

# Outcomes Report



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## Executive Summary

We believe everyone would like to be and stay as healthy and injury free as possible. We also know that it is not easy for people to accomplish this on their own, and most will need one-on-one, professional help and support along the way. Wellness Coaches is committed to partnering with our clients to consistently engage 80–90% of their employee population in our onsite and technology supported coaching efforts to improve employee health, safety and well-being.

Now imagine what it would mean to your employees, and culture, if you could help virtually all employees live healthier and safer lives. Our onsite coaches will help you achieve this through the caring, genuine, customized, and personal connections they will make with your entire employee population.

Wellness Coaches is the largest and most experienced provider of onsite coaches. We have had over 6,700,000 coaching interactions with nearly 350,000 people and have successfully replicated our outcomes at over 1,000 employer locations over the past 15+ years. We currently service employers of all sizes (from 50 to 50,000+ employees), in most business classifications and in 35 states throughout the country.

Lastly, we connect everything! Our coaches easily integrate with, and refer employees to, all existing wellness and injury prevention programs. To date, this collaborative approach has generated nearly 700,000 employee referrals to client sponsored resources, which has substantially enhanced the utilization of these resources and boosted outcomes to higher levels than ever before possible.

## Keys to Our Success



### Turnkey

Easy to implement, not disruptive.



### Engagement

Coach your entire workforce.



### Face to Face

In person interaction builds the kind of trust that drives results.



### Easily Accessible

Reach employees right where they work.



### Integration

Leverage all wellness or injury prevention programs already in place.



### High Satisfaction

95% of employees extremely satisfied with coaching experience.

Wellness Coaches, the largest national provider of onsite wellness coaches, is pleased to share our Outcomes Report highlighting outcomes from 2019 data. Our report is unique in the workplace wellness space. Unlike many providers, we did not cherry pick our best results. We are not just showing you favorable results for those who participated or engaged. Our report reflects the aggregate outcomes our onsite model has achieved for every employee working at every customer location we have ever serviced.

## Blueprint for Success (Without Incentives!)

### 1 Engage Employees

Employee engagement is important, but it's not enough. While 86% of employees did utilize our coaches, and we did coach them a lot, engagement is just the first step on the path towards success. We are just getting started!

#### Our Report Covers

- **1,000+** employer locations in 35 states
- **400,000** eligible employee lives
- **86%** or **342,000** employees coached
- **20** coaching interactions per employee
- **6.7 million+** total onsite coaching interactions

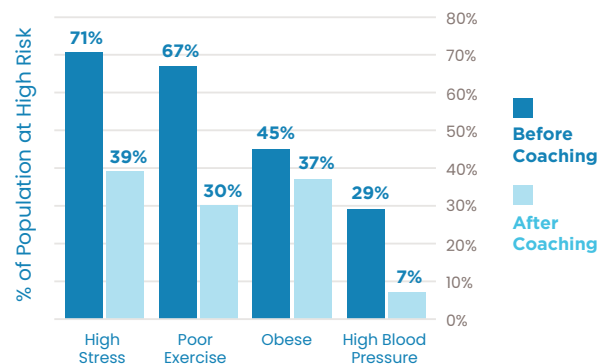
### 2 Coach Employees a Lot!

Our results show that the more often employees are coached, the more risks are improved. Thus, the more coaching the better.



### 3 Population Risk Reduction

We coach employees often and reduce a ton of risk. This results in a substantial shift in the risk profile for the entire population. It is at this point employees can begin to move the needle.



### 4 Costs Will Follow Risks

Once an employer combines high engagement with massive risk reduction, they can truly begin to bend the cost curve. And the coached population far outpaces those not coached.

#### Medical & RX Claims PEPM



# Much More Than Onsite Wellness Coaching— at No Additional Cost



## 2,100,000 BIOMETRIC TESTS PERFORMED

Our coaches have delivered **1,200,000** blood pressure tests, and **900,000** BMI-weight measurements.



## 890,000 INJURY PREVENTION COACHING SESSIONS

Our coaches had over **890,000** one-on-one coaching sessions on safety and injury prevention. Our model has produced an average 30% reduction in injuries and associated costs.



## 110,000 REMOTE COACHING SESSIONS

While most of our coaching interactions are performed one-on-one and face-to-face, our coaches supplemented their onsite coaching interactions with nearly **59,000** phone, email and/or video coaching sessions.



## 203,000 FAMILY COACHING SESSIONS

In addition to coaching employees onsite, our coaches also had over **203,000** coaching interactions with spouses and dependents. This clearly demonstrates that not only do we coach a lot of employees, but we are also equally as adept—and successful—at helping family members.



## 1,000's OF CUSTOMIZABLE PROGRAMS

As part of our strategy and infrastructure, our coaches have designed, implemented and coordinated **1,000's** of customized wellness programs and activities to further support and enhance our clients' cultures of well-being.

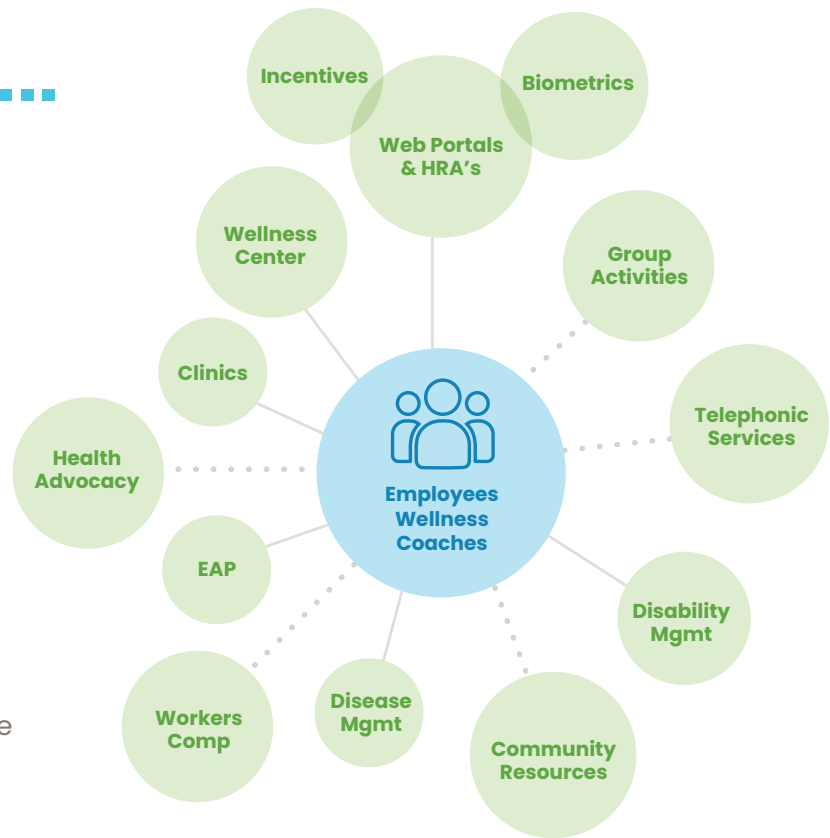
# Connecting... Complementing... Integrating...

