



CASE STUDY

On-Site Health Coaching Inspires Healthy Lifestyle Changes



CHALLENGE

Helping members make healthy lifestyle changes reduces their risk of health problems and chronic illnesses that drive up health care costs. Through on-site screenings and education on risk factors, we encourage members to make healthy changes.

GOALS

- Reach members conveniently at their place of work
- Conduct screenings and discuss health topics to engage members in adopting a healthier lifestyle

SOLUTION

Health coaches were on-site to talk with members in both group and one-on-one settings. Various monthly health topics and interactive health models were offered to engage members. Members were also able to have their blood pressure, height, weight, BMI, and body fat percentage checked.

OUTCOME

As shown in the figure, health coaches spent 30 days on-site in California and 13 days on-site in Texas with a total of 5,605 member interactions for Year 1. In Year 2, health coaches increased the number of one-on-one sessions from 554 to 937.

PARTICIPATION AND RESULTS

Year 1	Year 2
554 one-on-one sessions	937 one-on-one sessions
5,605 member interactions	4,265 member interactions

