



Health Coaching Toolkit



IMPORTANT NOTE: THIS TOOLKIT IS DESIGNED FOR FULLY-INSURED GROUPS WITH MORE THAN 50 MEMBERS ENROLLED IN PROVIDENCE HEALTH PLAN





Health Coaching Toolkit

This toolkit is designed to help you communicate an important health plan benefit, health coaching, to your employees. You'll learn more about the importance of health coaching, our program offerings, and you'll be able to download and customize communication tools to support a wellness campaign.

Our Health Management team is here to help. Contact your Health Management Consultant or Account Manager for more information.





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Our health coaching programs



Our health coaching philosophy

The purpose of the Providence Health Coaching program is to provide personalized education, motivation, navigation and support to participants and assist them in reaching their wellness goals. Health coaches are responsible for developing relationships with members through a combination of communication vehicles and methods aimed at increasing activation, reducing risk, changing behavior and creating an environment that helps members learn how to enhance their health and actively pursue a healthy lifestyle. The ultimate goal is to help members build the confidence to successfully adopt self-directed, healthy behaviors that will last beyond the coaching relationship.

Our coaching team

Our health coaches are credentialed health care professionals - including nurses, registered dietitians, social workers, licensed counselors, health educators and exercise physiologists - who coach members on evidence-based areas of wellness such as physical activity, nutrition, stress management, weight management, tobacco cessation and sleep.

Learn more about our programs and team

To learn more about Providence Health Coaching programs, go to:

<http://www.ProvidenceHealthPlan.com/healthcoach>





Our health coaching programs



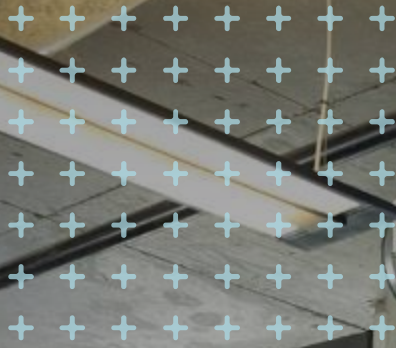
Standard goal-setting program

- 01 Targeted outreach to at-risk members**
 We use medical claims, pharmacy claims, provider and internal referrals to identify and outreach to at-risk members. Members are also encouraged to self-enroll in the program.
- 02 One-on-one, tailored support**
 Members engage one-on-one with a professional health coach, over the phone or through web-based interactions.
- 03 Collaborative goal-setting**
 Our coaches work with members to identify their health and well-being goals and apply evidence-based coaching techniques to support the member in taking actionable steps towards change. We meet everyone where they are at and collaborate on goal setting.
- 04 Meaningful goals and results**
 Our coaches help members create and achieve meaningful goals, from eating more healthful foods, moving more, managing their stress to quitting tobacco.

Healthy Eating and Active Lifestyle (H.E.A.L.)

- 01 Welcome kit for all participants**
 Participants receive success tools, which includes a program guide and Fitbit activity tracker. If interested, we'll also send the participant a portion plate and scale.
- 02 Convenient live webinar, group coaching model**
 Each group session is led by a professional health coach. The coach moderates each session by leading conversations, asking thoughtful brainstorming questions and facilitating engaging discussion among participants. One of the greatest benefits of group coaching is that it allows participants to share their experiences and gather ideas from other members who are having similar challenges.
- 03 Focused on developing healthy habits**
 Participants will complete 26 sessions over the course of one year. These lessons support the development of healthy habits – eating better and moving more – having a lasting impact on well-being. Individuals also have 24/7 access to digital tools in Wellness Central, program curriculum and video lessons.
- 04 Full recognition from the Centers for Disease Control and Prevention (CDC)**
 The national diabetes prevention program is the most effective long-term approaching to reversing prediabetes, as it addresses multiple risk factors simultaneously and encourages healthy behaviors. As of 2019, H.E.A.L. has achieved recognition status from the CDC. This means program participants have achieved at least an average weight loss of 5% and the CDC participation requirements.

