

HEALTH COACHING

Building a Culture of Wellbeing Together

Our health coaching programs are participant-centered and goal-oriented. Our coaches meet individuals where they are on their own health journey and provide support, guidance, and real health improvement results.

We deliver a personalized experience that incorporates the latest science-backed health research and behavior change theory. All Asset Health coaching programs are personalized, approachable, and delivered through our market-leading technology platform.



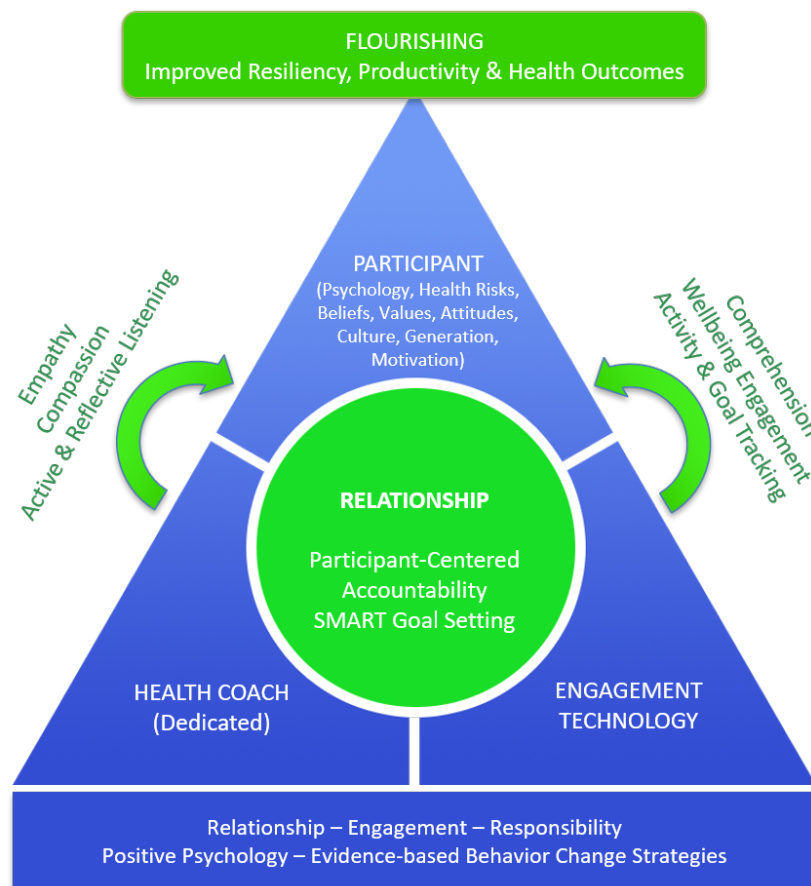
HEALTH COACHING

Improve Resiliency and Health Outcomes with a Personalized Approach

Our coaches specialize in motivational interviewing to identify intrinsic motivators and empower behavior change. We allow participants to be the ultimate decision makers and take an active role in their health and wellbeing.

Our unique Personal Learning Style assessment helps participants and coaches better understand their own psychology, empowering them to understand motivational factors – making it easier to make healthier choices.

Through empathy, compassion, and active and reflective listening, Asset Health coaches respect the dignity and uniqueness of every individual, personalizing each encounter to meet the specific needs of each participant.



HEALTH COACHING

Don't Settle for Just Any Health Coaches

Certified, Experienced Coaches Who Respect and Value Each Coaching Participant

Health coaching is a very personal and impactful experience, so we only hire the best. Our clinical team members are highly qualified and certified health coaches. Our team members have a wide variety of skillsets and specializations, allowing us to tailor our coaching programs to best support employees. Our team includes:

- Registered Nurses
- Nutritionists
- Behavior Change Specialists
- Diabetes Paraprofessionals
- Certified Tobacco Cessation Specialists
- Personal Trainers / Exercise Physiologists

Our coaches are supported by our in-house clinical leadership team along with our Medical Advisory Board.



Behavioral and Mental Health Services

An Integrated Behavioral Health Approach

All Asset Health coaches are certified in Mental Health First Aid. Employee mental health and wellbeing has become a point of emphasis and focus for many organizations. Our coaches are well-versed in behavioral health issues and can even connect participants with often underutilized Employee Assistance Programs (EAPs) through our EAP integration service.



Mental Health Toolkit

To support our client partners and their employees, we offer a toolkit designed to provide guidance and resources to develop a mental health program and strategy that increases awareness, eliminates stigma, and connects individuals with the appropriate resources to effectively manage and support their mental health.