**Our Wellness Coaches help make everything an employer offers better!**

## 693,000 Coaching Referrals

During our coaching sessions, our coaches made 693,000 employee referrals to 3rd party programs, tools and resources made available to employees by our clients. Some examples include web portals, HRAs, blood testing, incentive programs, clinics, disease and condition management, Weight Watchers, EAPs, etc.

Our onsite Wellness Coaches visit all client locations on a systematically planned, regularly scheduled and routine basis to meet with and help employees improve their well-being. Our coaches work with employees, each according to their own needs and interests, and at their own pace, to pave the path towards a healthier tomorrow. As part of our coaching process, coaches also integrate, regularly promote and refer employees, when appropriate, to all of the other health management resources and programs which comprise our client's workplace wellness strategy. In addition, during their time onsite, our coaches will design, implement and coordinate a customized, regular and continuous array of wellness/safety programs and activities to further support and enhance a culture of well-being. In essence, our coaches become our client's "boots on the ground" for all things wellness.



## Our Coaches

Our Coaches have the training and experience to engage, inspire and help employees thrive in any type of work environment.



Have at least a 4-year Bachelor's Degree



70% have a Master's Degree or Advanced License



Bilingual when required



Average 8 years' experience and proven success in one or more of the following:

- Corporate Wellness
- Health Promotion
- Certified Athletic Training
- Registered Dietitian
- Exercise Physiology/Science
- Occupational Therapy
- Strength and Conditioning
- Sports Medicine



## Our Coaching Support Platform

We support our coaches with our proprietary COACHWELL™ Training and Quality Control Platform to produce consistent and outstanding results for all company types, sizes, and locations.



Coaching Methodology & Behavior Change Skill Set Training



Classes, Conference Calls, Webinars, Mentoring & Site Visits



Continuous Coach Skill Set Testing, Exams & Assessments



Coach Benchmark Analytics & Review



Coaching Best Practice Evaluations



StageCoach™ Data Entry Compliance & Quality Control



Annual HIPAA Related Coach Compliance, Training & Testing



Proprietary Programs, Seminars, Lunch & Learns, etc.



Proprietary Coaching Tools & Resources



Coaching Scope of Practice Protocols

# Report Parameters and Methodology

The data presented in this study was collected by **StageCoach™**, our proprietary coaching software specifically designed, developed and utilized to meet the data requirements of onsite wellness coaching.

## Health Risks Measured

The health risk improvement data provided in Section Two, and the stratification of such data in Section 5, includes improvement in the five common behavioral and biometric health risks we routinely measure in StageCoach™. These risks include Exercise, Body Composition (BMI/Weight/Body Fat), Tobacco Use, Blood Pressure and Stress (collectively, Health Risks). No other 3rd party data is included. Though our wellness coaches conducted an average of 20 coaching interactions, on multiple wellness issues for each employee coached since inception, the outcomes include results for **all** employees who had at least two coaching interactions for one or more of the above five Health Risks.

## Measurement Period

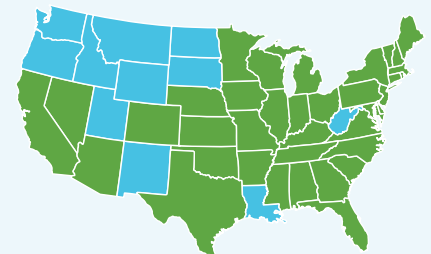
The results presented are based upon a comparison of measurements taken at the time we began coaching each employee on a risk included in the report (“Baseline”) with their most recent or last recorded coaching session (“Most Recent”). It should be noted that, as most employees will continue coaching into the future (often on a regular basis for years to come), “Most Recent” or last coaching session does not suggest that employees have completed coaching.

That’s because it is critically important to not just help people continuously make improvements, but to also help them sustain their improvements over time, and to progress to improving other risks which may also impact their well-being.

## Study Size

This report includes ALL client locations that have utilized our onsite coaching services. There were over 1,000 of such locations, in 35 states, with a total of 400,000 employees, all of whom were eligible for coaching. The average client location had our coaching services in place for 4.5 years. Our results clearly demonstrate that not only does our coaching service consistently generate a very high level of employee engagement, but also that our services drive substantial, lasting and growing population health risk improvements (behavioral and biometric).

**We are the largest onsite provider of health and wellbeing coaching**



★  
**200**  
Onsite  
Coaches

★  
**500**  
Client  
Locations

★  
Operating  
in **36**  
States





## Employee Engagement Data

The charts in Section Two set forth data regarding the: (1) very high number of employees who work with our coaches, (2) large number of coaching interactions each receive, and (3) wide variety of coaching issues addressed. In the aggregate, these three metrics drive our exceptional levels of improvement in Health Risks.

First, workplace wellness success requires that a large majority of any employee population must engage in Wellness Coach-supported efforts to improve well-being. **Chart 1** shows our exceptionally high coaching engagement levels.

Second, it takes more than just “some” wellness coaching. Rather, coaching success requires enough coaching to provide the consistent and regular support people need, for the extended period of time necessary, to achieve and sustain improvement. **Chart 2** shows the high number of coaching interactions each coached employee receives.

Finally, as overall health and well-being is a function of the interaction, interdependence and association between multiple behavioral and biometric Health Risks, our wellness coaching regimes include a focus on addressing as many of such risks and related issues as possible. **Chart 3** shows the comprehensive scope of the issues and risks that our coaches routinely address.

## Eligible Employee Population Coached

Since our inception, we've coached an average of **86%** of all employees per year!

We've coached **342,000** of the **400,000** eligible employees!

Employees have had over **6.7 million** one-on-one coaching interactions!

