

2004 Employee Wellness Coaching Program Update

Introduction

The 2004 Employee Wellness Coaching program was offered to participants at 16 onsite health screening events between September and November, 2004. Screening staff invited participants to enroll in the coaching program based on their expressed desire to make health improvements and their interest in working with a coach over the phone. Because the 2004 program was considered a pilot phase, enrollment was limited to 240 employees.

Those who enrolled were offered a series of eight telephone calls: one 10-minute orientation, one 45-minute initial coaching session, up to five 20-minute subsequent coaching calls, and one 10-minute closing call. Participants completed as many, or as few, of the calls as they wanted on a schedule of their own choosing prior to the program end date of April 30, 2005.

The impact measures of this pilot program were:

- a) participant satisfaction, and
- b) participant behavior change.

Participant satisfaction was measured using a 14-item online questionnaire that participants were invited to complete (anonymously) following their final coaching session. Behavior change was measured by the coaches, who assessed the stage of change of each behavioral goal set by the participant, (1) pre-coaching, or at the time the goal was set (typically during the initial session) and again (2) post-coaching (typically during the closing call or final subsequent session), and then determining the difference between these two measurements.

Results of this program in the areas of utilization, participant goals and participant evaluation scores are presented in this report. A summary is provided below with further details on the subsequent pages.

2004 Summary of Results

1. 78% of enrollees completed at least once coaching session.
2. Of those who participated in coaching, 62% completed at least five sessions.
3. Closing call completion rates were higher among those who received more coaching.
4. On average, participants worked toward three behavioral goals.
5. Almost 80% of participants' goals were in the areas of fitness, nutrition and weight management.
6. 89% of participants' behavioral goals were in pre-action stages (i.e., contemplation and preparation) before coaching, compared to only 18% in pre-action stages following coaching.
7. 75% of participants' behavioral goals moved ahead one to two stages.
8. A behavioral goal moving forward one or more stages was most common among participants who completed three or more coaching sessions.
9. Of the goals that showed no stage movement, 30% were in the action or maintenance stages.
10. 59% of participants completed the online evaluation form. Of the survey respondents:
 - a. 75% had completed all six coaching calls.
 - b. 94% reported the program to be effective in supporting their efforts to adopt or maintain healthy behaviors.

- c. 74% agreed they are more productive at work now due to their participation in this program.
- d. 96% reported being satisfied with this program.
- e. 93% reported being satisfied with the client-led, non-directive style of coaching compared to health education and advice-giving methods.
- f. 93% indicated they would participate in this program again.
- g. 96% indicated they would recommend this program to others.