



# Coaching Services

Provide the Support Needed  
for Lasting Behavior Change

## What We Deliver

We deploy trained professional Wellness Coaches to deliver personalized lifestyle modification support using evidence-based methodologies in behavior change science. Our Coaches help high percentages of individuals across populations explore their current health risks and address behaviors related to physical activity, general nutrition, sleep, stress and resiliency, tobacco and alcohol use, and safety and injury prevention. Our robust training and quality assurance ensures that our Coaches effectively address the needs of every individual across all stages of change.

## Why It Works

Our Coaches are trained to approach individuals and populations and engage them in meaningful dialogue around personal health and improved safety. We build relationships that prioritize trust and client-centered support to foster an individual's readiness to change and address any obstacles to wellbeing. Ease of access and consistent and strategic frequency of coaching interactions results in reduction of health and safety risks. Ultimately, we know how to move entire populations towards improved health outcomes.

Contact Us: **866.894.1300** | **wcusa.com** | 725 Skippack Pike Suite 300, Blue Bell PA 19422

369 March 2022



## Our Coaches

### Experience and Training

Our Coaches have the educational background, experience, and training to engage and inspire individuals to thrive at work and at home. They are Allied Health professionals with at least a 4-year Bachelor's Degree in one of the following:

Exercise Sport Science

Health Promotion

Certified Athletic Training

Health Psychology

Nutrition and Dietetics

Many of our Coaches have an advanced degree or specialized certification in their field including Health and Wellness Coaching, Health Education, Athletic Training, and Strength and Conditioning.



All of our Coaches are Mental Health First Aid certified to allow them to identify mental health and substance abuse crisis and connect individuals to care quickly and effectively.

Our Coaches participate in our robust in-house training program that encompasses mandatory HIPAA compliance, scope of practice, and on-going skill-building curriculum in evidence-based behavior change methodologies. In addition to training, mentoring, and peer-based support, our dedicated Operations and Client Success teams provide them with performance management support and client-specific strategies to deliver on customer goals and objectives for population health and safety.



## Higher Engagement, Better Results

We work with HR/Benefits, Safety, and other key stakeholders to align goals, objectives, and the unique needs of their population with our customized implementation and service delivery strategies. Throughout our partnership, we ensure an integrated approach to accessible coaching services whether onsite directly in the work environment or virtually via our Healthy Ways® digital health platform.

We use a variety of strategies to ensure our Coaches are highly visible and easily accessible including group engagement activities like wellness and injury prevention seminars, programs, stretching and mindful meditation sessions, and health and safety event support.

Our Coaches also actively promote and refer employees to all existing benefits and site resources to ensure a comprehensive approach to care. All interactions with our Coaches are 100% voluntary, HIPAA compliant, and confidential.

We capture data in every consult that results in aggregate reporting on population engagement and trends, coaching frequency, biometric screening, referrals to care, and number of individuals in the population maintaining or improving health risk status for BMI, blood pressure, physical activity, stress, and tobacco. Through this customized and proactive approach to population health and safety, our Coaches reach higher percentages of the population, coach them more often, and reduce more health risks. We have a full Business Outcomes Report available upon request.

## Ready to Get Started?

**Contact Us to Discuss Coaching Services for Your Organization.**

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