

# Health Coaching

helping employees to better health



Part educator, part counselor, part pathfinder, part cheerleader, the health coach plays a key role in UPMC WorkPartners' management of employee population health and productivity. Employees work with health coaches to successfully quit tobacco, eat healthier, manage stress, lose weight, add physical activity, or capably manage a health condition like asthma, coronary artery disease, or diabetes. Health coaches help employees to get motivated, set attainable goals, monitor progress, gain new skills, and overcome their barriers to success.

UPMC  
*My*Health





UPMC WorkPartners health coaches are skilled in bringing healthy, sustainable changes to life.

## Our health coaches make a healthy difference in your employees' lives... and your bottom line

WorkPartners health coaches provide valuable support to employees who want to make a healthy lifestyle change or manage a medical condition. Our health coaches have specialized training and expertise in one or more fields, including nutrition, weight management, exercise physiology, tobacco cessation, health management, and counseling. They hold bachelor's or master's degrees as well as appropriate licenses and certifications in their specialties. Many are registered nurses, licensed counselors, or certified diabetes educators; others are registered dietitians, exercise physiologists, or certified health education specialists. Each is skilled in addressing the challenges of behavior change — and in keeping employees motivated to bring healthy, sustainable changes to life.

## Lifestyle improvement programs

WorkPartners' lifestyle improvement health coaching programs are based on the latest science and developed in cooperation with nationally renowned practicing professionals and scholars. They are available in several modalities — telephone, tele-group, on-site group, online, and self-study — to accommodate a variety of learning styles. The telephone, on-site group, and tele-group programs are delivered in six to eight sessions spanning six to twelve weeks. *MyHealth OnLine* programs, powered by world-famous WebMD, are Web-based, ten-week, self-study programs which include activities for every day of the week.

### Lifestyle improvement programs include:

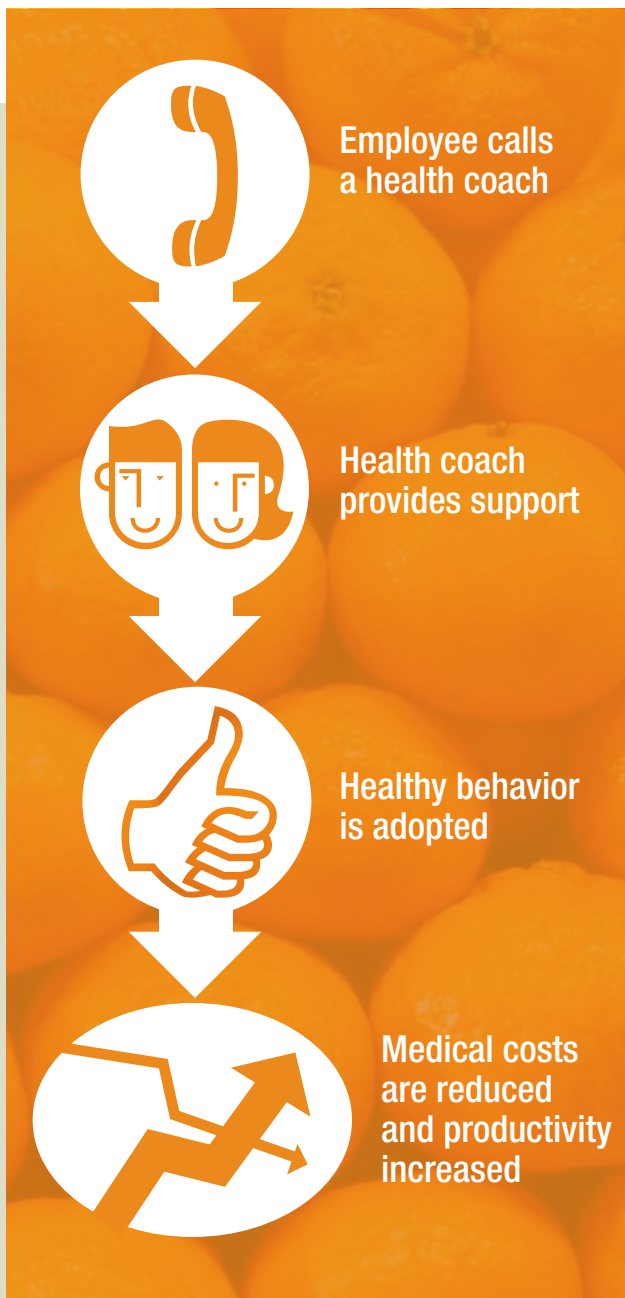
UPMC *MyHealth Ready to Quit*™  
*Tobacco cessation*

UPMC *MyHealth Weigh to Wellness*™  
*Weight management*

UPMC *MyHealth Eating Well*™  
*Nutrition*

UPMC *MyHealth Step Up to Wellness*™  
*Physical activity*

UPMC *MyHealth Less Stress*™  
*Stress management*



## Coach on Call

For employees looking for a quick dose of healthy support, WorkPartners offers Coach on Call. A 10-minute phone conversation with a health coach, often followed by access to print materials via the Web, provides employees with the helpful support and information they need to answer their questions and better manage their health. For example, an employee whose biometric screening shows slightly elevated total cholesterol may call a health coach for information about reading food labels. An employee who quit smoking a few weeks earlier may seek a health coach's support to help him stay tobacco-free during holiday parties. And an employee newly diagnosed with diabetes might ask for help with starting a walking program.