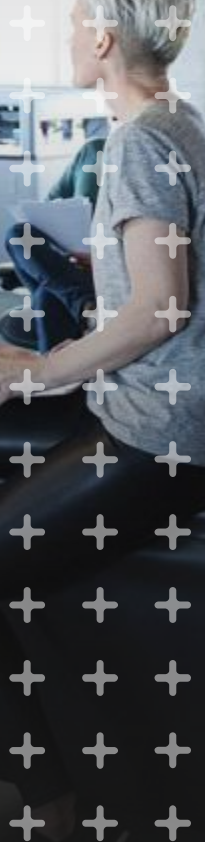




Identify



Determine your organization's interest and need, so you can incorporate wellness strategies that will be valuable for your population.





Health coaching is impactful



Importance of health coaching

With health coaching, employees have the tools and resources – as well as meaningful support – to help them enhance their well-being and stay engaged and satisfied at work. Higher employee engagement and satisfaction can translate into better workforce productivity, creating a long-term, cost-saving solution that serves the organization’s bottom line.

Industry research

Health coaching is an increasingly popular strategy for improving health and well-being, as it provides a personalized approach aimed at improving engagement and health outcomes. Coaching has been shown to improve outcomes in cardiovascular risk factors, such as diabetes and high blood pressure (1-4). Additional research supports that participating in wellness coaching is associated with improvement of personal well-being, quality of life, mood, and perceived stress level (5,6).

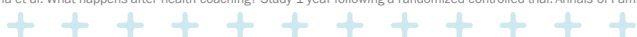
Health coaching is a powerful motivator for health behavior change. Research shows positive health outcomes, such as goal-setting skills, self-efficacy, and healthy behaviors, sustained 1-2 years after completion of the health coaching program (5,7). Health coaching can produce substantial lifestyle improvements that align with an individual’s personal values and foster confidence to sustain these changes after their health coaching sessions have concluded (5).

Research shows there are many benefits of health coaching, including:

- + Reduced risk for cardiovascular disease
- + Improved health outcomes
- + Increased productivity

Sources:

- (1) Thom DH, Ghorob A, Hessler D, De Vore D, Chen E, Bodenheimer TA. Impact of peer health coaching on glycemic control in low-income patients with diabetes: a randomized controlled trial. *Ann Fam Med.* 2013;11(2):137-144.
- (2) Margolius D, Bodenheimer T, Bennett H, et al. Health coaching to improve hypertension treatment in a low-income, minority population. *Ann Fam Med.* 2012;10(3):199-205
- (3) Willard-Grace, Rachel et Al. *Annals Journal Club: Health Coaching by Medical Assistants to Improve Control of Diabetes, Hypertension, and Hyperlipidemia in Low-Income Patients: A Randomized Controlled Trial* *Ann Fam Med* March/April 2015. <http://www.annfammed.org/content/13/2/130.full>
- (4) *Preventive Medicine Reports* 2018 10, 100-105. <https://instituteofcoaching.org/resources/impact-12-week-wellness-coaching-self-care-behaviors-among-primary-care-adult-patients>
- (5) Clark, Matthew M. et al. The Effectiveness of Wellness Coaching for Improving Quality of Life. *Mayo Clinic Proceedings*, Volume 89, Issue 11, 1537 - 1544
- (6) McGonagle, A. K., Beatty, J. E., & Joffe, R. (2014). Coaching for workers with chronic illness: Evaluating an intervention. *Journal of Occupational Health Psychology*, 19(3), 385-398. doi:10.1037/a0036601
- (7) Sharma et al. What happens after health coaching? Study 1 year following a randomized controlled trial. *Annals of Family Medicine* 14(3), 200-207, 2016.





Health coaching is impactful



Health coaching results

- + As a result of enrolling in the Providence Health Coaching Program, 92% of health coaching participants made at least one improvement to their health and well-being.
- + On average, participants who complete H.E.A.L. achieve 5% weight loss
- + As sessions increase in frequency, we see a corresponding increase in weight loss by pounds.
- + Based on industry guidelines, more than 80% of participants made an improvement in eating better or moving more after completing 3+ sessions
- + Over 90% of participants reported a favorable coaching experience

Health coaching eligibility

Many Providence health plans include benefits for the Health Coaching program. To find out if your plan offers health coaching, contact your Health Management Consultant or Account Manager.

If health coaching is an included benefit, any member, age 18 and older, can enroll in the program. Everyone can benefit from health coaching—those at-risk for developing a chronic condition, those trying to manage chronic conditions, and those who are striving to maintain a healthy lifestyle.

