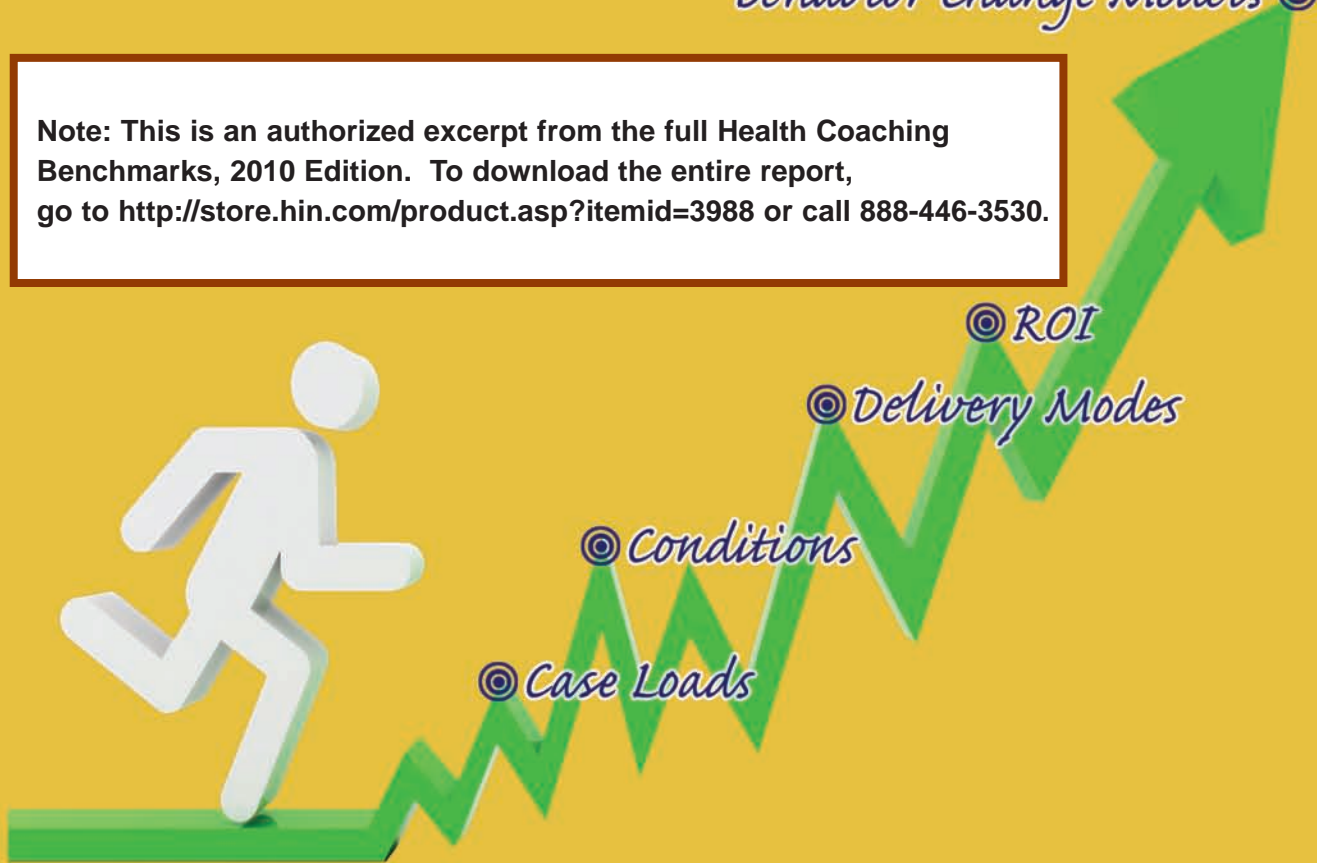


2010 Health Coaching Benchmarks:

Operations and Performance Data for Optimal
Program ROI and Participant Health Status

Behavior Change Models ©

Note: This is an authorized excerpt from the full Health Coaching Benchmarks, 2010 Edition. To download the entire report, go to <http://store.hin.com/product.asp?itemid=3988> or call 888-446-3530.



The Healthcare Intelligence Network
1913 Atlantic Ave., Suite 201
Manasquan, NJ 08736

Health Coaching Benchmarks, 2010 Edition

221 healthcare organizations share their experience with health coaching and its impact on health outcomes, utilization and profitability.



"[The single most important factor contributing to coaching success is] that the coachee (patient or employee) develop their own best thinking and become able to coach themselves - anywhere, anytime."

> Employer



"One-on one-relationship is very important. Random dialed calls by various health coaches do not work."

