



INVEST
IN YOUR
HEALTH

Diabetes Health Coaching by Diathrive





Companies implement coaching programs for a number of reasons:

They want to reduce health claims and healthcare costs, boost productivity and engagement, or simply help their employees become healthier and happier.

Regardless of the motives, there is another element needed for a corporate health coaching program to succeed, and that's the employees themselves.

No matter how thoughtfully designed the program is, if employees don't participate, the program won't succeed.

In this summary, you'll learn what effective coaching is, what the benefits can be, how to pick a coaching service (and recognize one that isn't the right fit), and how your company and employees can get the most from a coaching service.

What is TRUE Health Coaching?

A coach helps their clients find the motivation and tools to reach their wellness goals. Wellness (or lifestyle) coaches should work one-on-one with a client or with groups (for example, by hosting information sessions), either in person, over the phone, online, or any combination of the three. In an ideal scenario, each individual employee works with the same health coach throughout all of their sessions, developing a relationship of trust, openness and guidance.

Whatever the session format, the coach works closely with your employee to identify:

- » Wellness needs and goals
- » Personal motivations
- » Potential obstacles and challenges
- » Capabilities and resources

The coach then helps your employee formulate a clear and attainable plan to achieve wellness goals. From there, the coach holds regular conversations and check-ins with the employee, providing continued education and accountability.



How to Spot the Wrong Coach

Here are 3 warning signs that a coaching vendor is not a good fit:



They are “one-size-fits-all: Some coaching services try to manage client behavior, looking for what’s going wrong instead of discovering the underlying motivation. These coaches think all problems can be solved by policing food choices. If a coach doesn’t talk about uncovering employee needs and motivations, or create custom wellness plans, it’s time to make a vendor change.

They are too shallow: There’s nothing more frustrating for someone in a wellness crisis than hearing, “Have you tried ___?” followed by generic tips one could read in a supermarket checkout magazine. A good coach needs expertise that gets to the heart of the issue and truly focuses on an individual client’s unique circumstances.

They are not specialized: There are many exemplary wellness coaches out there. If you’re looking for disease-specific management coaching, find a vendor with coaches who specialize in the health conditions of your employees. They will offer expertise and experience your employees need.

How to Recognize the Right Coach

Here are 4 ways to know you have the right coaching service for your employees:

They have credentials: Trust is a key factor in coaching. It's important to make sure the coaches are credentialed experts. Some of the most reputable credentialing programs are through the National Society of Health Coaches, the American Council on Exercise, Duke Integrative Medicine, and the International Consortium for Health & Wellness Coaching. Ask vendors if their coaches have any credentials from these organizations.

They are flexible: The best coaches engage with each client where they are on their wellness journey, avoiding scripted programming, assessing and working with each client individually.

They are relatable: A good coach will pay careful attention to the “relationship” factor. For a client to really open up and get the greatest benefit, the coach has to be someone with whom the client can relate or connect. Coaching vendors should have a diverse team with coaches of different ages, genders, languages, races and other factors. Personality is a major factor, but having diversity makes it easier to pair the right coach with each of your participating employees.

They are holistic: A good coach knows that a person's wellness is influenced by both internal and external factors. They help the client work on both. For example, if your employee's blood pressure is elevated, the coach will help identify emotional factors that may be contributing to that symptom and discover external factors (like family issues) that may be affecting emotional health.



The Benefits of Wellness Coaching

When a health coaching service works, your company and employees mutually benefit from lasting positive change.

Good for the Company AND Employees

When it comes to wellness, employers tend to look at the big picture: reducing claims costs and absenteeism, and improving productivity and employer reputation. It can be difficult to see how a coaching program will help each participating employee.

Wellness coaching, however, focuses on each employee as an individual. Working one-on-one makes every employee feel supported in their own goals, which then supports the overall goals of your organization.

Optimizing Existing Health Benefit Usage

Wellness coaches help your employees access the resources they need to be well. Some of those resources include the medical benefits your company offers. Coaches can also advocate for better utilization of wellness services like gym memberships, regular A1c testing, eye and foot exams, and regular doctor visits.

**Coaching
Pricing**

ONLY \$2.00

*Per member, per month
based upon monthly active
census membership*

Deeper Understanding of the Numbers

Interpreting glucose numbers, counting carbohydrates, understanding A1c numbers and other data may be a hurdle for employees. Wellness coaches can take time to review data with your employees to help them understand what it all means and how it applies to health goals. Coaches can use the information to develop a plan to improve these biometric markers and motivate your employees to take action.



Measurable Impact

In one of our partner's recent studies, they discovered that out of 3,844 coaching program participants, 94 percent felt confident that they could maintain their healthy habits long-term.

- » In one large study, telephone health coaching reduced monthly health and pharmacy costs by an average of 3.6% per person and hospital admissions by 10.1%.
- » Another study showed significant improvements in burnout, work ability perceptions, core self-evaluations, and resilience among employees who had received 12 weeks of coaching.
- » Regular nutrition coaching helped overweight US veterans decrease calorie intake by 31%, helping them lose 5% body weight.

Data Empowered Coaching

There are specialized fields that go beyond standard coaching:



Condition Management involves the coach having access to employee glucose data, past and current A1c numbers, and medications. The coach will analyze this data to identify trends and markers, enabling the coach to develop customized plans to prevent warning signs from developing into full-blown health conditions. For example, if an employee's A1c is elevated, the coach will work with the employee to improve the numbers with strategies that consider where they are currently in their health journey.

Disease Management looks at things from the other end. This specialized coaching starts with an analysis of health claims data at a group level. Aggregate data is reviewed to determine the group's risks and develop a disease management plan. For example, if group data reveals a significant cost in health claims for diabetes complications, the coach can offer targeted support with educational sessions, cooking classes and fitness instruction.

How to Get the Most From Diathrive Coaching

How employers can kickstart a successful coaching program:

Successful health coaching depends on the skills and experience of the coaches, as well as the openness and willingness of participants.

Provide space and time: Even if coaching is incentivized, your employees might not participate if management views it as a distraction from the job. The best way for management to encourage participation in the coaching program is to allow employees to schedule calendar time for coaching sessions.

The Results:

In an independent (third-party) multi-year study, over 23,000 program participants illustrated the positive impact of the Diathrive Coaching model.

6.1% REDUCTION

Average annual medical cost trend for clients using Diathrive's outcomes-based program.

7.7% LESS

In Per Member Per Month (PMPM) cost in Year 3 of Diathrive's outcomes-based program.

17 DAYS FASTER

Participants returned to work from short-term disability leave.



Diabetes Health Coaching by Diathrive

Introducing wellness coaching as part of a comprehensive benefit program can help employees become motivated, provide them with tailored care, and foster the development of healthy long-term habits.

Ready to learn more?

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