Understanding your organization's need

Partner with your Account Manager and Health Management Consultant to review your organization's personal health assessment, biometric screening, and health care claims data.

Considerations

- + What are the health risk factors of your employees?
- + How can you use the social networks in your organization to promote health coaching?
- + How can your workplace support the campaign?
- + How can you make it easy for employees to access health coaching?

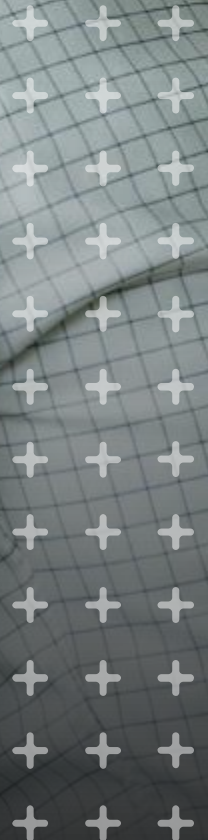




Design



As you develop a plan for your wellness initiatives, incorporate a variety of resources to support your unique population– and be sure to have a communications plan to drive employee awareness and engagement.



Create your communications strategy



Communications Plan

A communications plan is your roadmap for informing your employees about a new initiative and determining when and how you intend to communicate it. Developing a communications plan can increase employee awareness, increase program participation, and ultimately improve health-related behaviors.

As you develop your communications plan for this campaign, it's important to:

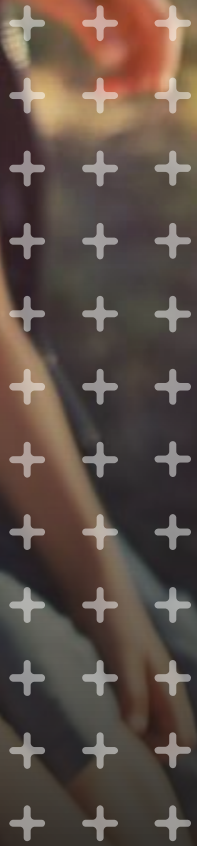
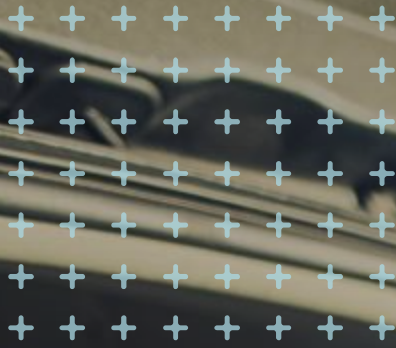
- + Determine the campaign dates
- + Create a calendar for communication material dates -announcement date, launch date, when materials will be dispersed to leaders, when materials will be posted, etc.
- + Familiarize yourself with the materials
- + Customize materials with your branding and incentive
- + Remember to include how you'll measure success - including participation goals



Communication Tips

Here are a few tips to help spread the word:

- + Modify the communication materials so they resonate with your employees and the organization's culture
- + Use a variety of communication methods
- + Get the messages to leaders – supervisors, wellness committee members, wellness champions –and make it easy for them to share the information
- + Make it social. Use an organization-wide event –like an all-staff meeting, health fair or biometric screening event –to help launch the campaign
- + Make sure employees understand the purpose of the campaign and how the campaign will benefit them
- + Consider tying it to an incentive or promotion



Engage



As you implement your initiatives, remember to regularly communicate with employees in relevant and meaningful ways.



Engage your employees



We've developed communication tools to inform employees about the importance of health coaching. As an employer, you can customize these templates to drive awareness and enrollment – just import the file into design software and then add your organization's name or logo. These resources are found in the Appendix of the toolkit.

Standard goal-setting program

01



Flyer
Print copies and hang in common areas, such as stairwells, elevators, restrooms, breakrooms, lunch rooms, etc.

02



Postcard
Print copies and hand out during team meetings or leave in visible common areas.

03



Email
Send to all employees.

04



Web copy
Incorporate content into organization's social media accounts, blog, intranet or newsletter.

05



FAQ
Post on organization's intranet site or incorporate into program overview email by adding hyperlink.

06



Wellness Central widget
Members are able sign up for the program through Wellness Central.