> Health plan



"[We] need to optimize employee health for [a] caring culture development, patient safety and employee performance."

> Hospital



"The wider the net is in terms of eligibility, the greater the participation rates will be in terms of who takes advantage of health coaching."

> Paul Terry, Ph.D., president and CEO of StayWell Health Management



"Measurement is not really a static process. You need to look at measurement from both a leading and lagging indicator relationship."

> Dr. Jim Reynolds, chief medical officer for Health Fitness Corporation

Health Coaching Benchmarks, 2010 Edition

This special report is based on results from the second annual Healthcare Intelligence Network Health and Wellness Coaching Benchmark Survey administered in July 2009 as well as excerpts from recent webinars on health coaching strategies.

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About the Healthcare Intelligence Network

The Healthcare Intelligence Network (HIN) is an electronic publishing company providing high-quality information on the business of healthcare. In one place, healthcare executives can receive exclusive, customized up-to-the-minute information in five key areas: the healthcare and managed care industry, hospital and health system management, health law and regulation, behavioral healthcare and long-term care.

Executive Summary

More than three-quarters of the burden of chronic disease is attributed to lifestyle factors such as smoking, poor eating habits and physical inactivity. To reduce the economic and clinical weight of this burden, the healthcare industry is banking on the behavior change that can be facilitated by health coaching programs. Whether embedded in the primary care visit or hospital discharge, accessible from an employer Web site or text-messaged to the cell phones of health plan members, health coaching interventions are motivating individuals to embrace healthier lifestyles that may help them ward off or more effectively manage chronic illness.

Weight management is the lifestyle factor most often addressed by health coaching.

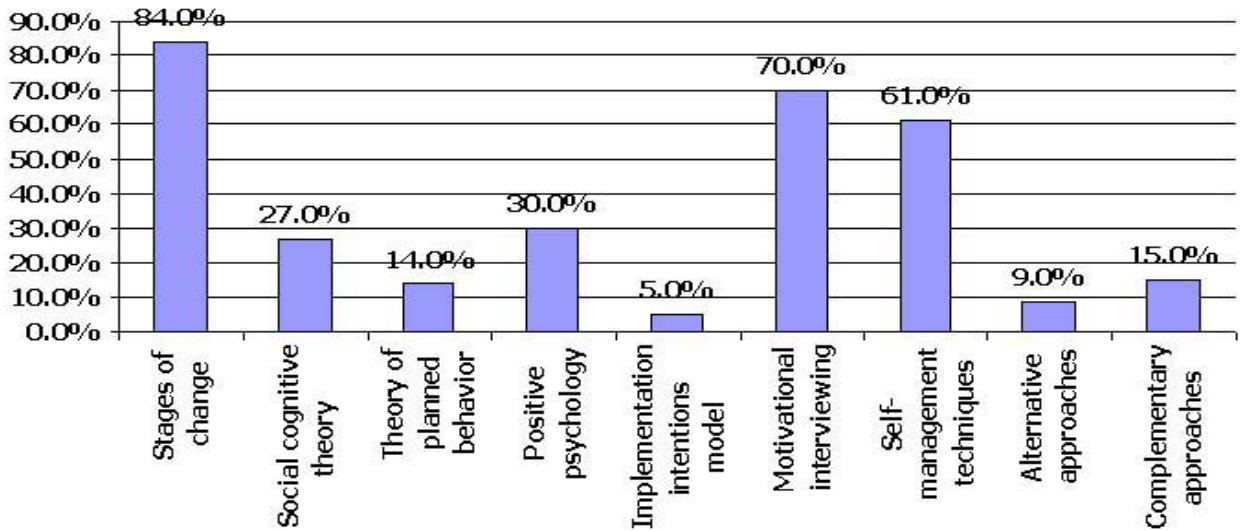
How do healthcare organizations use health coaching, and on which key behaviors do coaching interventions focus? By which modalities do they administer and monitor health coaching in their populations and how do they measure its effectiveness?

The Healthcare Intelligence Network set out to answer these questions and others during its second annual Health Coaching e-survey. Its goal was to identify emerging trends and metrics in the field of health coaching and determine its effect on healthcare utilization and spend. Through responses provided by 212 healthcare organizations to 26 multiple choice and open-ended questions, the survey offers a dynamic look at the growing contribution of health coaching to disease management and prevention.

This 2010 edition of Health Coaching Benchmarks compares results from the 2009 survey with this year's responses in key areas.

Which techniques/models of behavior change does your health coaching program employ?