2021 MONTHLY MENTAL HEALTH OBSERVANCES		
MONTH	NATIONAL MENTAL HEALTH OBSERVANCES	SUGGESTED THEMES
January	<ul style="list-style-type: none"> Mental Wellness Month National Clean Off Your Desk Day: Jan. 11 National Compliment Day: Jan. 24 	Mental Wellbeing at Work Mental Health Resolutions
February	<ul style="list-style-type: none"> National Eating Disorders Awareness Week: Feb. 23-March 1 Suicide Interest Day: Feb. 9 National Random Acts of Kindness Day: Feb. 17 	Eating Disorders and Mental Health Acts of Kindness Cyberbullying Recovery
March	<ul style="list-style-type: none"> Self-Harm Awareness Month National Drug and Alcohol Facts Week: March 22-28 Self-Injury Awareness Day: March 1 Zero Discrimination Day: March 1 International Day of Happiness: March 20 World Bipolar Day: March 30 	Self-Care Drug and Alcohol Awareness
April	<ul style="list-style-type: none"> Alcohol Awareness Month Stress Awareness Month National Autism Awareness Month National Counseling Awareness Month World Autism Awareness Day: April 2 World Health Day: April 7 National Alcohol Screening Day: April 7 Day of Silence: April 23 	World Health Day Healthfully De-stressing Alcohol Abuse LGBTQ
May	<ul style="list-style-type: none"> Mental Health Month 	Mental Health Awareness

Testimonials

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My son struggled with his mental health since high school. It has been difficult for everyone in the family and at times, we all felt despair. After what seemed like an eternity, my son finally got serious about seeking help and began to make progress. We were able to find an excellent therapist with the support of our Employee Assistance Program (EAP). It has now been several years, and his progress has continued. He is working and has a very positive relationship with his girlfriend. I must admit that while going through this, I was embarrassed and kept it from my closest friends. I could have used their support. Even though I am an Executive, I had concerns about using my employer's resources, so I delayed taking action. If I had to do it over, I would have shared what was going on with trusted friends and I would have reached out sooner to our EAP. My friends have all expressed nothing but support. And it turns out, that as advertised, the EAP is totally confidential. If we can learn to treat mental illness like any other illness, I think we will all benefit.

Lessons learned.

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While in nursing school I struggled with anxiety and depression and felt an overwhelming sense of pressure to "just power through it." After realizing that I would not be able to overcome these challenges on my own, I decided to seek out counseling. My counselor helped me find the root cause of the issues I was experiencing and apply real strategies that I could easily implement into my life. Over time and with practice, I was able to successfully regain control of my mental health. Over a decade later, I continue to utilize the strategies I learned whenever I am starting to feel overwhelmed or mentally taxed. Mental health is not a matter of willpower and there is no shame in seeking professional help. It was truly the best decision I have ever made for myself and my mental health.

Registered Nurse
at a large health system in Wisconsin

Senior Level Management Mental Health Training

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The senior level training program provides managers and other senior level executives with the following:

- The benefits of a mentally healthy
- The importance of mental wellbeing and
- An overview of mental health and descriptions
- Explanation as to why mental health issues are increasingly relevant to our employees

2

Understanding and Identifying the Scope of the Problem



MYTH: People with mental health problems are violent and unpredictable.

FACT: The vast majority of people with mental health problems are no more likely to be violent than anyone else.



Most people with mental illness are not violent and only 3%-5% of violent acts can be attributed to individuals living with a serious mental illness. In fact, people with severe mental illnesses are over 10 times more likely to be victims of violent crime than the general population. You probably know someone with a mental health problem and don't even realize it, because many people with mental health problems are highly active and productive members of our communities.

spend an incredible amount of time at work. For many of us, that means spending more waking hours with our team members than with our own families. It should be no surprise that work has a significant impact on our mental health and wellbeing, particularly on our mental health.

as well as develop a clear strategy to address immediate concerns and prevent future challenges. Analyzing year-over-year (YoY) data can reveal the effectiveness of targeted programming and available resources.

Survey and assessment tools may include:

HEALTH COACHING

Empathetic Coaches Backed by Proven Technology

Asset Health Coaches:

- Tailor their approach to meet the current and future needs of every individual using a psychological profile and learning style assessment within our Health Assessment
- Identify habits and behaviors that raise a participant's risk for chronic disease and take realistic steps to decrease those risk factors
- Work with the same individuals throughout multiple coaching sessions, which leads to the development of trusting relationships with their participants
- Create an environment that supports, enables and fosters sustainable behavior change using evidence-based strategies
- Guide the participant to overcome barriers and challenges
- Empower, inspire and support the individual to be the best version of themselves
- Focus on sustainable behavior change resulting in a balanced, lifelong healthy lifestyle

Real Human Connection Meets Engaging Technology

Our coaching model supports the participant with a high-tech, high-touch experience, leveraging a comprehensive technology platform together with dedicated, empathetic health coaches. Our platform includes a comprehensive Health Assessment, Engaging Health and Wellness Courses, SMART Goal tracking and more – fully integrated into the coaching experience.



