

2007 Employee Wellness Coaching Program Update

Introduction

The 2007 Employee Wellness Coaching program was offered at sixty Company onsite screening events between May and November, 2007. 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. The goal for enrollment was seven percent of the health screening participants.

Those who enrolled were offered a series of six telephone calls: one 55-minute call including a 10-minute orientation and a 45-minute initial coaching session followed by up to five 20-minute subsequent coaching calls; also, a 10-minute closing call was provided with the final coaching 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 November 30, 2007.

The impact measures of this program were:

- a) Participant satisfaction, and
- b) Participant behavior change

Participant satisfaction was measured using a 13-item online questionnaire that participants were invited to complete (anonymously) following their final coaching session. Behavior change was measured using a stage of change assessment for eight pre-defined health behaviors. The assessments were administered by the coaches in the initial session for a pre-coaching measure and again in a separate follow-up call six months after the initial session for a post-coaching measure.

Results of this program in the areas of penetration, participant goals and participant evaluation scores are presented in this report. Behavior change results will be provided to the client company via a raw data pull if requested. A summary is provided below with further details on the subsequent pages.

2007 Program Progression

1. 69% of enrollees completed at least one coaching session.
2. 98% of enrollees who completed an orientation session opted into the coaching program.
3. Of those who participated in coaching, 73% completed at least three sessions.
4. Closing call completion rates were higher among those who received more coaching.
5. On average, participants worked toward 3.8 behavioral goals.
6. Approximately 76% of participants' goals were in the areas of fitness, nutrition, and weight management.
7. 49% of participants completed the online evaluation form. Of the survey respondents:
 - a. 62% had completed all six coaching sessions.
 - b. 88% reported the program to be effective in supporting their efforts to adopt or maintain healthy behaviors.
 - c. 93% reported the overall program as convenient (i.e. scheduling appointments).
 - d. 90% reported being satisfied with this program.
 - e. 88% indicated they would participate in this program again.
 - f. 94% indicated they would recommend this program to others.