meet lifestyle goals. For example, participants with a health coach lose more weight than those without a coach.*

Coaching focuses on meeting participants where they are—in terms of health behaviors and motivation levels—to build a path to long-term improved health.

If a participant is not motivated to change, a health coach can identify small steps towards a goal.

Here's how:

- A coach and participant start with a small goal, such as walking five minutes a day.
- Next, when the goal is met, the coach asks the participant to increase the goal.
- As the participant increases physical activity and sees the benefits—such as feeling better, managing weight and reducing stress—this sets the foundation for long-term change as the drive to do the behavior becomes internalized for the participant.



Impact of coaching

View a short slideshow to learn how WellStar, a leading health care delivery system, uses coaching to help participants increase physical activity, lose weight and improve eating habits.



* Leahey, T. M. and Wing, R. R. (2013), A randomized controlled pilot study testing three types of health coaches for obesity treatment: Professional, peer, and mentor. *Obesity*, 21: 928–934. doi: 10.1002/oby.20271 NINE <http://onlinelibrary.wiley.com/doi/10.1002/oby.20271/abstract>



INTERACTIVE

Research shows that employees are more likely to participate in wellness programs that are convenient—and employers should take advantage of technology and mobile-friendly websites to help engage employees in wellness.*

On a technology platform, participants should be able to:

- Enroll in coaching
- Select areas of interest and health goals
- Get email and text notifications when they receive a new message from their coach
- Receive appointment reminders
- Get encouraging personalized messages from their coach
- Stay engaged with relevant information including an activity feed and personalized “to-do” list
- Easily track progress toward goals





DATA DRIVEN

A well-designed coaching program can build engagement in your culture of health. Beyond engagement, coaching helps employers get results.

Look for a data-driven coaching program that utilizes:

- Analytics to identify participants with chronic conditions based on data, including medical and pharmacy claims.
- Results from biometric screenings and the health assessment to match the right participant with the right coach.
- Predictive modeling to assess the risk level of participant, and how well they are managing their condition in order to recommend assignment to the right health care professional.





INNOVATIVE

Is the coaching solution in relentless pursuit of how to improve engagement in ongoing health behaviors? Here's what to look for:

Science-based approach to behavior change

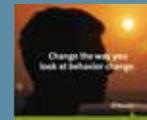
A coaching solution that uses the latest behavior change approaches can spark and sustain healthy actions among more of your population.



A PERSONALIZED APPROACH TO BETTER HEALTH

Persona™, HealthFitness' proprietary behavior change model, for example, uses both cognitive processes and a small steps approach to tailor the path forward toward better health for each person.

By tailoring the approach to each person's mindset and behavior risk, each participant then receives a personalized health experience and is more likely to take action toward health improvement.



Change the way you look at behavior change. View a [slideshow](#) to learn more about HealthFitness' innovative approach to behavior change.



OUR EXPERIENCE SHOWS THAT A TYPICAL EMPLOYEE POPULATION DIVIDES INTO FIVE SEGMENTS

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At HealthFitness, we are experts at engaging more people in ongoing healthy actions.

Why HealthFitness for coaching?

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, advanced practice coach or nurse coach) who is most appropriate for their health needs.



OUR HEALTH COACHING SATISFACTION RESULTS

93% *are satisfied* with their health coach

91% *are satisfied* with resources, information and tools available online

84% *report improved productivity* after working with their health coach



HEALTH COACH

For individuals needing to build healthier habits

Health coaches help individuals maintain health, build healthier habits and prevent lifestyle risks. Participants work with a health coach to improve healthy behaviors in the areas of:

Physical activity



Healthy eating



Sleep



Tobacco cessation



Stress management



Top reasons participants enroll in coaching

29% Lose weight

17% Improve physical activity

10% Improve eating habits

8% Feel better mentally and physically

7% Improve stress levels



ADVANCED PRACTICE COACH

For individuals with well-controlled chronic conditions

An advanced practice coach helps participants develop goals and behaviors that support healthy lifestyle changes while continuing to support adherence to a clinical care plan.

The advanced practice coach is a skilled, senior health coach with additional experience and training in clinical guidelines of chronic condition management.



Top conditions enrolled in *advanced practice coaching* and *nurse coaching*





NURSE COACH

For individuals with unmanaged chronic conditions

Participants with a new diagnosis or unmanaged chronic condition work with a nurse coach (registered nurse) to:

- Address clinical needs
- Stabilize chronic condition
- Maintain compliance with treatment plan
- Bridge gaps in care
- Adhere to medication
- Improve healthy behaviors



Building a wellness culture

Learn how Piedmont Natural Gas uses corporate wellness tools—including coaching—to build a culture of health that supports employee wellness.



Health coaching outcomes



Our personalized interventions improve employee health and advance employer business goals. In fact, **9 out of 10** coaching participants reached their health goals after working with a health coach.

Change in average number of health risks for participants enrolled in coaching vs. not enrolled

Enrolled



Not enrolled





LEARN MORE

Visit our **Programs and Services** page on our website to learn more about how HealthFitness' health coaching solution engages more of your population in ongoing healthy actions.



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