

Further Down the Trail: How LifeSynch Continues to Increase Participation in HealthMedia supported Programs

Pat Gotcher, President, LifeSynch

Dana Gresky, Ph.D., Manager, Clinical Outcomes, LifeSynch

Our Mission

Changing behaviors...
improving lives

Program Overview



Balance

Promotes Weight-loss



Breathe

Tobacco Cessation



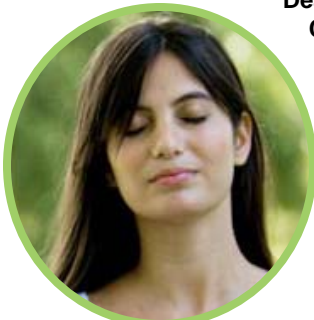
Care for your Back

Dealing with Acute and Chronic Back Pain



Nourish

Promotes Healthy Eating Habits



Relax

Reduce and Cope with Stress Symptoms

Telephonic Health Coaching



1 Promote

- Communicate availability of Wellness programs
 - Brochures
 - Email Reminders
 - Flyers
 - Posters



2 Program Selection

- Employee chooses online program
- Completes online program assessment
- Receives tailored action plan
- Elects to receive a call from a health coach



3 Coaching

- Initial call with health coach offered within 3 days
 - Identify any medical conditions
 - Establish SMART goals
- Receives additional outbound coaching calls
- Unlimited inbound calls

Overview of Findings

Exciting Results



Conclusion #1

Participants
LOST WEIGHT



Conclusion #2

Health Coaches
Drive
**GREATER
SUCCESS**

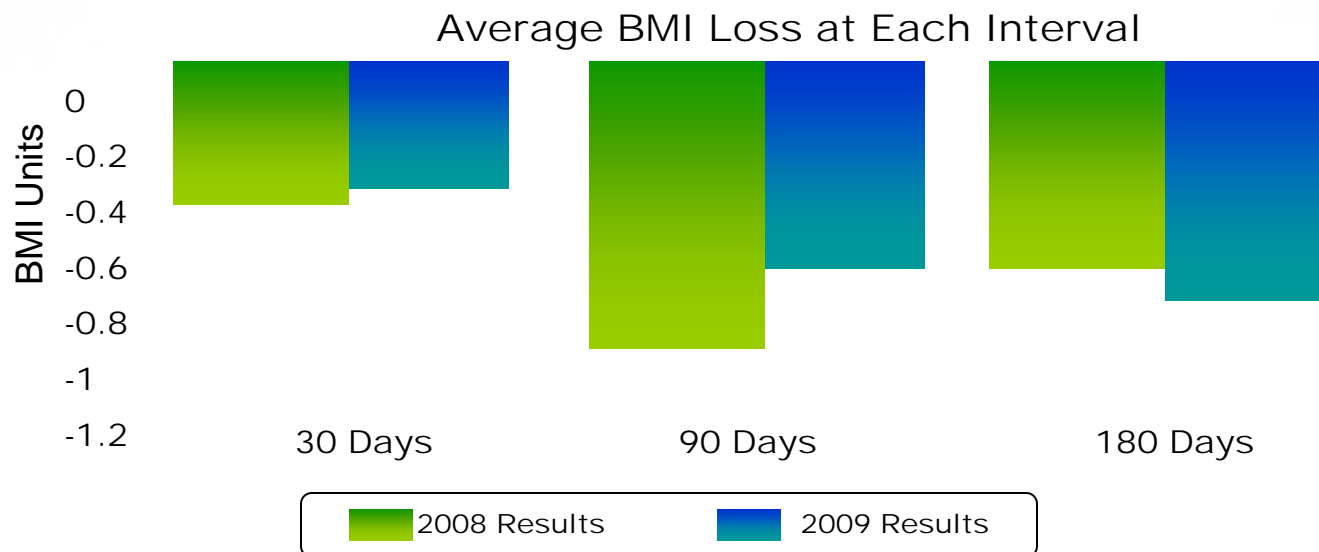


Conclusion #3

Participation Delivers
SAVINGS

Conclusion # 1: Participants Lost Weight

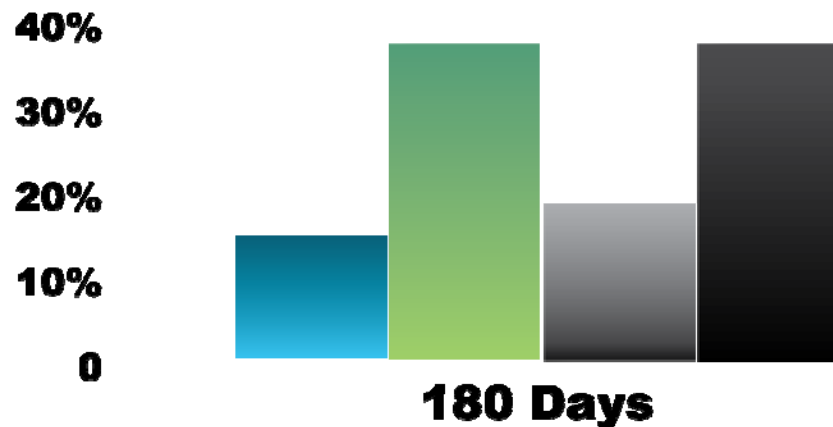
- Members who weighed more lost more
- Average 30% who completed 180 day surveys lost weight
- Average 30% reported weight loss of more than 10 pounds at 180 days