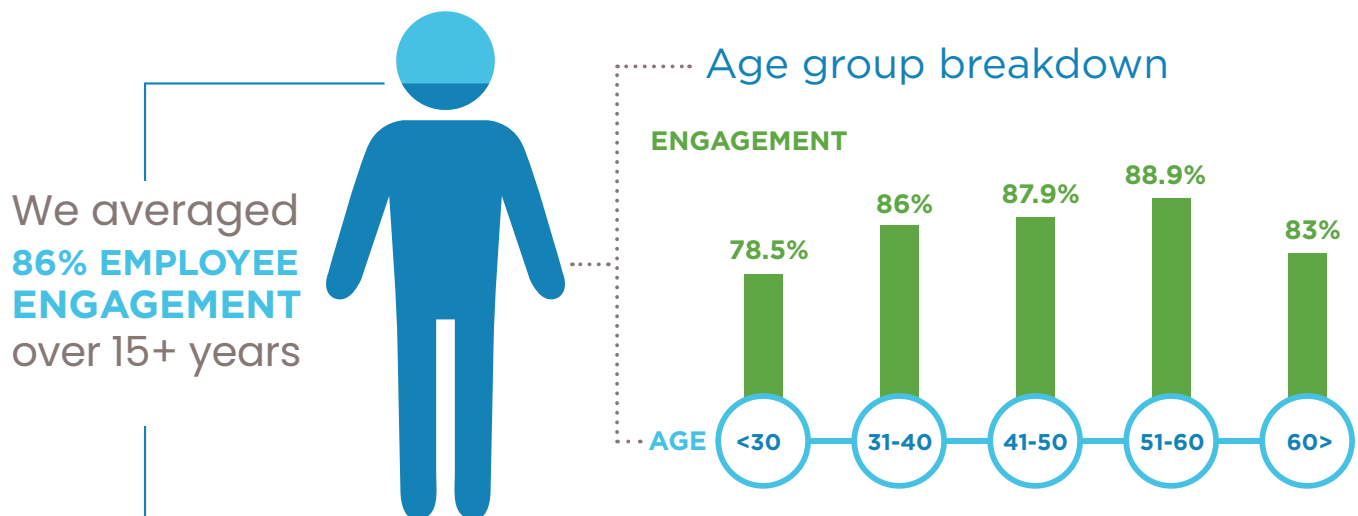
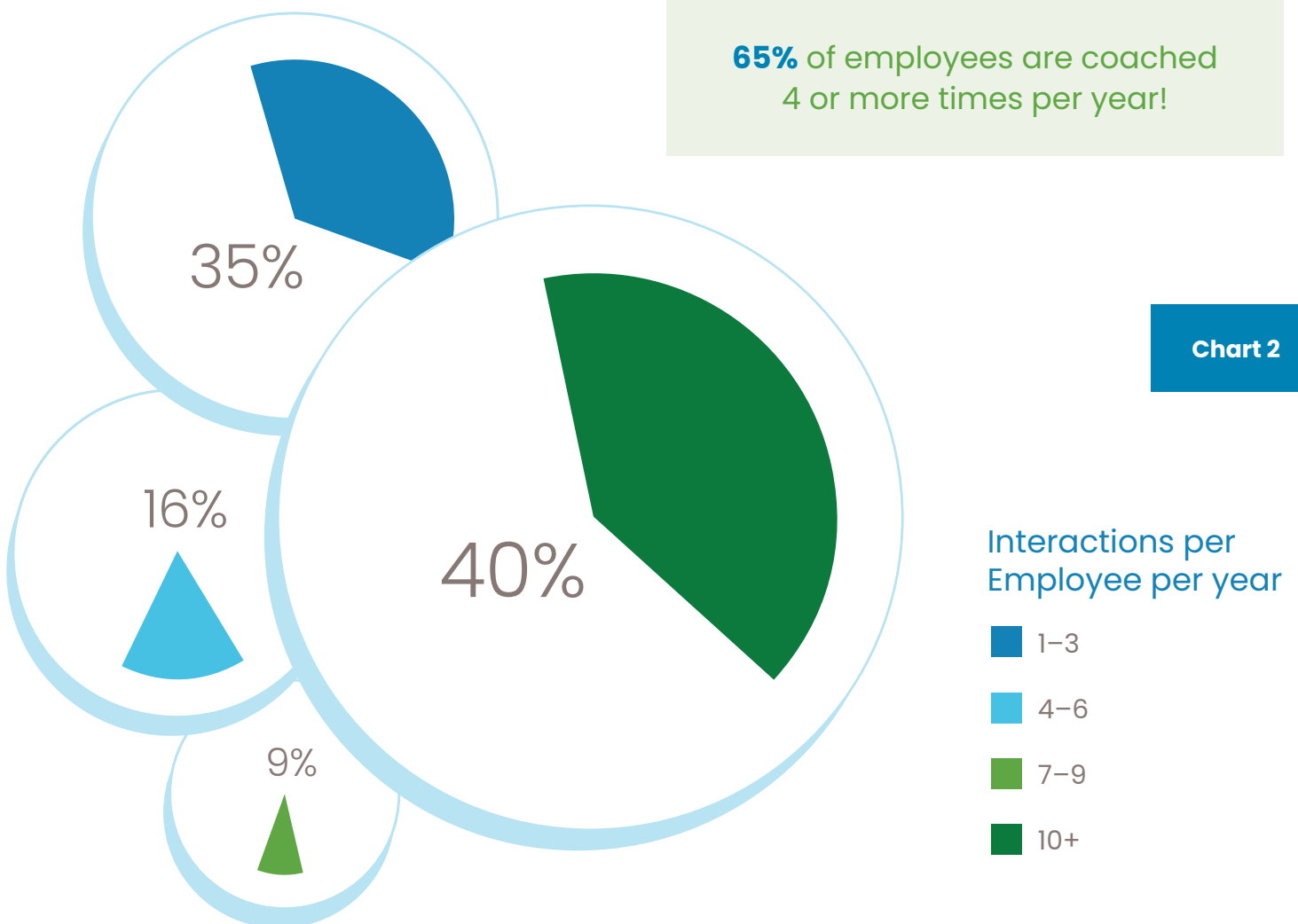


Chart 1

## Average Number of One-on-One Coaching Interactions

**65%** of employees are coached 4 or more times per year!



Of the approximately 86% of employees coached each year, the above categories represent the percentage of employees who engaged in 1-3, 4-6, 7-9, and 10+ one-on-one and face-to-face wellness coaching interactions on average per year.

