

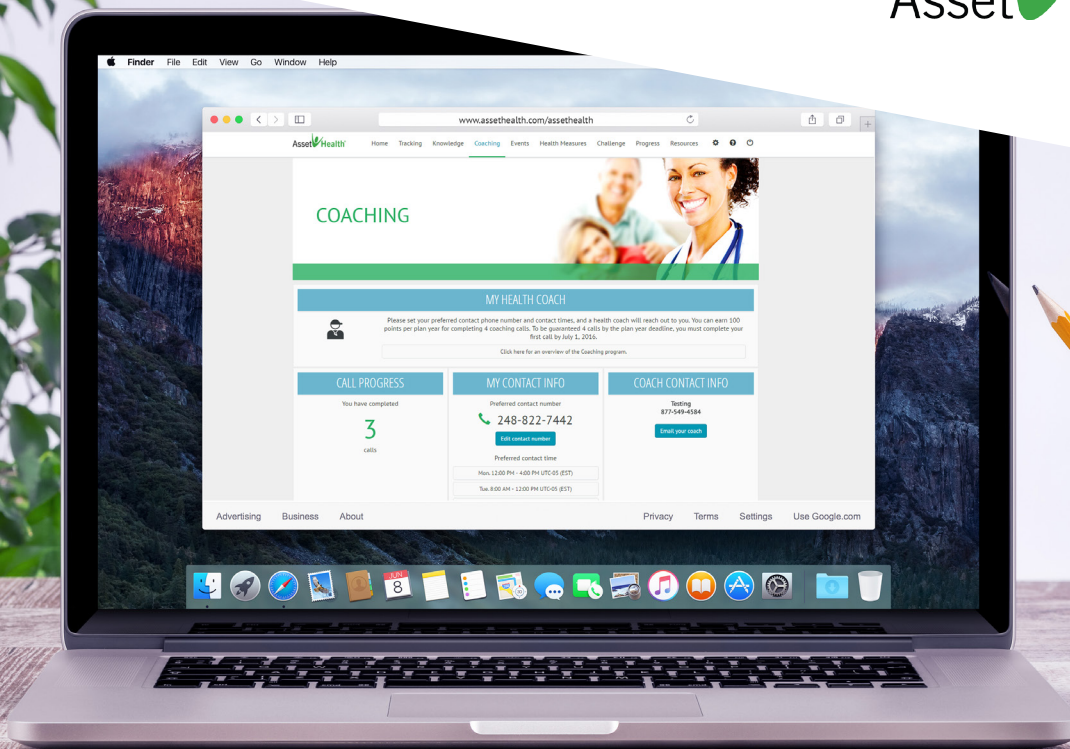


LIFESTYLE MANAGEMENT COACHING

Create a Culture of Success and Wellbeing

When you focus on whole-person wellbeing rather than a singular aspect of health care or wellness, you meet individuals where they are mentally, physically and spiritually. Our Lifestyle Management coaches specialize in motivational interviewing strategies to identify intrinsic motivators and empower behavior change that allows participants to be the ultimate decision makers and take an active role in their health and wellbeing. To us, **your health is your most valuable asset**® – and that is the Asset Health difference.

Asset**Health**®



Navigating Your Way

Goal Setting

- S Specific
- M Measurable
- A Attainable
- R Relevant
- T Time-bound

Wellness is a journey – think of your Lifestyle Management coach as a guide on your journey to whole-person wellbeing. Since wellbeing is a lifelong commitment, set small, attainable goals that allow you to work toward long-term changes and identify habits and behaviors that increase your risk for chronic disease. Lifestyle Management coaches employ SMART goal setting.

SMART goals are Specific, Measurable, Attainable, Relevant and Time-bound.

Asset Health Lifestyle Management Coaches:

- Have extensive knowledge and experience in the fields of health and wellness
- Are registered nurses, exercise physiologists, dietitians, health educators, and specialty certified coaches in tobacco cessation, lifestyle management and personal training
- Tailor their approach to meet the current and future needs of every individual
- Identify habits and behaviors that raise a participant's risk for chronic disease
- Develop trusting relationships with their participants to create an environment that supports, enables and fosters sustainable behavior change
- Guide the participant to overcome barriers and challenges
- Empower, inspire and support the individual to be the best version of themselves they can be
- Focus on sustainable behavior change resulting in a balanced, lifelong healthy lifestyle
- Strive for optimal health and wellbeing to maximize human potential

How It Works

Our coaching programs incorporate:

- Behavioral modification principles to assess readiness to change, such as the Self-Determination Theory (how people make choices without external influence)
- Cognitive Behavioral Therapy (tapping into the psychology of motivation)
- Applied principles of Transtheoretical Model/Stages of Change (guiding individuals through change toward a healthier behavior)

To meet the individual where they are at currently, we search for coaches who are patient, compassionate, empathetic, inventive, versatile and resourceful. We pay close attention to these details by starting with a personal learning assessment. This is a simple but powerful assessment tool that measures key personality traits, such as patience, attention to detail, emotional control, creativity and more. This is one method to ensure we are hiring the best Lifestyle Management coaches available.

To learn if an employee is eligible for Lifestyle Management Coaching, typically, the individual will first complete a Health Assessment (HA) questionnaire and biometrics evaluation. From there, the Asset Health Clinical Team will evaluate any potential risk factors based on the total number of risks, the varying types of risks and the severity of these risks. If the team identifies three or more health risk factors, the employee will be eligible for Lifestyle Management Coaching.

