

Health Coaching



Personal relationships are critical when it comes to promoting sustained behavior change. beBetter's coaching model is unique in that it pairs one participant with one coach, forming a powerful, individualized engagement. Our coaches are trained in motivational interviewing, stages of change, and emotional intelligence. They immediately engage with the participant and build rapport, using the results from beBetter's advanced HRA to help the participant create a personalized action plan.

The beBetter system provides our coaches with deep insights into the participant's barriers to adopting healthy behavior. From the very first call, the coach is able to help the participant set specific goals and overcome obstacles. The coach provides targeted motivation and support to help the participant achieve their goals.

Industry Best Practices

- 1:1 coaching relationship
- Targets tobacco cessation, weight management, physical activity, nutritional support
- Includes proactive, outbound calls for every employee
- All employees have unlimited inbound calls
- All spouses participate for no extra fee
- Includes promotion, branding, evaluation, and reporting

"I always try to make every employee feel like their call is the most important call of the day"

- beBetter Health coach

Coaching Model

Our proactive, 1:1 coaching sessions are powerful and extremely effective. Based on over a decade of experience, we designed a total population approach to coaching, where every employee can benefit.

We found that the most cost-effective way for you to realize measurable results is with a model where every employee gets at least one proactive coaching session to bolster engagement with your corporate wellness program.

Moderate- and high-risk employees receive up to 4 structured calls that target specific unhealthy behaviors.

Risk Criteria

To create the risk categories, we look at how many of the following risks each participant has:

- Physical inactivity
- Poor nutrition
- Overweight
- Current tobacco use
- High blood pressure
- High cholesterol
- Diabetes

The success of the coaching program is measured by the shift in your company's aggregate risk profile and employee satisfaction rates. (See example results below.)



About beBetter Health

We've been helping companies deliver successful wellness programs for over 25 years, and we know what works. Our approach is simple: remove as much of the guesswork, manual tracking, and unnecessary effort as possible. Make sure every facet of the program is connected, from assessment to programming to evaluation. Help you make the most of the system with easy user guides, simple interfaces, experienced Account Managers.

The beBetter® System helps employees take action toward protecting and improving their health, and provides employers with strategies to reduce health care costs and boost employee productivity.

For brokers, we provide everything you need to implement an effective, comprehensive population health management solution. Give us a call and let us walk you through how the beBetter® System makes you more competitive.

Coaching Results

Weight Loss Program

97% satisfaction

86% improved nutritional status

73% reduced their weight

73% increased their physical activity

Study: WV Public Employees Insurance Agency

Smoking Cessation

390,000 enrollments in coaching

4-call model

95% satisfaction

28% quit rate

Study: WV Bureau of Public Health



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