Conclusion # 2: Health Coaches Drive Greater Success

- Health coaches delivered greater weight loss
- The more calls the greater the weight loss
- Greater BMI loss with health coaches than without

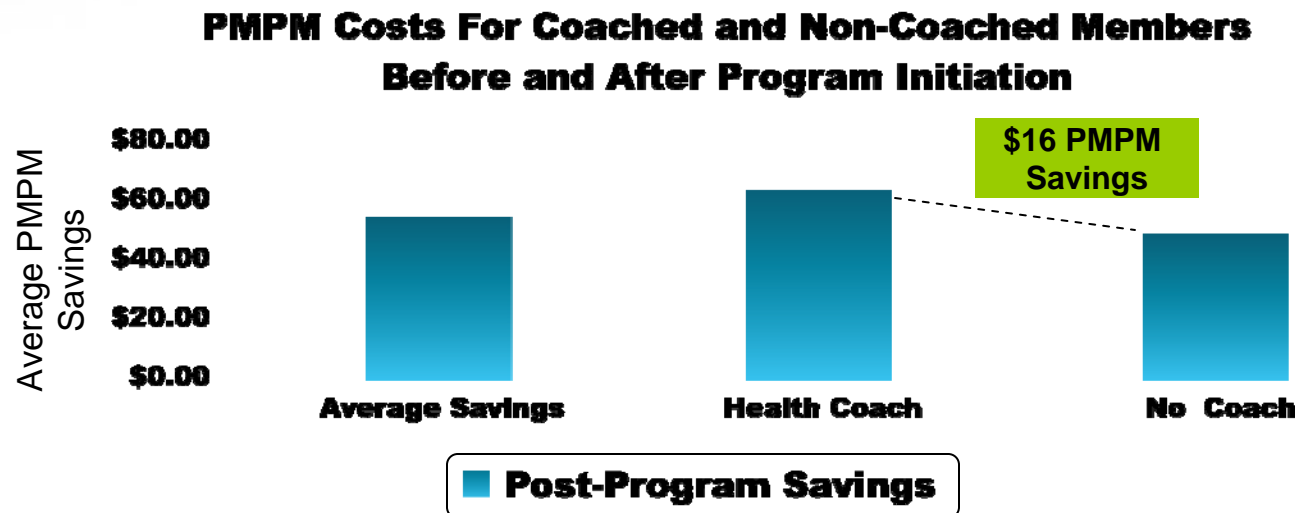
Percent of Members who lost 5% or more of Initial Body Weight at each interval



■ No Health Coach (2008) ■ Health Coach (2008)
■ No Health Coach (2009) ■ Health Coach (2009)

Conclusion # 3: Participation Delivers Savings

- Members had lower PMPM costs
- Health coaches enabled lower PMPM costs than members using web alone
- Participants reported 50% reduction in on-the-job the impairment



Program Results

Assessing Growth and Change



Balance

50.7%

of participants lost weight
at 30 days

10%

reduction in absenteeism in
first 30 days



Breathe

56%

remained smoke free
after 90 days



Nourish

71%

made nutritional
improvements

15%

reported reduction in health-
related absenteeism
in first 30 days

Program Results

Assessing Growth and Change



Relax

9.3%

reduction in health-related
absenteeism in first 30 days

65%

reported decrease in stress-
related symptoms in 30 days



Care for
your Back

18%

reduction
in health-related
absenteeism
in first 30 days



MARLENE

“ I appreciate the gradual change my health coach helped me make. I can really tell a difference from where I was to where I am now.”

RESULTS

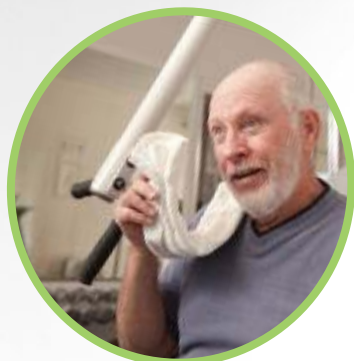
- Zero Medication
- Weight Trains Daily

“Marlene was very willing to change, she just needed some guidance and a daily plan. We worked together to incorporate small weights into her fitness routine to tone her muscles and she’s gradually gained lower back strength. She is a lot better!”



HEALTH COACH

Summary



Effective

Twice as many members
lose **5%**
of initial weight
with health coach
than without



Value

Employer value
is nearly
3 to 1
annually
for those with
health coaches
than without
(\$2981 vs. \$1000)



Productivity

Productivity
impairment is
cut in half
with a
health coach
versus without



Savings

Annual savings
of \$178,879
for employers of
coached members

Q & A

Thank You