### Coach on Call topics include:

#### Stress Management

Letting Go of Stress  
 How Does Stress Affect Me?  
 Deep Breathing  
 Keeping a Relaxation Record  
 Stress Busting Tips  
 R-E-L-A-X on Your Way to Better Health

#### Nutrition

My Daily Food Needs  
 Cut Back on Fat, Sodium, and Sugar  
 What You Should Know About Fat  
 Ways to Eat Less Sodium  
 How to Get Enough Calcium  
 Ways to Eat More Fruits  
 Ways to Eat More Vegetables  
 Ways to Eat More Whole Grains  
 All About Protein  
 Vegetarian Eating and Your Health  
 All About Artificial Sweeteners  
 Healthy Eating for Seniors  
 Meal Planning Made Simple  
 Getting Started Counting Carbs

#### Tobacco Cessation

Thinking About Smoking and Quitting  
 Getting Ready to Quit  
 Quitting  
 Staying Quit  
 Help! I've Had a Cigarette  
 Making a Comeback  
 Taming Your Urges to Smoke  
 Meals, Coffee, and Quitting Smoking  
 Alcohol, Socializing, and Quitting Smoking  
 Being Around Smokers  
 Managing Stress While Quitting Tobacco  
 Managing Weight While Quitting Tobacco  
 Tips for Spit Tobacco Users  
 Smoking and Pregnancy

#### Weight Management

Getting Started Losing Weight  
 Getting a Handle on Portions  
 Ways to Eat Less Fat and Fewer Calories  
 Succeed with SMART Goals  
 Use the Cues to Help You Lose  
 Problems Can Be Solved  
 Breaking the Chain of Overeating  
 Planning and Shopping for Healthy Meals  
 Enjoy Healthy Snacks

*(continued)*



*MyHealth OnLine* programs, developed by world-famous *WebMD*, are self-directed programs in smoking cessation, weight management, nutrition, physical activity, and stress management.

Healthy Dining Out from Start to Finish  
Healthy Eating at Special Times  
Using Meal Replacement Shakes  
How to Avoid Stress Eating  
Your Child's Weight  
Managing Your Weight as You Age  
Your Weight and Antidepressants  
Food and Activity Tracker  
Getting Enough Calories

### **Physical Activity**

Getting Started: Increasing Your Steps  
Getting Started: Increasing Your Minutes  
Staying Active: Keeping Your Good Thing Going  
Becoming More Flexible  
Strength Training  
Being Active for Seniors  
Being Active for Those with Limited Mobility

## **Health management programs**

UPMC WorkPartners' health management coaching programs are based on clinical practice guidelines and delivered over the telephone by registered nurses, certified diabetes educators, and specially trained licensed counselors.

### **Health management coaching programs include:**

Diabetes  
Asthma  
Chronic obstructive pulmonary disease (COPD)  
Coronary artery disease  
Congestive heart failure  
Hyperlipidemia  
Hypertension  
Depression  
Substance use  
Attention deficit hyperactivity disorder (ADHD)  
End-stage renal disease (ESRD)  
Sickle cell  
Pregnancy  
Rare and chronic diseases

## Features and Benefits for the Employer

WorkPartners offers fully integrated health coaching services to support both healthy lifestyle changes and management of health conditions. Employers count on health coaching to:

- ❑ Improve workforce health and productivity by decreasing the prevalence of lifestyle risk factors and improving the management of health conditions, one employee at a time
- ❑ Help reduce the employer's medical cost trend
- ❑ Help reduce employee absenteeism and presenteeism
- ❑ Provide services that complement and support a corporate wellness program by delivering opportunities for employees to not only be healthier, but also to have improved productivity, job satisfaction, and job longevity

## Features and Benefits for the Employee

Individuals count on health coaches to:

- ❑ Help them to make important changes that improve their quality of life, health, productivity, and job satisfaction
- ❑ Help interpret *MyHealth* Questionnaire scores and biometric screening results, and provide guidance on reducing the health risks these tools reveal
- ❑ Help them choose the order in which they address health risks and pick a good time to start

The engaging workbooks and toolkits used with UPMC WorkPartners' telephone-based, group, and self-study lifestyle improvement health coaching programs were created in cooperation with several of the country's leading authorities on health behavior change.

- ❑ Provide information on, and referrals to, the many lifestyle improvement and health management programs available through *MyHealth*
- ❑ Deliver telephone-based lifestyle improvement programs and health management programs
- ❑ Present engaging on-site group programs in tobacco cessation, weight management, and more
- ❑ Provide connections with useful community resources
- ❑ Offer answers to health questions and provide quick support through "Coach on Call"
- ❑ Provide support to employees enrolled in self-study workbook or online lifestyle improvement programs
- ❑ Offer follow-up support after an employee completes a health coaching program



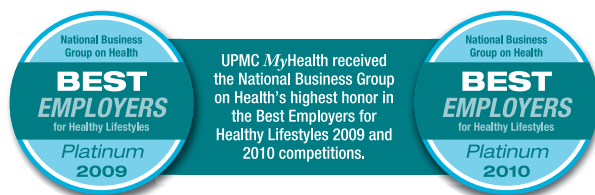
## Engagement Strategies

- ❑ A marketing package, which includes e-mails, postcards, posters, and more, communicates to employees the many benefits of health coaching.
- ❑ Events such as Weight Races and physical activity challenges provide exciting contexts for health coaching engagement.
- ❑ Special mailings reach out to employees who are contemplating an important behavior change.

## Consultation Services

- ❑ WorkPartners staff members are available to help you choose the best integrated health coaching options for your employee population.
- ❑ Detailed aggregate reporting keeps you apprised of health coaching utilization and associated reductions in employee health risks.
- ❑ Creative and cost-effective services and incentives will work within your budget, contribute to a culture of employee health, and produce a sound return on investment.

People change their behavior when their **values** support the change ... they think change is important ... they think **they can succeed** ... they **work through** any ambivalence or barriers ... they have a **good plan** ... and they have **adequate support**. Health coaching supports important behavior changes that benefit **employees and employers alike**.



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