Healthy Eating and Active Lifestyle (H.E.A.L.)

01



H.E.A.L. Flyer
Print copies and hang in common areas, such as stairwells, elevators, restrooms, breakrooms and cafeterias.

02



H.E.A.L. Postcard
Print copies and hand out during team meetings or leave in visible common areas.

03



H.E.A.L. Email
Send to all employees.

04



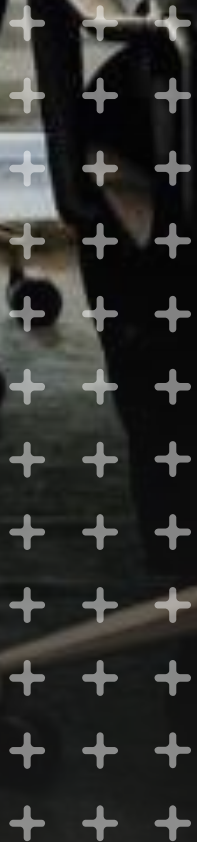
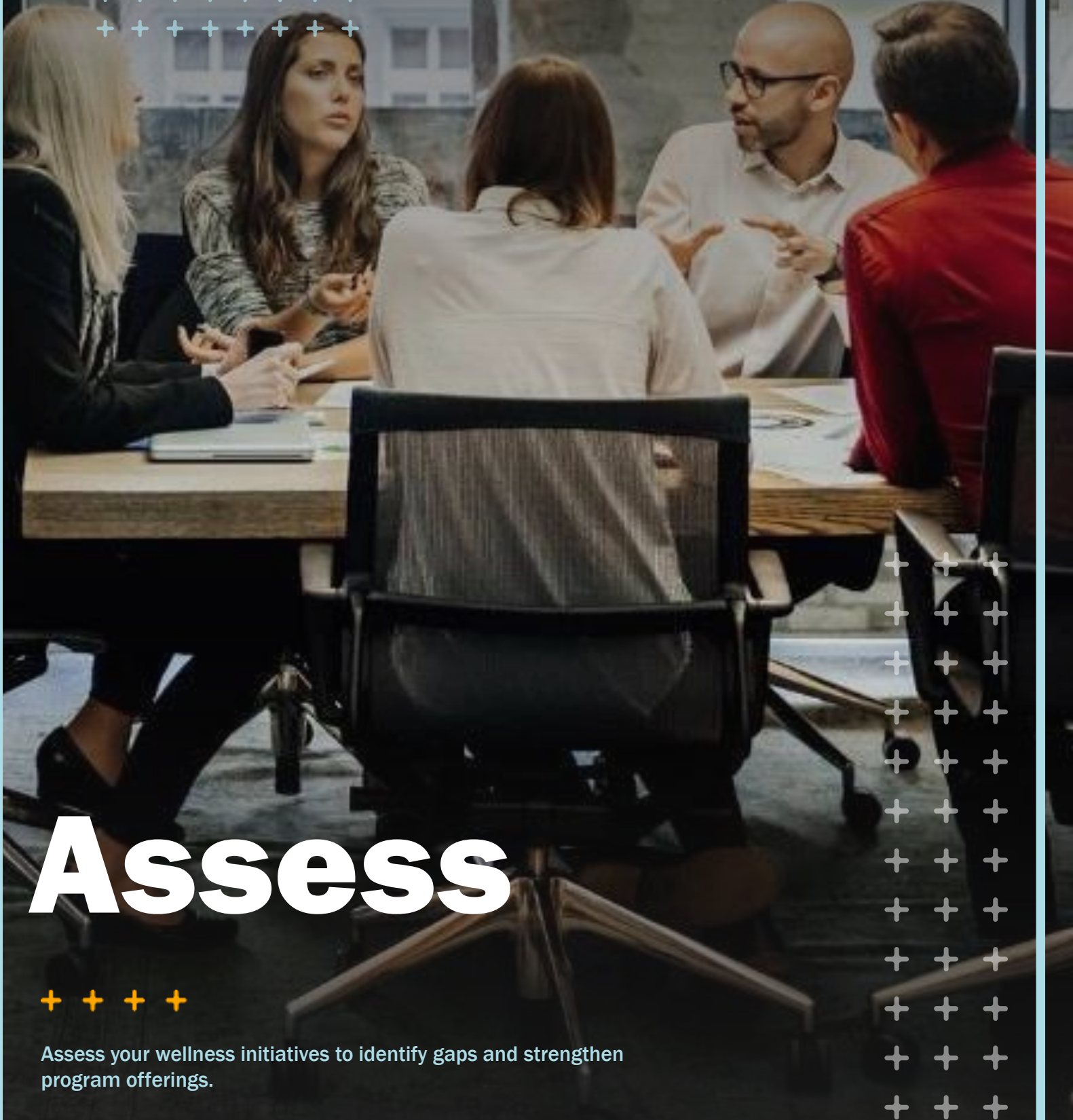
Wellness Central widget
Members are able to take an at-risk test and sign up for the program through Wellness Central.