Identified risk factors are found in the following categories:

- Nutrition and Diet
- Tobacco Usage
- Cholesterol Management and HDL/Cholesterol Ratio
- Blood Pressure Management
- Physical Activity
- Stress Management
- Pre-Diabetes
- Medical Self-Care Concerns
- Alcohol Usage
- Weight Management
- Preventive Exams

Health Coaches communicate with program participants on-site, with one-on-one phone sessions and via email.

Results

LOSE WEIGHT, GAIN PEACE OF MIND

Coaching participant, 52-year-old male, Wisconsin

He had always been active, but still considered himself an “in-shape fat guy.” So, he decided to begin a weight management program with the help of Asset Health Lifestyle Management Coaching. Before starting the program, he consumed mostly processed food. After beginning the program, he learned to focus on ingredients: more whole foods and higher quality. He even discovered he was stress eating. The biggest surprise for this participant was how much his change in diet affected other areas of his life. Once he started seeing real results, such as sleeping better and feeling full for the first time after eating, it motivated him to carry on. He said he initially started working with an Asset Health coach for the points, but the results reinforced that the coaching was worthwhile after all. He said speaking with a wellness coach gave him someone to share his successes with and “brag to.” With the coach’s support, he lost a total of 25 pounds, improved his quality of life and is still going strong.

QUITTING TOBACCO WITH SUPPORT

Coaching participant, 49-year-old female, Iowa

It isn’t easy for everybody to embark on the journey to quit smoking. One woman felt the

most helpful part of the program for her was the telecommunication support. She said, “Talking with the Asset Health coaches has helped me so much. The coaches are never rushed to get through information, they listen and are supportive. I would encourage anyone to do this program.” She described her Asset Health Lifestyle Management Coaching experience as “excellent, encouraging, uplifting and educational.”

CONTINUING THE CHALLENGE

Coaching participant, 55-year-old male, Virginia

He knew he had 50 pounds to lose and wanted to do it healthfully, but wasn’t sure where to turn for guidance. Then, he discovered his company was offering a six-week, Asset Health weight-loss challenge and he decided to take it. During the six-week challenge, he lost 20 pounds and began a workout regimen that included walking on the treadmill. To date, he has lost a total of 51 pounds and feels better than ever. When asked about his Asset Health Lifestyle Management Coaching experience, he said, “Because my numbers were over the normal limit, I was required to have a coach. The coach listened to my issues and was really encouraging. I received great suggestions on nutrition and was encouraged. I don’t experience the tiredness I once did. Overall, I just feel great about my accomplishment.”



Results: Case Studies

Improved Biometrics

Of the clients who selected to track biometrics as part of their wellness program, Asset Health identified the following participants to be at risk.

With guidance from the LM coaching program, many of those participants improved their biometrics in their 2016 wellness program year.

42.5%
Improved
BMI

Percentage of At-Risk Participants Who Improved Their Biometrics After Completing LM Coaching	
Biometric Risk Factor	% Who Improved
BMI	42.5%
Glucose	60.1%
Triglycerides	71.0%
Total Cholesterol	62.1%
HDL Cholesterol	59.1%
Systolic Blood Pressure	57.0%
Diastolic Blood Pressure	66.3%

Tobacco Free

CASE STUDY: 2015 TO 2016 COLLECTIVE CLIENT SUCCESS

Five Asset Health clients integrated the TFM coaching program into their Reasonable Alternative Standard (RAS) design from 2015 to 2016.

Collectively, 74.1 percent of all TFM participants completed the six-month program. According to participant feedback, 32.5 percent reported being tobacco-free post-program.

32.5%
Success

CASE STUDY: 2016 TO 2017 CLIENT-SPECIFIC SUCCESS

For one client in the plumbing industry with locations across the U.S., 41.9 percent of participants who completed the TFM program reported being tobacco-free. Of those who are now tobacco-free, 26.3 percent reported they were “not at all committed” or “somewhat committed” to quitting prior to the program.

41.9%
Success

Results: Testimonials

Our Coaching Participants in Their Own Words

The quotes below were provided by participants in Asset Health Lifestyle Management or Tobacco Free Me Path to Wellness coaching programs.

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“Very good program. I appreciated the support from my coach, website and resources. I would not have been successful without all the education I received.”

“Doing all the mini challenges, courses and the fun competitions in the Asset Health Program has made me enjoy being active again.”

“I have enjoyed working with my coach because she has encouraged me to eat healthier and try new foods in my diet. The Fitbit has also helped me reach out to my co-workers and have some fun competition!”

“A big milestone has been passed on my journey to a better me this last week! I have broken the threshold of 250 pounds; I weighed in at 247! As we were climbing the first hill (at Six Flags theme park), all I could think about was all of the physical effort I put forth over the last six months to get to this point.”

“Beneficial program. I would not have quit (smoking) otherwise.”

“The program is very personable, I enjoyed that I was able to make arrangements with my coach on which days I'd like to be called. I liked how it wasn't a program where they nagged me all the time. It was good that I got to talk to someone that was a stranger because I could be honest with them and that helped me set real goals.”

“I was pleasantly surprised with the TFM Program. I admit I was not really interested in quitting at this time, but with the calls and supplemental information online I was able to be successful.”

“I had a great experience! My coach rocked and I truly did not think I would actually want to quit, but they listened to me and I felt heard. My coach also had a lot of great tips and suggestions that I thought would work great.”

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