Research demonstrates that only a few coaching interactions each year is not sufficient to achieve and sustain improvement in Health Risks; and that the more coaching interactions the greater the level of improvement. That's why, in addition to coaching the vast majority of the populations we serve, we coach them often and frequently, with 65% of employees engaging in 4 or more coaching sessions per year.

## Health / Wellness / Safety Issues

**77%** of employees were coached on four or more issues!

### Top 10 Health Issues:

Blood Pressure	Stress
Body Composition	Cholesterol
Nutrition	Sleep
Exercise	Tobacco Use
Weight Loss	Diabetes

Over **129,000** employees were coached on safety and injury prevention.

### Top 5 Safety Issues:

Back  
Knee  
Shoulder  
Elbow  
Wrist

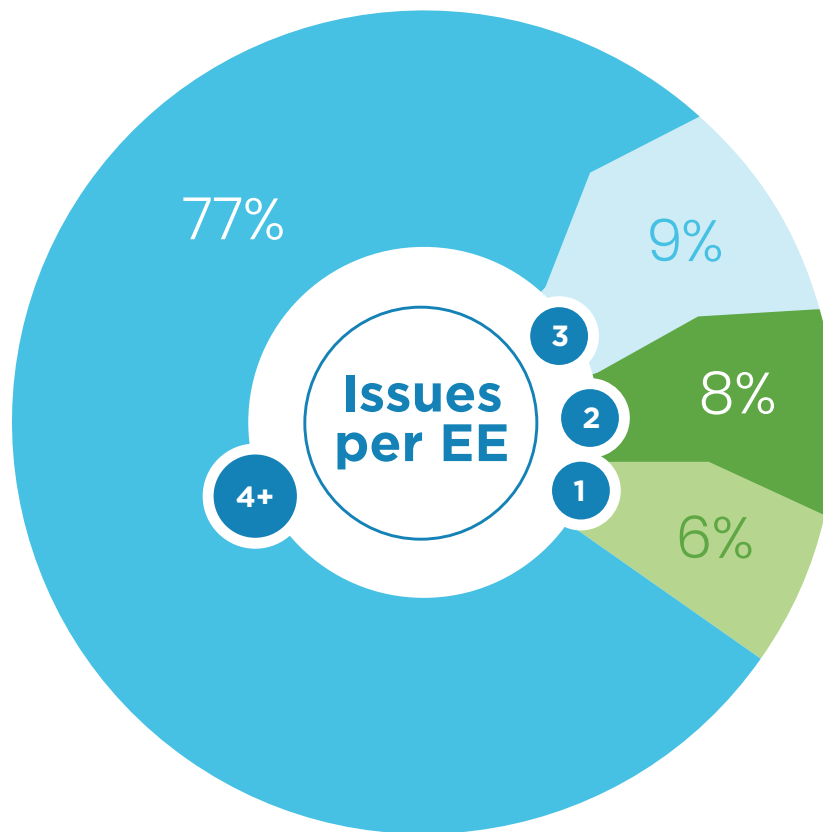


Chart 3

The categories above represent the “Number of Issues” each employee discussed with their coach.

The previous two charts demonstrated that we interact frequently with a very high percentage of employees. However, as achieving overall health and well-being is a function of the interdependence and association between multiple behavioral and biometric health risks, our coaching regimes also focus on addressing as many of such risks as possible. That’s why 77% of employees coached were coached on “4 or more” issues of interest, and relevance to their lives.



## Health Risk Improvements

Section Three includes data for all employees coached two or more times on the five Health Risks we routinely collect with our StageCoach coaching software: Blood Pressure, Body Composition, Exercise, Stress and Tobacco Use.

The results presented are based upon a comparison of measurements taken at the time we began coaching each employee included in the report (“Baseline”) with their most recent or last recorded coaching session (“Most Recent”). It should be noted that, as most employees will continue coaching into the future (often on a regular basis for years to come), “Most Recent” or last coaching session does not suggest that employees have completed coaching.

Charts 4 to 6 demonstrate that coaching the large majority of employee populations on a routine basis year after year leads to substantial improvement in employee population Health Risks.