05



Web page for participants
H.E.A.L. participants have access to a web page that contains downloadable program materials.





Assess



Assess your wellness initiatives to identify gaps and strengthen program offerings.



Evaluate the impact of your campaign



To support your evaluation efforts, we provide aggregate reporting annually to help you understand engagement and effectiveness.

01



Health coaching employer dashboard
Available on request when 25+ members participate in the program
Provides an overview of the organization's health coaching utilization and engagement.

02



Annual engagement reporting
Available on request for groups with 50+ subscribers
Includes information on your population's health coaching utilization.



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- + Flyer
- + Postcard
- + Email
- + Web Copy
- + FAQ

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Jump start better health with Providence Health Coaching



WEIGHT CONTROL



QUITTING SMOKING



PHYSICAL ACTIVITY



NUTRITION



DIABETES PREVENTION



STRESS MANAGEMENT

Reach your goals with support from a Providence Health Coach

The Providence Health Coaching program, offered at no cost to members, provides:

- + Personalized goal setting with manageable steps
- + Programs designed to empower you to lose weight, prevent diabetes, improve your diet, manage stress, exercise or stop using tobacco
- + Guidance to help you identify and take action toward healthier lifestyle and behavior choices

Talk to a Health Coach today! Call us at:

1-888-819-8999 or 503-574-6000 (TTY: 711)

Monday–Friday from 8 a.m. to 7 p.m. or visit

[ProvidenceHealthPlan.com/HealthCoach](https://www.providencehealthplan.com/healthcoach)

If you need this in large print, braille or a different language, please call us at **1-800-878-4445**

(TTY: 711) Monday–Friday from 8 a.m. to 5 p.m.

Providence Health Assurance complies with applicable federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex.

Spanish: ATENCIÓN: si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1-800-898-8174 (TTY: 711).

Russian: ВНИМАНИЕ: Если вы говорите на русском языке, то вам доступны бесплатные услуги перевода. Звоните 1-800-898-8174 (телетайп: 711).



Do your heart some good.

Partner with a health coach.



Do your heart some good.

Partner with a health coach.

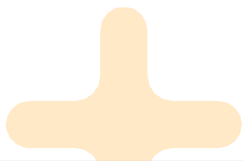




A coach will support your efforts to make healthy choices and can be a needed resource to a healthier, happier you.

Programs are designed to empower you to lose weight, prevent diabetes, improve your diet, manage stress, exercise, or stop using tobacco.

Your health coach can work with you online or by phone to get you motivated and keep you motivated all year long.

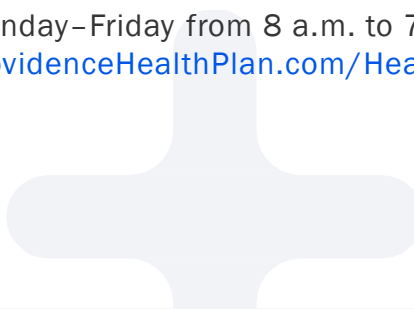


Here's what one member achieved with a health coach:

"After a few sessions with the health coach, I was a believer! Having a professional that keeps you accountable, on track, and supported was key to my losing about 30 lbs. and many inches. I am wearing jeans that I haven't worn in 30 years, have more energy and feel better than I have in years. Thank you!" – Laura

Have questions or want to enroll?