1:04: Behavior Change Models

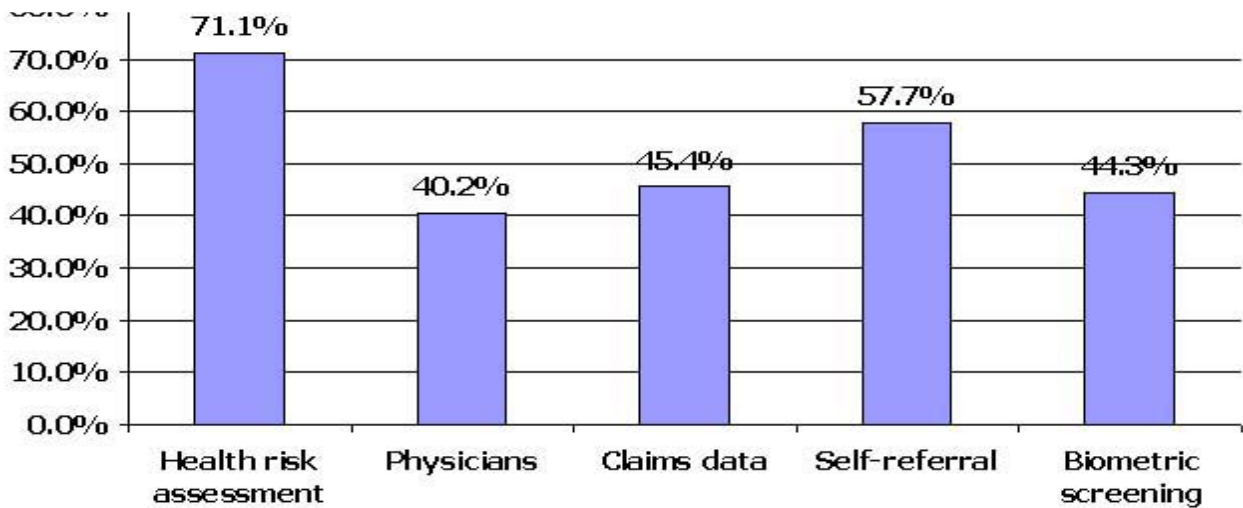


Source: HIN Health Coaching Survey
July, 2009



How are individuals referred to your health coaching program?

1:05: Participant Referral Methods

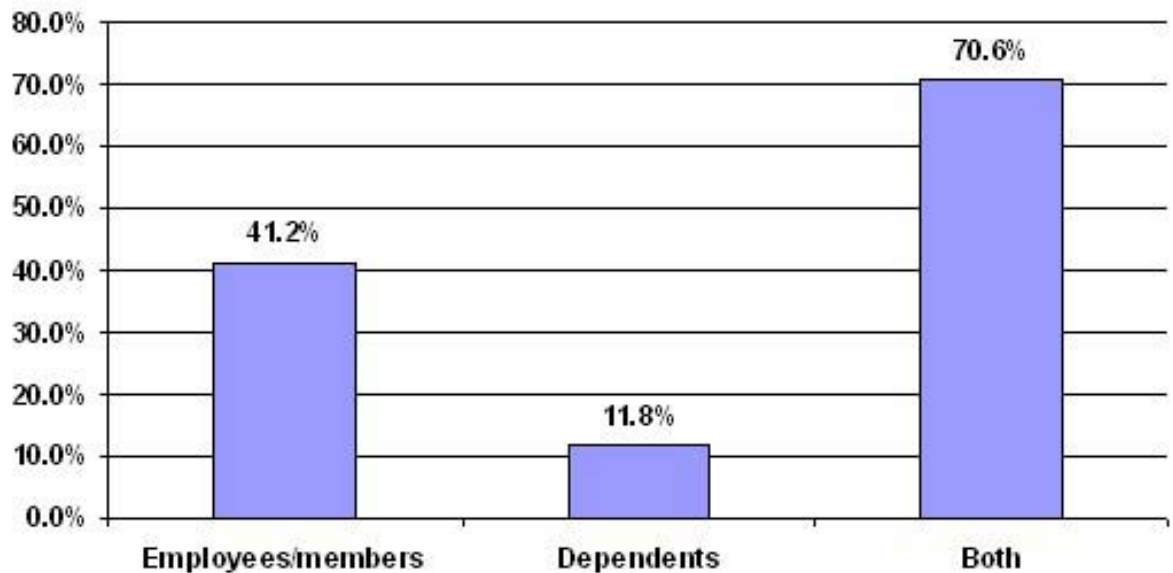


Source: HIN Health Coaching Survey
July, 2009



Who is covered under the program?