# Number of Total Health Risks Improved

**63%** of EEs coached at least 2 times have improved one or more of the 5 health risks shown below.

**208,000** Health Risks improved for the population!

**68%** of Health Risks improved were for Blood Pressure and/or BMI!

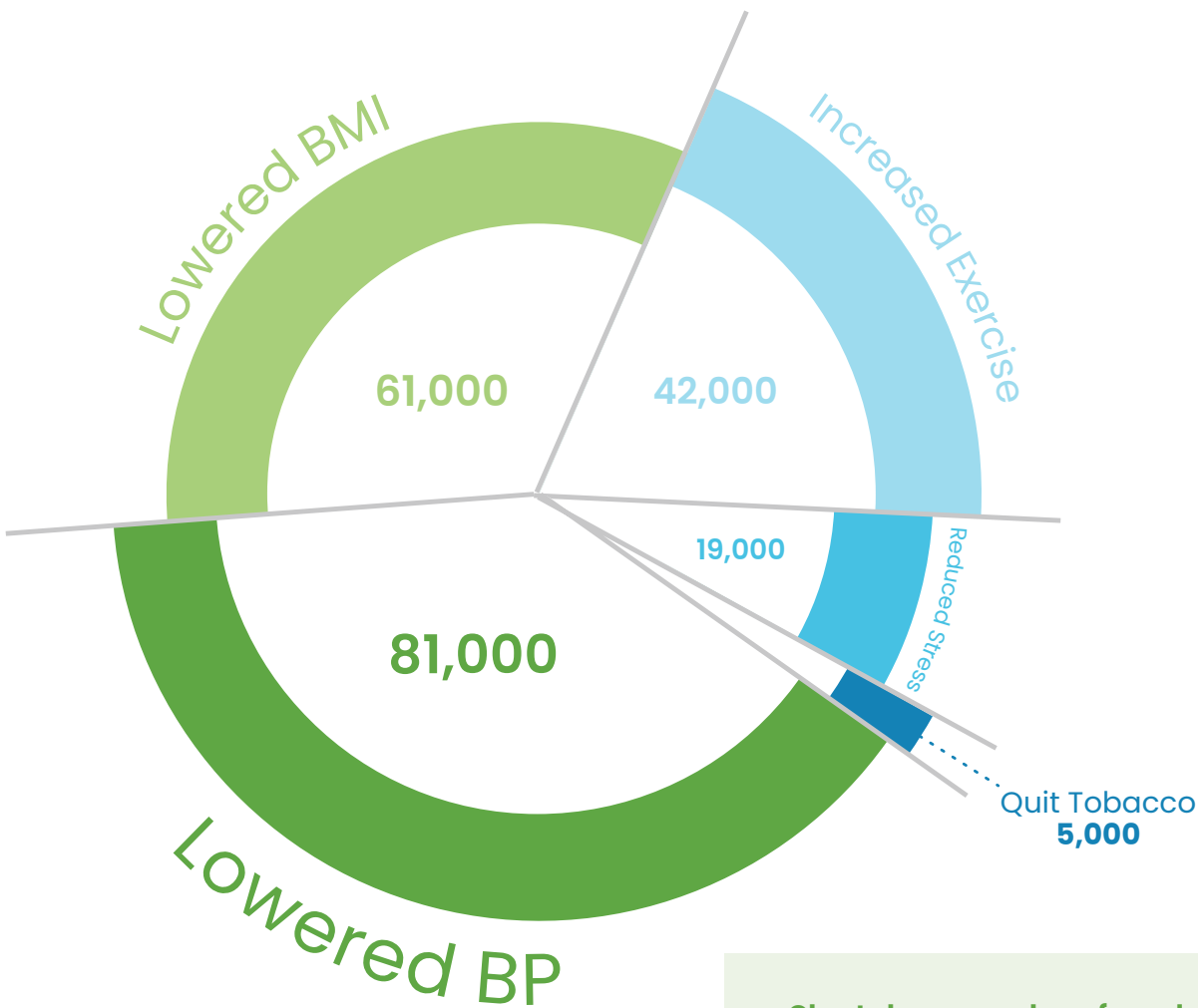


Chart 4

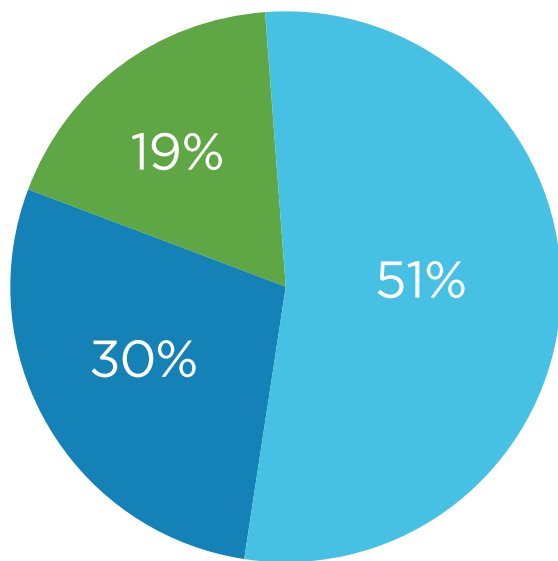
Chart shows number of employees who have improved each of the 5 health risks tracked in StageCoach™.

# Health Risks Improved Per Employee Coached

**49%** of employees improved two or more health risks!

Employees coached 10+ times improved **>2** risks.

The more coaching, the better the results!



Number of Risks Improved Per EE Coached

- Improved 1 risk
- Improved 2 risks
- Improved 3+ risks

Chart 5

Chart 6





## Population Prevalence Rates

The charts in Section Four stratify the health risk improvement data presented in Section Three to provide a more conventional look at the changes in population prevalence rates for BMI, Blood Pressure, Exercise and Stress Risk Levels (for all employees coached).

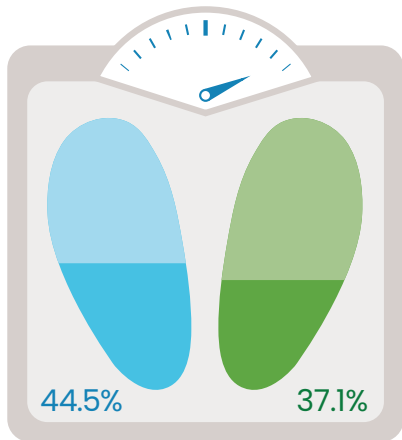
To be included in this analysis, an employee must have had at least two coaching interactions on one or more of the four Health Risk factors listed above. The percentages shown on each chart reflect the percentage of employees who presented in the various risk categories as of their “Baseline” measurement, and then as of their “Most Recent” coaching interaction. “Baseline” represents measurements at the time when employees first engaged in coaching, and “Most Recent” represents measurements as of their most recent coaching session. It should be noted that even after their “most recent” coaching session, most employees will continue to be coached for many years to come.

The charts in Section Four (charts 7 to 10) demonstrate that the substantial and sustained personal Health Risk improvements shown in Section Three convert to outstanding improvement in the health risk prevalence rates for high risk employees.

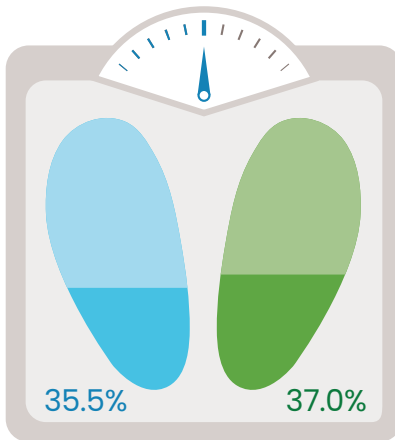


# BMI Improvements

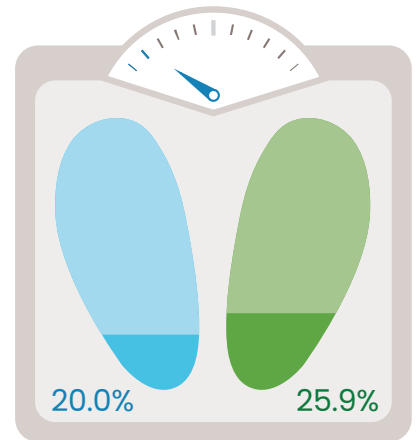
<p><b>138,000</b> employees were measured <b>930,000</b> times!</p>	<p><b>76%</b> of employees improved BMI and lost <b>625,000</b> lbs.</p>	<p>Obese population (<math>\geq 30</math> BMI) dropped <b>17%</b>!</p>	<p>Low Risk BMI population improved <b>29%</b>!</p>
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**HIGH RISK**  
[BMI > 30]