Call the health coaching team at: [1-888-819-8999](tel:1-888-819-8999) or [503-574-6000 \(TTY: 711\)](tel:503-574-6000) Monday–Friday from 8 a.m. to 7 p.m. or visit ProvidenceHealthPlan.com/HealthCoach



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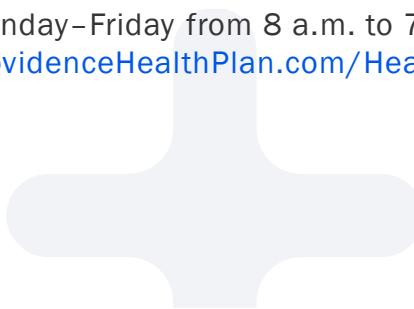


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Make lasting changes with a health coach

Get free coaching sessions online or over the phone

A health coach can help you achieve better health by:

- + Helping you identify and remove barriers to change
- + Helping you set meaningful and realistic goals
- + Encouraging new behaviors and actions that support your values and goals

[Enroll now](#)

Speak with a health coach today.

Call 503-574-6000 or 888-819-8999 (TTY: 711).





Web copy



Health coaching and you

Reach your goals with support from a Providence health coach

Staying committed to health and well-being isn't always easy. Sometimes you need a little support—someone to help you set goals, motivate you when you need a nudge, help you remove barriers, and hold you accountable when you don't feel like making healthy choices. For Providence Health Plan members, health coaching is offered at no cost.

The Providence Health Coaching program provides:

- + Telephonic coaching sessions
- + Personalized goal setting with manageable steps
- + Programs designed to empower you to lose weight, prevent diabetes, improve your diet, manage stress, exercise or stop using tobacco
- + Guidance to help you identify and take action toward a healthier lifestyle and behavioral choices

For more information call:

888-819-8999 or **503-574-6000 (TTY: 711)**

Monday–Friday from 8 a.m. to 7 p.m. (Pacific Time)

Or, visit ProvidenceHealthPlan.com/HealthCoach





Frequently asked questions (FAQs)

Common questions about health coaching

Overview

- + What is a health coach?
- + Who is eligible for health coaching?
- + How much does health coaching cost?
- + How can coaching benefit me?
- + What areas am I able to be coached on?
- + What is the time commitment?
- + How do I enroll in health coaching?

Health coaching formats

- + How do I communicate with my coach?
- + How do I sign up for web-based coaching?
- + Do you offer in-person coaching?

Health coaching sessions

- + What is included in health coaching?
- + How should I prepare for a coaching session?
- + What should I do if I can't make my appointment?

Privacy

- + How does Providence protect my privacy?

Additional assistance

- + Who should I contact if I have additional questions?



Frequently asked questions

Overview

What is a health coach?

Health coaches are credentialed healthcare professionals (including nurses, registered dietitians, social workers, licensed counselors, health educators and exercise physiologists) who tutor members on evidence-based areas of wellness such as physical activity, nutrition, stress management, weight management, tobacco cessation and sleep. A health coach also may be able to help you lower your cholesterol, blood pressure, and/or blood sugar. You can read more about our team on our website at www.providencehealthplan.com/healthcoach.

Who is eligible for health coaching?

Health coaching is available for Providence health plan members, including covered spouses and dependents, over the age of 18.

How much does health coaching cost?

Health coaching is a free benefit to eligible Providence Health Plan members.

How can coaching benefit me?

A health coach is trained to help you to set goals, stay motivated, and navigate challenges. A coach can work with you and your doctor to develop a healthy lifestyle plan.

What areas am I able to be coached on?

- + Weight Management
- + Exercise
- + Nutrition
- + Stress Management
- + Sleep
- + Tobacco Cessation
- + Diabetes Prevention
- + Care Navigation to Health Plan Resources
- + Additional topic areas may include managing hypertension, high cholesterol and high triglycerides.

What is the time commitment?

You should allow one-hour for your first coaching session. Follow-up coaching sessions are scheduled for 30 minutes.

How do I enroll in health coaching?

Contact the health coaching team at:

- + Telephone: 503-574-6000 or 888-819-8999
- + Email: healthcoaching@providence.org
- + Website: www.ProvidenceHealthPlan.com/healthcoach

Health coaching formats

How do I communicate with my health coach?

Health coaching is available over the phone or online through our secure wellness hub, Wellness Central.