1:24: Employers - Populations Covered by Coaching

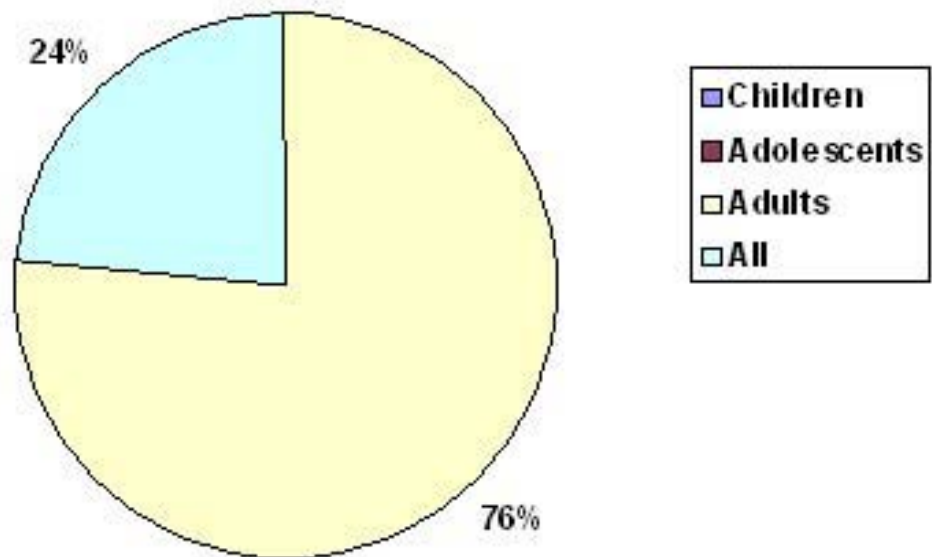


Source: HIN Health Coaching Survey
July, 2009



Who does your health coaching program target?

1:25: Employers - Targeted Populations



Source: HIN Health Coaching Survey
July, 2009

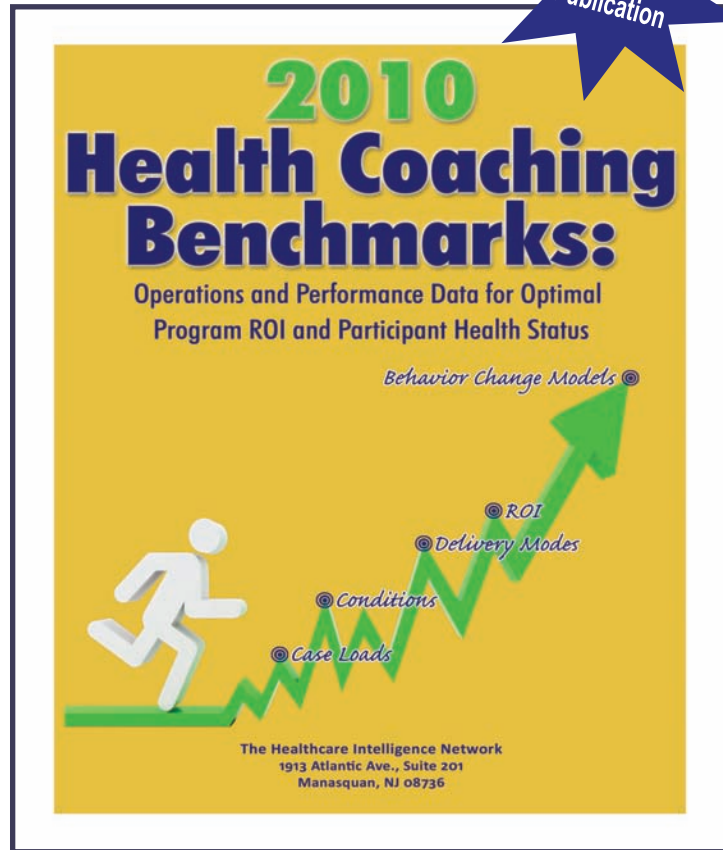


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An all-new follow-up to the best-selling 2009 Health Coaching Benchmarks, the 2010 edition is packed with actionable new data on health coaching activity, with the latest metrics on the prevalence of health coaching, favored delivery methods, targeted populations and lifestyle conditions, preferred behavior change models, coaching case loads and much, much more:



40 pages

- How individuals are identified for coaching programs;
- The optimal coaching case load;
- Factors that influence a coach's case load;
- Coaching modalities for weight management, smoking cessation or stress management coaching;
- Measuring a client's engagement in and satisfaction with a health coaching program;
- How to measure ROI from health coaching;
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- Targeted health conditions for coaching;
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