



## What is Optimal Health Coaching™?

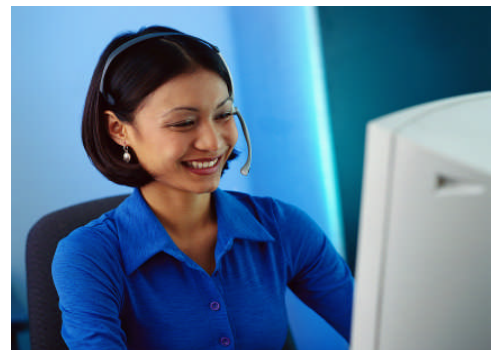
- Optimal Health Coaching™ is a proprietary model of engaging, supporting, assisting and guiding individuals to optimizing their health status through lifestyle changes.
- Optimal Health Coaching™ is rooted in the field of health promotion which is defined as *“The science and art of helping people change their lifestyle to move toward a state of optimal health.”*
- Optimal Health Coaching™ seeks to elicit the best thinking by identifying and respecting each individual’s perceptions, readiness to change, awareness and skill mastery, ability to apply new knowledge and balance resulting in effective decision making and sustainable positive behavior change.

## How Does Optimal Health Coaching™ Work?

- Optimal Health Coaching™ is provided telephonically in the home and the work place to reach out in a personalized, confidential and caring way to ensure success both for the individual and for the employer.
- Frequency and length of sessions are based on risk levels and readiness to change.
- Our team of health professionals engage all participants in a full year of health risk and condition coaching to facilitate behavior change, condition improvement and appropriate resource utilization.
- Participation and engagement in coaching is the strongest determinant for success.

## Who are the Telephonic Health Coaches?

- The Telephonic Health Coaches are a team of health professionals with varying backgrounds and degrees.
- Health Coaches backgrounds and degrees range from:
  - Registered Nurses
  - Certified Fitness Trainers
  - Registered Dietitians
  - Certified Health education Specialists (CHES)
  - Smoking Cessation Facilitators



## How does coaching motivate participants?

- Each participant is provided regular opportunities to communicate with a Health Coach through actively listening, responding to questions related to identified, modifiable lifestyle health risks, using recommended health information, seeking guidance and receiving positive feedback.
- Participants work with their Health Coach to create their personalized *Optimal Health Plan™*. *Optimal Health Plans™* are designed to provide a structured framework with timelines, progress indicators and outcome measures targeted to achievement of the individual's desired health goals and an enhanced quality of life.
- *Optimal Health Plans™* also identify each participant's strengths and potential to achieve their optimal level of health by engaging in positive lifestyle health behaviors.
- Coaches also refer participants to available resources within the company and community such as Disease Management, Employee Assistance Programs, Benefit Incentives, Community Programs, and Provider Services.

## How is coaching progress documented?

- Coaches document, track, monitor and measure outcomes data and provide quarterly aggregate reports on pertinent trends for their respective clients.
- Aggregate reports presented to the client company include but are not limited to:
  - Total Calls Placed
  - Coaching Sessions Completed
  - Behavior Change Achieved in Population
  - Health Goals Set
  - Referrals Made

## How will my Company benefit from offering Coaching?

- Aggregated reports provided to the company measure the total population enrolled in coaching as well as track the net change in lifestyle health risk reduction and attributable cost savings reported annually.
- Information provided in the aggregate report is part of the metrics dashboard used to determine the ROI which consistently yields a 3:5 return on investment.
- Coaching is part of a proven body of research showing that there is measurable ROI in targeted programs that included Health Coaching.
- Program results can be measured through biometrics, HRAs, behavior changes, health claims, absenteeism, workers compensation and short term disability.

## Why Telephonic Health Coaching?

- **Participant Satisfaction:** participants develop a trusting relationship with their coach which is key to positive behavior change.
- **Portability & Flexibility:** Coaching can take place anywhere throughout the United States and calls are based on the participant's schedule.
- **Confidentiality:** All calls are completely confidential and information will not be shared with the Client Company or insurance company.
- **Productivity:** Employees productivity is enhanced by decreasing lifestyle health risks as achieved through coaching.
- **Lifestyle Focused:** The coaching model focuses on lifestyle related behaviors that participants can change.
- **Cost Benefit:** Company's will see the benefit through reduced health claims, absenteeism, workers compensation, short term disability and a greater ROI.