How do I sign up for web-based coaching?

During the first phone call, your coach will discuss with you whether e-mail coaching is an appropriate option for your needs. You should feel comfortable with technology and create an account to access secure messaging. You can do this by visiting www.myProvidence.org.

Do you offer in-person coaching?

Although we would love to offer in-person coaching, at this time our coaching staff works solely over the phone or online. If you are looking for in-person support, your plan may cover visits to see a registered dietitian. Customer Service can help you to understand your wellness benefits and direct you to in-network providers. Customer Service can be reached at 503-574-7500.

Health coaching sessions

What is included in the standard health coaching program?

- + Health and wellness tools such as books, pamphlets, and goal setting guides
- + You set the frequency of how often you would like to be contacted
- + Telephonic sessions usually last 30 minutes
- + Online sessions occur through secure messaging on myProvidence

How should I prepare for a coaching session?

During the first coaching session, your coach will ask you questions to get to know you and learn about your current lifestyle habits. Together, you and your coach will come up with 3-6 month goals. During the follow up sessions you will review your progress and explore any challenges that may have come up. Be prepared to change your mindset. Do not tell yourself you will be perfect, challenges are going to come up.

What should I do if I can't make my appointment?

Contact us to reschedule. You can call us at 503-574-6000 or 888-819-8999.

Privacy

How does Providence protect my privacy?

Your privacy and data security are extremely important and protections are in place to keep your data safe. Your personal health information is confidential and protected by the Health Insurance Portability and Accountability Act (HIPAA) and will not be shared with your employer.

Additional assistance

Who should I contact if I have additional questions?

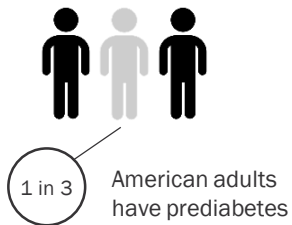
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Healthy Eating and Active Lifestyle (H.E.A.L.) Program

Reach your goals with support from a professional health coach



You may have prediabetes and be at risk for type 2 diabetes if you:

- + Are overweight
- + Are physically active less than 3x/week
- + Have family history of type 2 diabetes
- + Have high blood pressure
- + Have history of diabetes while you were pregnant
- + Are 45+ years old

More than **1 in 3** American adults have prediabetes and are at high risk of developing type 2 diabetes, a serious health condition that can lead to heart attack and stroke. That means it could be you, your brother, your buddy, your dog walker – you get the picture.

The Healthy Eating and Active Lifestyle (H.E.A.L.) Program is an evidence-based weight management program designed to improve your health and lower your risk for developing diabetes.

- + It's led by a certified health coach – plus you'll receive success tools, like a Fitbit activity tracker
- + It's convenient – participate in a live group webinar at home, in your office or wherever you are
- + It's good for your health and well-being – on average, participants who complete our program achieve 5% weight loss

Have questions or want to enroll?

Call the health coaching team at: [1-888-819-8999](tel:1-888-819-8999) or [503-574-6000](tel:503-574-6000) (TTY: 711) Monday–Friday from 8 a.m. to 7 p.m. or visit ProvidenceHealthPlan.com/HealthCoach





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Participate in the Healthy Eating and Active Lifestyle (H.E.A.L.) Program

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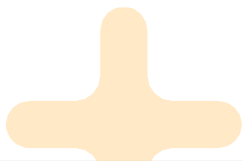


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Did you know?

More than 1 in 3 American adults have prediabetes and are at high risk of developing type 2 diabetes, a serious health condition that can lead to heart attack at stroke. That means it could be you, your brother, your buddy, your dog walker– you get the picture.