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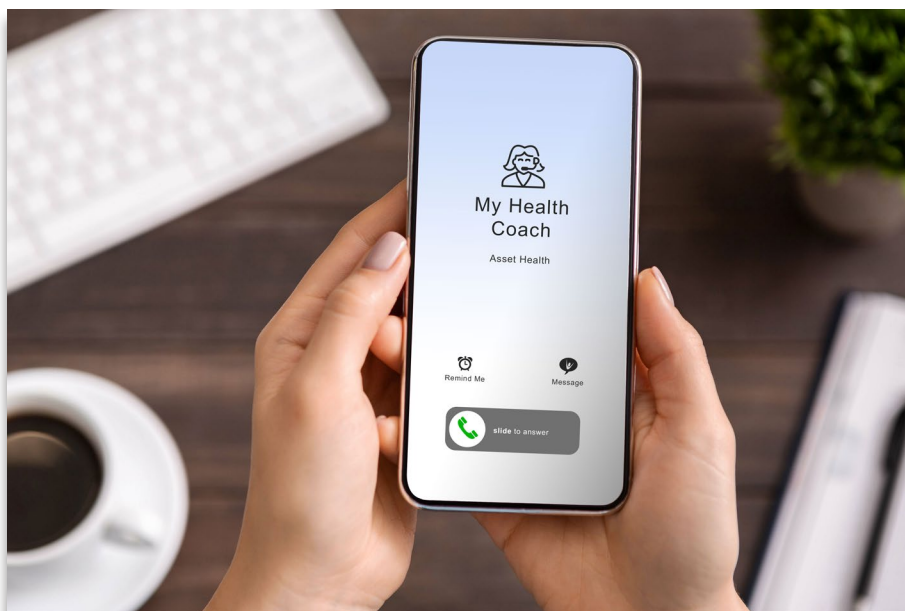
Meeting Participants Where They Are

A Proactive, Outbound Approach to Telephonic Coaching

Many Health Coaching programs rely on the inbound call method. This places the burden on participants to pick up the phone and take initiative. When coupled with lackluster communication efforts, this method leads to minimal engagement. Companies sell these services with the knowledge that they won't have to staff many coaching hours. At Asset Health, we prioritize engagement and put participants first. Our fully integrated scheduling tool and outbound model puts participants at ease and respects their time, all while making engagement easy. As a result, our programs have tremendous participation and even better results.

Fully Integrated and Fully Flexible

- We can seamlessly integrate your Health Coaching program into any employee reward structure
- Health Coaching is a great RAS for outcomes-based programs, and is also future-proof in the event that outcomes-based programs are adversely impacted by future regulation or legal challenges
- We are not reliant on onsite biometric screenings and can incorporate real biometric health measures through our innovative Digital Health Screening Form



HEALTH COACHING

Health Coaching Programs and Services Include:

- Lifestyle Management coaching, telephonic or on-site
- Know your Numbers biometric review call
- Lifestyle Rx coaching for high-risk participants
- Make a Plan custom health coaching
- Path to Wellness coaching programs, including a dozen targeted coaching programs with a comprehensive coach-guided or self-guided online experience. Our Path to Wellness Programs are dual-track (online and coach-supported), delivering a high-tech and high touch solution
- Tobacco-Free Me telephonic-based tobacco cessation coaching program consisting of six modules that delivers a comprehensive RAS solution for tobacco incentive designs



Asset Health delivers results-focused, fully integrated, end-to-end wellness services and technologies that power the health of the whole person, in cultures of wellbeing.



Coaching Participants In Their Own Words

My coach was great in supply me with useful information that helped me meet my goals. I feel that I will be able to sustain this lifestyle going forward!

— 2020 Nourish PTW Participant

"I have sincerely valued our talks and have felt motivated and supported in creating a healthier life for myself this year. Even when I felt I had failed to meet a goal, you found a way to show me that I was still on the right track, and that was very reassuring and encouraging. You are gifted in your work, and I have grown in good ways during our work together...Whether or not our paths cross again in the future, I'd like to take this opportunity to send a sincere and heartfelt thank you. Keep up the good work. You are skilled as a listener, as a coach, and as a human being who sees the good and the strengths in people."

— 2019 Lifestyle Management Coaching Participant, Non-Profit Community Services Client – Metropolitan Chicago

"I mentioned earlier on that [my coach] was a huge asset in helping to keep my mind focused on the goal. She was encouraging, offered great suggestions and cheered my successes. She also didn't make me feel bad about myself when I slipped, but encouraged me to get back on the horse and ride it to the end. She held me accountable, but also made me feel proud when I met my goal!"

— 2020 Focus5 PTW Participant, Nationwide Energy & Industrial Client

"I quit dipping in March...I think the program definitely got me thinking about quitting because before I didn't have anyone offering to help...There was no pressure which made it easier for me to come up with the will myself. I think everyone has the power to quit."

— 2020 Tobacco-Free Me PTW Participant, Nationwide Plumbing, Heating & Industrial

"[My Coach] is a Rock Star!!! No judgment and no shame...she keeps it real."

— 2019 TFM Participant, Nationwide Plumbing, Heating & Industrial Manufacturing Client

My health coach was very encouraging, and each call discussed different health goals I should work towards, making sure I had the resources I needed. The lessons had useful information, but were short enough to keep my attention. This session has been enlightening and encouraging for me.

— 2020 Focus5 PTW Participant



Learn More

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