

## **Health Coaching ROI Metrics and Measurements**

PATRICIA DONOVAN: This is Patricia Donovan for the Healthcare Intelligence Network. Today I am speaking with Darcy Hurlbert, health and wellness product specialist at Ceridian LifeWorks. Darcy is presenting at HIN's webinar on "Health Coaching ROI Metrics and Measurements." Thanks for joining me today Darcy.

DARCY HURLBERT, HEALTH AND WELLNESS PRODUCT SPECIALIST AT CERIDIAN LIFEWORCS: Thank you so much Patricia.

PATRICIA DONOVAN: To begin with, many employers are concerned about the impact of chronic illness on workforce productivity. Is it possible for an organization to measure the impact of health coaching on say, productivity, presenteesim and absenteeism?

DARCY HURLBERT: We really feel that it is possible through a couple of different measures, actually. There are certain health risk appraisals out there that do productivity measures. So this would be self-report from the individual on their level of productivity and we can associate that with certain chronic illnesses. The other way that we can measure it is by looking at leave administration data and absences, tracked in that manner in their association with chronic illness. So there are a couple of different ways in which an individual might be able to measure that.

PATRICIA DONOVAN: If I could just follow up on that Darcy. The self-reporting on productivity do find that employees are generally harder on themselves, or honest or what's the feedback on that process?

DARCY HURLBERT: That's a really good question. We haven't ever done an analysis. Our sense is because it's a confidential measure and there are no risks associated with the individual,

but they're probably sort of in the middle and pretty honest about how much they're absent, but not necessarily hard on themselves.

PATRICIA DONOVAN: I see. Thank you. Secondly how can an organization measure member satisfaction with a health coaching program? And should this kind of feedback figure into the overall ROI of the program?

DARCY HURLBERT: Sure. I think there are numerous different ways to measure member satisfaction with the program. The standard one and the one that Ceridian uses is to administer a participant satisfaction survey at 3 months post enrollment. An organization is looking for further information on this I would absolutely encourage them to solicit feedback from their members or employees of their organization to see if they felt that the program was effective. As far as factoring that into ROI, it's not a practice that Ceridian does, only because an individual, maybe they didn't necessarily like the program, but they were successful at changing behavior. So when measuring ROI that's what we're really concerned about, did the behavior actually change? And that's really what we use to measure ROI.

PATRICIA DONOVAN: I see. Thank you Darcy. And finally what is the easiest aspect when you're talking about managing the health coach's performance, what is the easiest aspect of a coach's performance to evaluate and also the most difficult?

DARCY HURLBERT: This is a really great question. I think it's been something that we have been struggling with since we started doing health coaching in 1997. The easiest things to measure are obviously those that are measurable. So things like how many calls did they complete with an individual? Obviously health coach satisfaction via the member survey that we do, outcomes by health coach, we can look at that as well, so we can see which health coach is getting a higher quit rate, etc. And we do know

that there's variance within the outcomes that the various health coaches get, which leads to the most difficult part to measure. The most difficult part to measure is why are health coaches getting the outcomes that they're getting? As I said we know that there is a variance between health coaches, but why is there that variance and what can we do to sort of narrow the gap in the results?

PATRICIA DONOVAN: I see. Thank you Darcy. Those are all the questions I have today. I want to thank you for being with us and we're looking forward to hearing more from you during the webinar.