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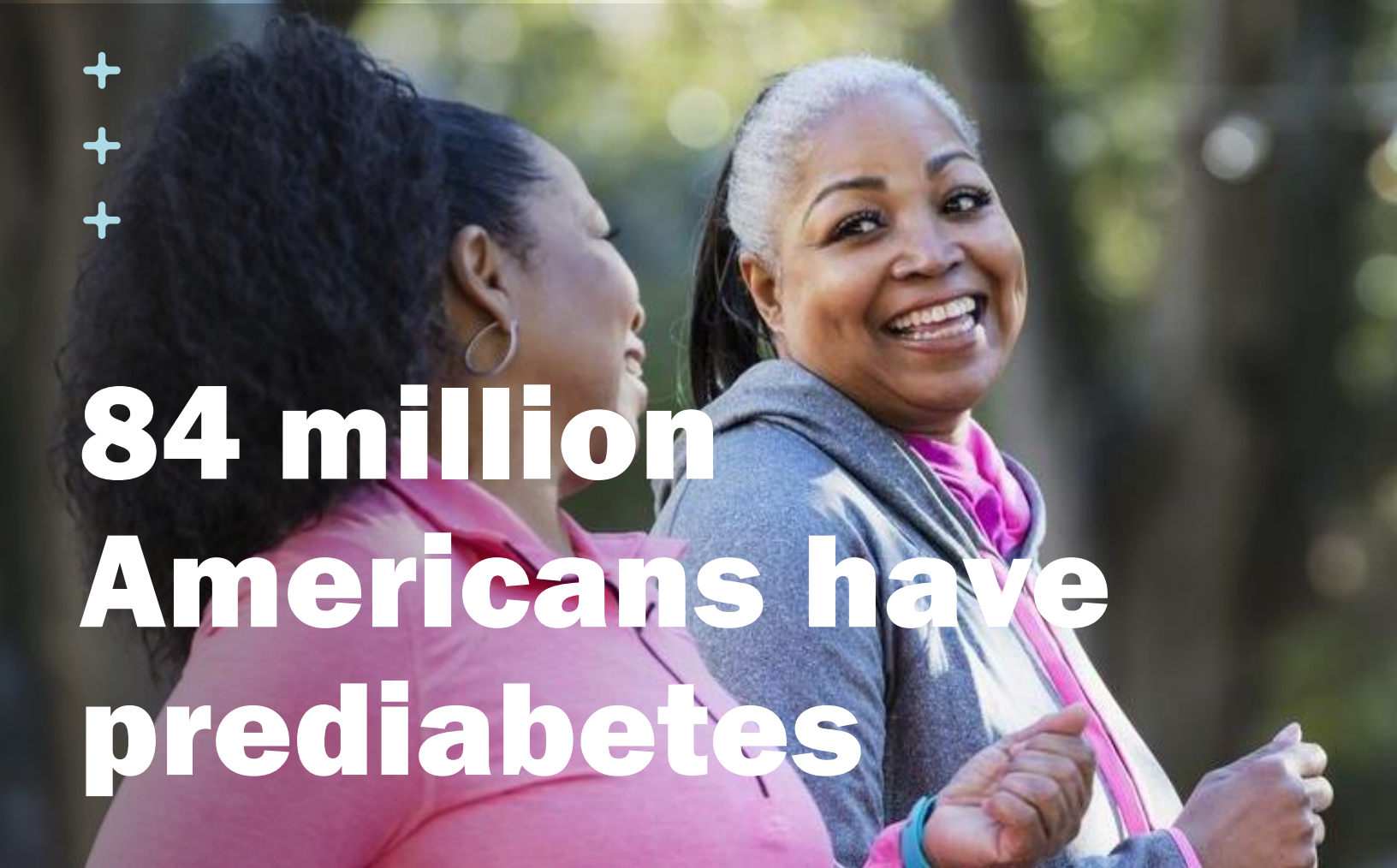
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84 million Americans have prediabetes

More than **1 in 3 American adults have prediabetes** and are at high risk of developing type 2 diabetes, a serious health condition that can lead to heart attack or stroke. That means it could be you, your brother, your buddy, your dog walker – you get the picture.

Take the 1-minute risk test to know where you stand

The Healthy Eating Active Lifestyle (H.E.A.L.) Program is an evidence-based weight management program that aims to prevent type 2 diabetes.

- + It's led by a certified health coach – plus you'll receive success tools, like a Fitbit activity tracker
- + It's convenient – participate in a live group webinar at home, in your office or wherever you are
- + It's good for your health and well-being – on average, participants who complete our program achieve 5% weight loss



To enroll or learn more about H.E.A.L., call 503-574-6000 (TTY:711) or go to ProvidenceHealthPlan.com/HealthCoach



We all deserve True Health



For questions regarding your workplace wellness program, contact:

WorkplaceWellness@providence.org