**MEDIUM RISK**  
[BMI 25 to 29.9]



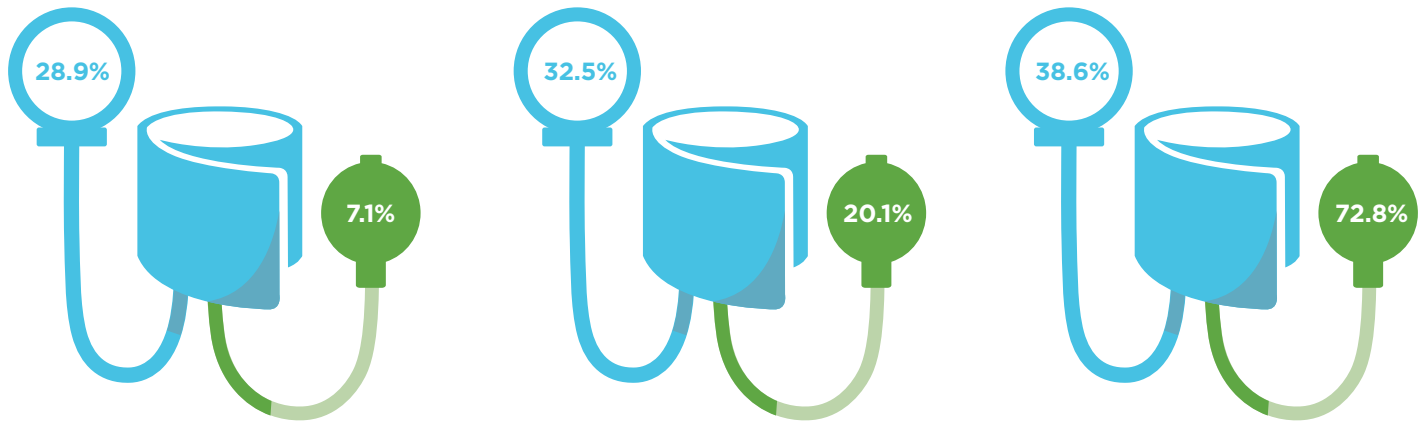
**LOW RISK**  
[BMI 18.5 to 24.9]

■ BASELINE ■ MOST RECENT

Chart 7

# Blood Pressure

<p><b>148,000</b> employees were measured <b>1,200,000</b> times!</p>	<p><b>84%</b> of employees improved blood pressure.</p>	<p>High Risk population dropped <b>75%</b>!</p>	<p>Low Risk population improved <b>88%</b>!</p>
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**HIGH RISK**  
[ > 140/90]

**MEDIUM RISK**  
[130-39/80-89]

**LOW RISK**  
[120/80]

■ BEFORE COACHING    ■ AFTER COACHING

Chart 8

# Exercise

**85,000** employees coached on exercise and **49%** improved exercise per week!

High Risk population dropped **55%**.

Low Risk population improved **293%**.

% of Coached Population

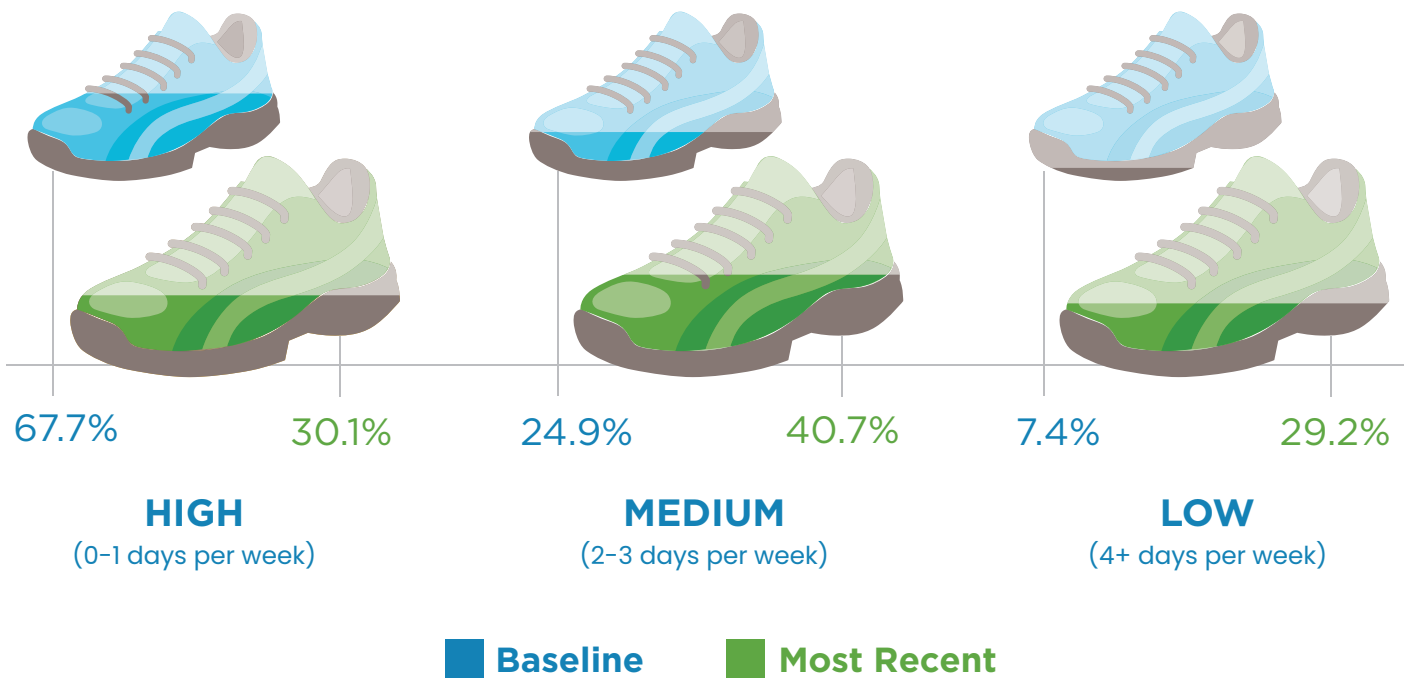


Chart 9

# Stress

**36,000** employees coached on stress and **53%** of employees reduced stress!

High Risk population dropped **45%**.

Low Risk population improved **391%**.

