

# A Holistic Mind-Body Approach

# Health Coaching

**Health coaching through Marquee Health is based on a holistic, mind-body approach that views good health as a balance of physical, financial and emotional well-being.**

## Delivery

Marquee Health provides personalized coaching through multiple channels: telephonic; in-person; email; text; web chat; and video. For web chat and video consultation, Marquee offers scheduled video sessions via the proprietary eConnect® platform. Coaching is available in both English and Spanish.

## Background

All Marquee Health educators have a graduate-level degree in a health-related field. Coaches are also National Board Certified Health & Wellness Coaches (NBC-HWC) and certified by the American Lung Association as a Tobacco Cessation Facilitator. In addition, all health educators have education and professional experience in one or more of the following areas:

- Health Promotion
- Certified Personal Training
- Nutrition (RD)
- Community Health
- Tobacco Cessation
- Exercise Physiology
- Prenatal Counseling
- Public Health Policy

## Coaching Topics

Participants may engage with Marquee Health for one or more of the following reasons:

- Weight Management
- Tobacco Cessation
- Diet and Nutrition
- Exercise and Fitness
- Improved Sleep
- Family Health
- Pre- and Postnatal Health
- Cholesterol Management
- Reducing Blood Pressure
- Diabetes Management
- Stress Management
- Financial Fitness

## 7.9X Engagement

Marquee's health educators engage with program participants an average of 7.9 times per case.

## Coaching Process

Using the principles of stage-based behavior change and Positive Psychology, the Marquee Health coaching model meets participants where they are in their readiness to change. The Marquee Health coaching process includes:

- A member-centric problem-solving approach that identifies a participant's readiness to change;
- Helping participants maintain active engagement in the coaching process;
- Developing a personalized plan of action;
- Tracking goal achievement and success;
- Create SMART (specific, measurable, attainable, relevant and time specific) goals and activities;
- Providing timely and relevant health information and education;
- Using Positive Psychology principles to uncover members' strengths and motivations;
- Coordinating referrals to other health management resources, when appropriate.