

WHAT IS HEALTH COACHING?

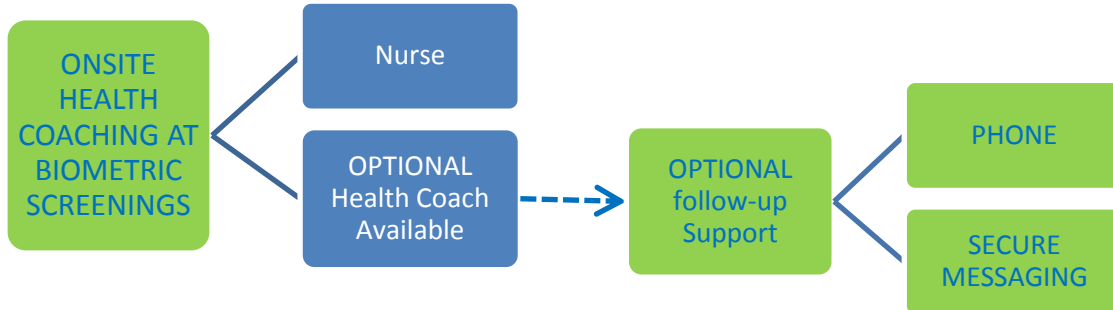
Lifestyle changes are the most cost-effective means to reduce risk for Coronary Heart Disease and other major diseases. Risk factors and life-style behaviors are complex and multi-factorial, involving the interaction of genetics and environment. Effective coaching programs help tease out these factors and address them on an individual basis, establishing an effective approach to life-style behavior change and positive health behavior outcomes. This personalized approach to health management allows the participant to work directly with a health educator, nurse, dietitian or exercise specialist in a one-on-one setting. All our health coaches have advanced degrees in their chosen field as well as a wide variety of certifications. Each contracted coach has extensive experience and has been trained in the art of Motivational Interviewing[®]. In addition, our health coaches are all located in New Mexico and surrounding areas and understand the unique needs of our population.

Our coaching approach utilizes a style of engaging with the participant in a way that not only recognizes but partners with their beliefs, values, concerns and cultural background. A central concept of motivational interviewing is grounded in a respectful stance with a focus on building rapport in the initial stages of the coaching relationship. This approach allows the identification, examination and resolutions of ambivalence about changing behavior in an individualized and responsive way. Ambivalence, feeling two ways about behavior change, is seen as a natural part of the change process. Our skillful coaches are attuned to participant ambivalence and readiness for change and thoughtfully utilize techniques and strategies that recognize that the participant is the ultimate “real change agent”. Our coaches bring empathy, compassion, education and accountability to the coaching relationship. These attributes, paired with goal-setting and the individual agendas of the participants, brings about positive health behavior outcomes.

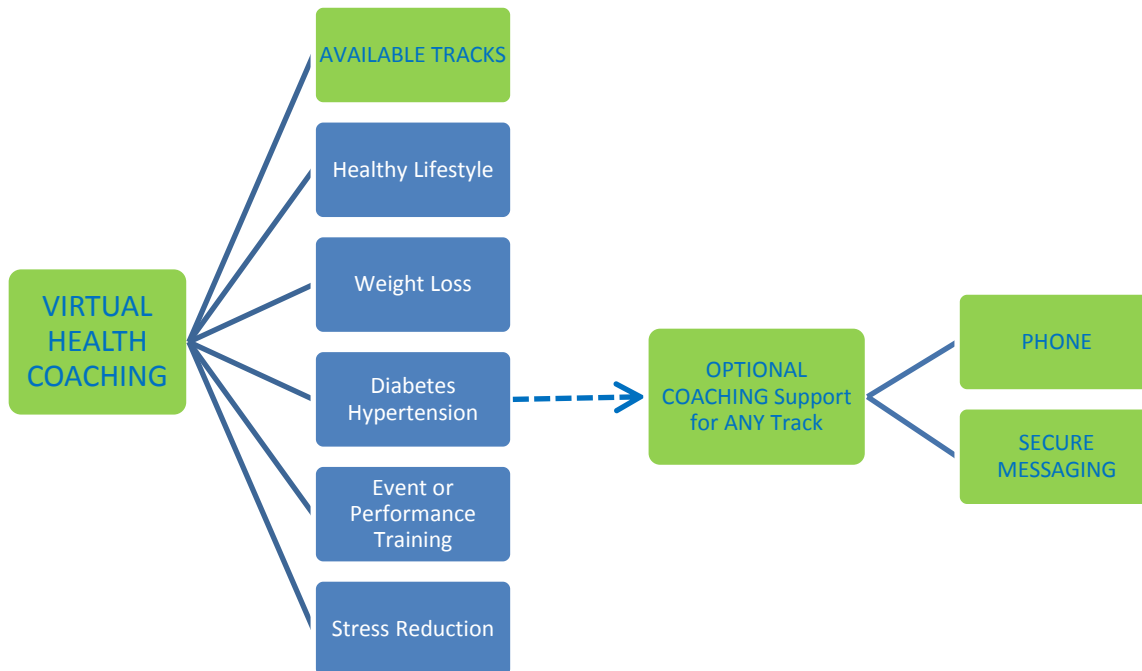
COACHING OPTIONS

In addition to coaching support at the biometric screenings, our online virtual health coaching tracks are available to all participants after they've completed their biometric screening. These virtual coaching tracks provide 10 weeks of education and action task items delivered through secure messaging on the *Stay Well* Wellness Program Online Portal. Secure messaging is routed through your personal portal account message center and is similar to email but completely secure and confidential! Optional health coaching support, either through secure online messaging with a health coach or phone coaching sessions, is available to participants who would like additional coaching support.

AT BIOMETRIC SCREENING








FOLLOWING BIOMETRIC SCREENING



Virtual Coaching Programs

- All programs include 10 weeks of informative virtual coaching emails with suggested tasks.
- Program resources are delivered via the W@W web based platform-including coach support.
- Participants can opt into phone coaching with their own personal health coach at any time. 4, 6 and 8 week phone coaching cycles are available.
- Programs help individuals reach their personal health and wellness goals.

	<p>Healthy Lifestyle- This program empowers individuals with the tools and motivation to pursue and maintain their personal health goals. The program covers elements in Nutrition, Exercise, Stress Reduction and Sleep.</p>
	<p>Weight Loss- This program helps individuals reach their personal goals around weight loss, and maintaining healthy weight. The focus is on a sustainable lifestyle that includes long-term changes in daily eating and exercise habits. Participants will receive help with real attainable goal setting, along with eating and exercise strategies that they can live with.</p>
	<p>Diabetes & Hypertension- This program focuses on helping individuals that are living with or are concerned with their risk for diabetes and/or hypertension. Coaching focuses on educating and empowering people with lifestyle skills that will positively impact their health.</p>
	<p>Event or Performance- Weather you want to run your first 5k or have a class reunion coming up and want to look your best. This program will help you achieve your performance goals. Coaching will give you direction to enjoy the process of reaching your goal.</p>
	<p>Stress Reduction- This program focuses on training individuals on the skill of Mindfulness Based Stress Reduction. MBSR is a highly researched and evidence based program that empowers individuals with the ability to “turn on” the physiological Relaxation Response. Benefits include; reduced stress/anxiety, improved focus and attention, better sleep, improved decision making and cognitive function.</p>