% of Coached Population

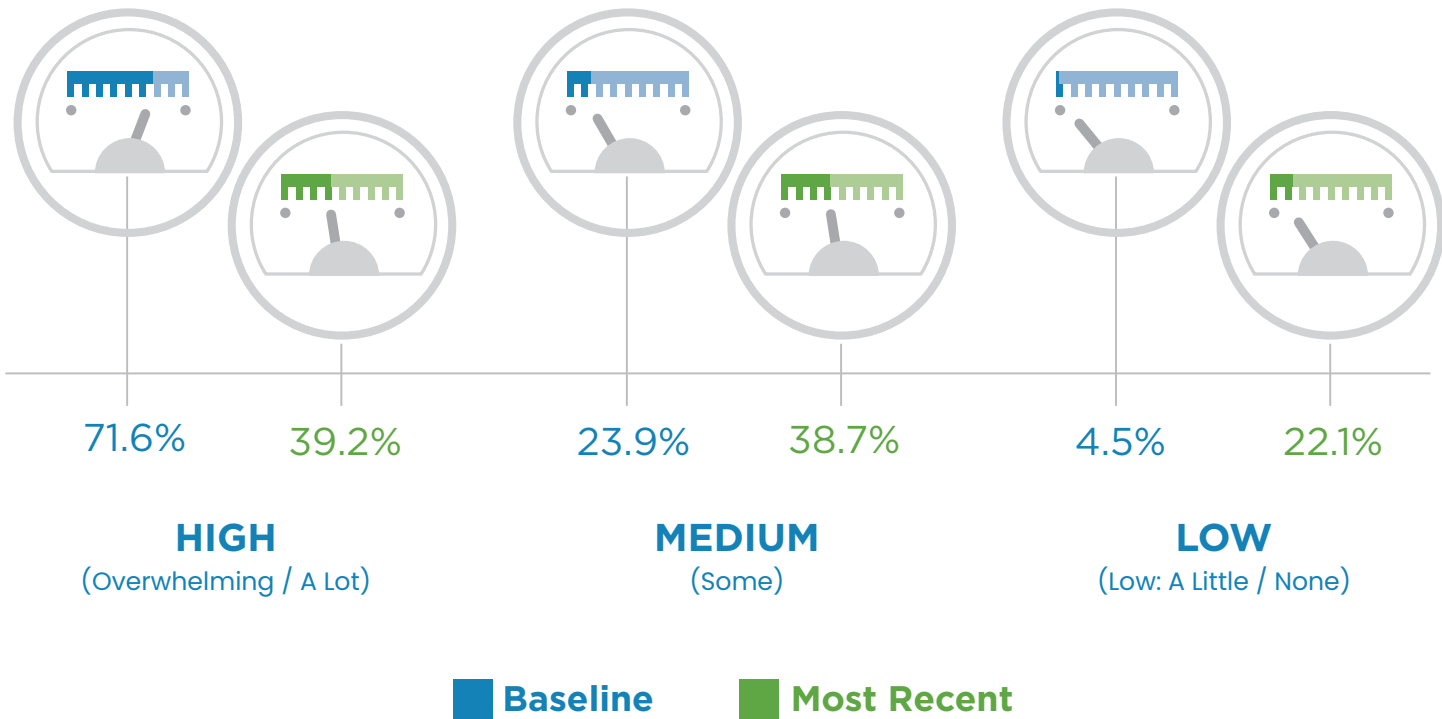


Chart 10



## Healthcare Cost Trends/Analytics

Wellness Coaches partnered with Springbuk to make their healthcare data analytics platform available for our customers utilizing our onsite coaching services. Implementation of our platform was designed to; (1) provide customers with greater insight into their healthcare utilization trends, (2) help us design customized coaching strategies and programming to tackle their high risk, high cost issues, and (3) measure the impact coaching efforts are having on key customer data metrics.

As of 12/31/18:

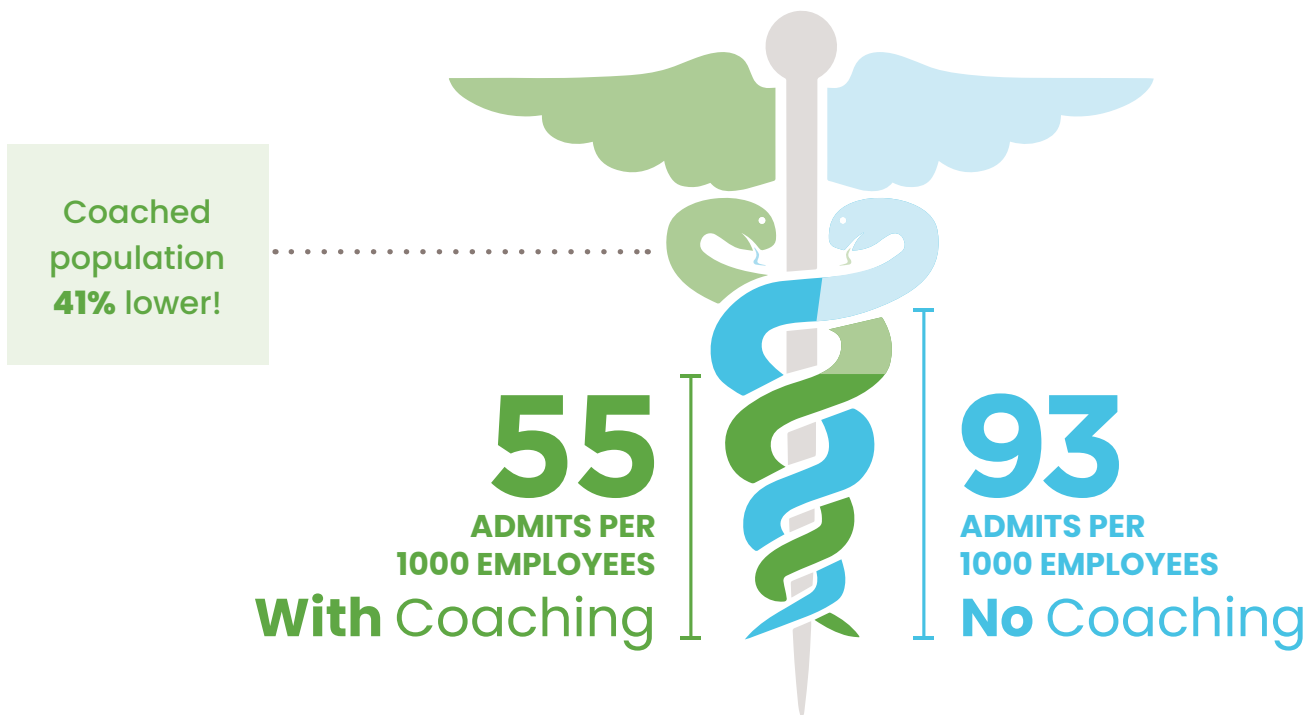
- There were ≈8,000 employees included in our data analytics platform.
- Client locations had been utilizing our coaching services for at least 3 years.
- 52% of the total population had engaged in coaching and 48% had no coaching interactions.
- The average age was 48 for Coached population and 58 and for the non-Coached population.
- The gender make-up of the population was 60% female and 40% male.
- % of population with chronic conditions was 40% for Coached population and 47% for non-Coached.

