

Dynamic Duo

Carbon (human) and Digital (computer) Unite:

Combining telephonic coaching and Digital Health Coaching to unleash a new powerful bionic participation and outcomes hybrid

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Carewise Health

- National, single-source provider of health improvement programs and benefits administration through Carewise Health and SHPS, Inc. brands
 - Whether accessing a single service or a suite of solutions, clients benefit from our unique perspective of the entire employee experience
- Our Promise
 - With a deep respect for the uniqueness of each person, we passionately believe in the power of all people to change
 - With the best of our spirit and our science, we develop caring relationships that educate and empower people to achieve optimum health performance
 - In partnership with our clients, we continuously seek innovative ways to unlock the full potential of people, thereby strengthening the organizations they serve



The Member

- Each individual has **unique characteristics** around their health and well-being
- Each individual has a **desire** to make changes to improve their health or themselves
- Each individual has their own **motives** to make a change or stay the same



Digital and Telephonic Coaching



- **Goal:** meet the member where they currently are in improving their health and well-being
- Guide member to find the tailored actions and plans to improve their overall health

The Duo Helps Member Improve Health

While the member is working with a health coach, the digital coaching programs and online tools are used to enhance the member's experience



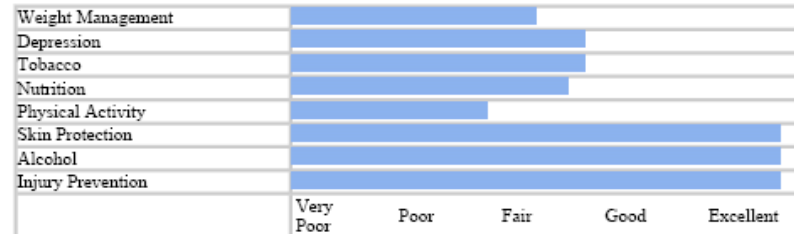
Connecting With Member to Create Change



Member Understands Their Health Risks

Personal Health Assessment “Succeed”

Your Behavior Chart



Are you ready to change? Based on what you told us, we ranked your risky behaviors in the order of your readiness to change. Now you'll know where to focus your attention for the best chance of making or maintaining lasting improvements. If you didn't seem ready to change an area that needed work, it might not be a top priority. People vary in their readiness for change. The goal is to provide you with personally meaningful strategies to take greater control of your health. Below you'll see the top behaviors you are ready to change.



Engage Member to Improve His/Her Health

Programs

Personal Health Assessment
Pre-Diabetes
High Cholesterol
High Blood Pressure
Obesity
Weight Management
Nutrition Management
Tobacco Cessation
Exercise
Stress Management



Tools

Curriculum Booklet and Journal
Medical Library
Exercise and Stretching Library
Cookbook
Step by Step Goal Setting Tool
Online Trackers
Specific Program
Interactive Tools



Weight Management



- **Risks:** obese, poor nutrition and lack of physical activity
- Engaged with health coach to work on weight management
- Coach recommends digital health coaching program to help member improve nutritional habits and cook book to help prepare healthy meals for the family

What Outcomes Were Achieved?

	Baseline Results	Current Result
<u>Weight</u>	250	219
<u>BMI</u>	40	35

- Member lost 12.9% of total body weight
- Improved readiness to change around snack options
- Increased physical activity and hired a personal trainer
- Portion Control around snack options at night
- Member continues to her most challenging times of the day with food



Quit Use of Tobacco, Weight Loss

- **Risks:** smoker, overweight, lack of physical activity and high stress.
- **Member Priority:** Quit smoking then lose weight
- Engaged with health coach to build a plan to quit use of cigarettes in 60 days
- Member chose “Chantix” to help with nicotine addiction and used website to learn more about Chantix before going to see physician
- Health coach then gave assignments to work with the Digital Coach on how to manage her weight
- Member worked with health coach and the Digital Coach for nine months



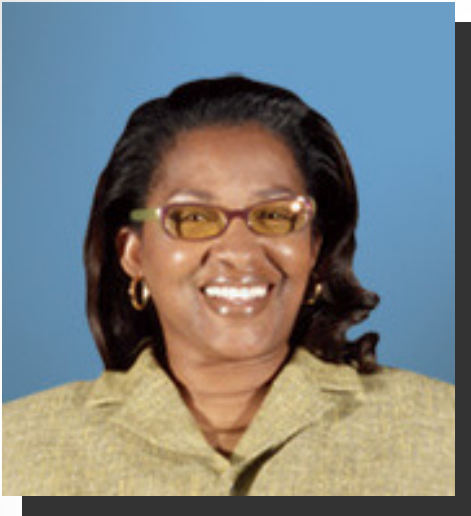
What Outcomes Were Achieved?

	Baseline Results	Baseline Date	Current Result	Result Date
<u>Weight</u>	173	5/13/09	157	11/17/09
<u>BMI</u>	28.7	5/13/09	26.1	11/17/09
<u>Tobacco Use</u>	Smoker	3/13/09	Non- Smoker	5/16/09

- 9.2% weight loss
- Quit use of cigarettes within 60 days



Pre-Disease Member



- **Risks:** pre-diabetic, obese, high blood pressure, high cholesterol, lack of exercise, poor nutrition
- **Member Priority:** Lose Weight and increase exercise
- Registered dietitian (RD) was assigned and recommended member go to physician concerning high blood sugar levels
- Test results showed member is diabetic
- RD and member worked on learning and practicing carbohydrate counting and partnering with a nurse to learn about new medications
- RD had member review the Diabetic Careplan online tools
- RD assigned member to use the online tool "Portion Control" to help adhere to the medical nutrition therapy

What Outcomes Were Achieved?

	Baseline Results	Baseline Date	Current Result	Result Date
<u>Weight</u>	256	9/3/09	240	2/12/10
<u>BMI</u>	40	9/3/09	37	2/12/10
<u>HbA1c</u>	8.2%	9/3/09	7.4%	2/12/10
<u>Blood Pressure</u>	142/80	7/13/09	130/70	2/12/10
<u>Total Cholesterol</u>	149	7/13/09	138	2/12/10
<u>LDL</u>	73	7/13/09	70	2/12/10
<u>HDL</u>	39	7/13/09	39	2/12/10
<u>Triglycerides</u>	180	7/13/09	146	2/12/10

- Reduced HbA1c from 8.2% to 7.4%
- Reduced blood pressure from 142/80 to 130/70
- 6.3% weight loss
- Increased physical activity from zero to four days per week
- Adhering to medical nutrition therapy to help manage diabetes



Outcomes with Telephonic and Digital Coaching

- 54% of participants reduced blood glucose levels
- 56% of participants reduced blood pressure towards target
- 41% of female participants improved their HDL
- 42% of participants improved their weight
 - 23% of participants lost greater than 5% of their body weight
- 46% of participants quit tobacco use



Summary

By understanding the unique characteristics of each member, digital and telephonic coaching enhance the member's experience and create lasting change.



Thank You

If you'd like to speak with a HealthMedia® representative today to find out how we can help you achieve measurable outcomes that demonstrate improved productivity, reduced health care costs, and drive your business forward, please contact us by calling 734-623-0000, ext. 300 or email sales@healthmedia.com.

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