Below is a summary of key average aggregate results. We believe the outcomes further demonstrate our long-standing belief that onsite wellness coaching is the single most powerful approach to help employers have a meaningful impact on the well-being, quality of life and healthcare costs of their employee population.

## Medical & RX Claims PEPM



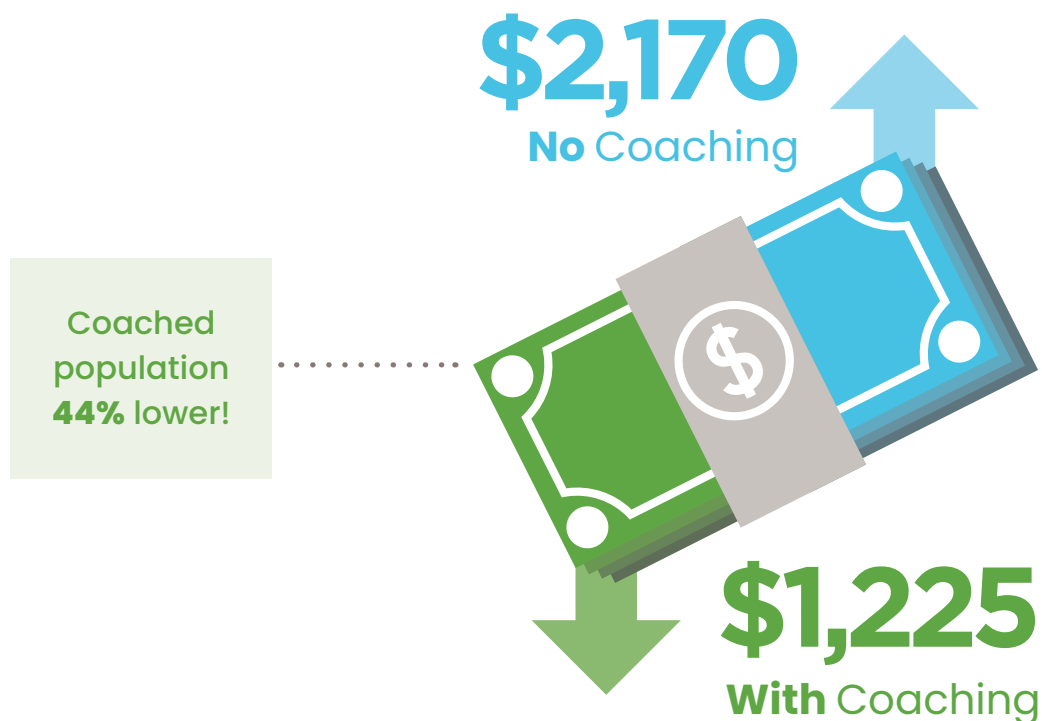
## Hospital Admits Per 1000



## Percentage of Population with Gaps in Care

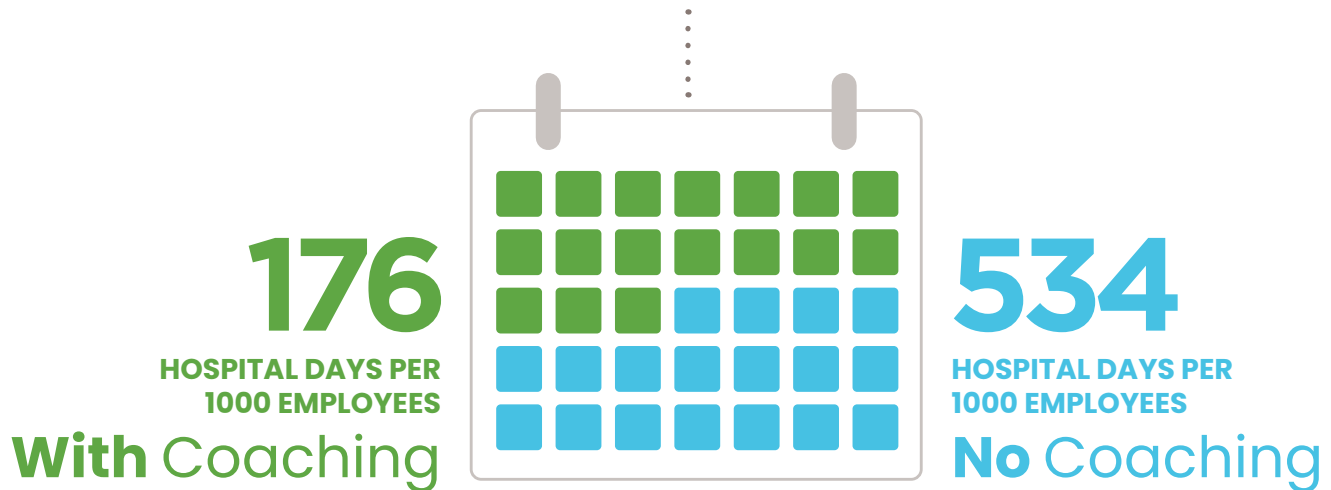


## Annual Gaps in Care Cost Per Employee



## Days in Hospital Per 1000

Coached population **67%** lower!



## 30 Day Readmission Rate

Coached population **37%** lower!





## Average RX Cost Per Script

Coached population **33%** lower!

**\$117**  
COST PER RX SCRIPT  
**With Coaching**



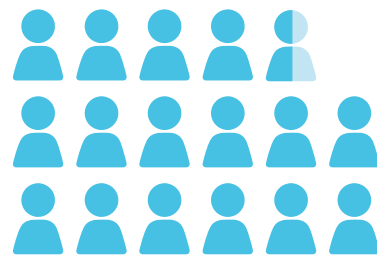
**\$175**  
COST PER PX SCRIPT  
**No Coaching**

## Employee Turnover

Coached population **75%** lower!



**4.0%** TURNOVER  
**With Coaching**



**16.6%** TURNOVER  
**No Coaching**