



HEALTHY LIFESTYLE COACHING

Impacting Health, Productivity—Your Bottom Line

A recent study measuring the impact of health risk on productivity showed that employees engaged in lifestyle coaching significantly lowered their health risk factors and employers recognized a return on investment of \$3.73 per \$1 spent.¹ Now, Magellan Health Services, the company that has been helping people change unhealthy behaviors for more than 30 years is proud to introduce a powerful new Healthy Lifestyle Coaching program to help members and employees identify and modify daily choices that affect their performance, their health and your bottom line.

“This program is different. My coach worked with me on my goals.”

—Employee enrolled in Healthy Lifestyle Coaching

Empowering and Motivating Change

A key component of Magellan’s new NAVIGO product suite, Healthy Lifestyle Coaching can help all of your employees understand how their daily choices affect personal and professional health and well-being. Upon completing a brief, online questionnaire, employees immediately receive a personalized report along with specific steps to take to improve their health and well-being. Through ongoing online communication and resources, Healthy Lifestyle Coaching helps individuals make the incremental changes necessary to achieve their goals.

Coaching at the Core of Wellness

Members identified as high-risk through the online questionnaire may also have access to a specially trained personal telephonic coach. Our professional coaches are trained to:

- Acknowledge the emotional aspects of behavior change and address cognitive distortions
- Apply motivational interviewing skills, behavioral modification techniques and generate hope
- Plan little successes to create momentum for change

Healthy Lifestyle Coaching targets risk factors that most often lead to chronic conditions such as diabetes, heart disease and cancer. As a core component of an integrated wellness program, coaching allows you to have the greatest impact on those individuals who will benefit most.

Mitigating Health Risk for Long-term Benefit

To help you monitor impact, Healthy Lifestyle Coaching services includes comprehensive management reports that measure health status and productivity, allowing you to identify trends in your organization and target resources to address those issues.

To find out more about how Magellan can help you improve productivity and take important steps to reduce total health care costs, contact your Magellan representative today.

1. A vielife/International Health & Performance Management (IHPM) Health and Performance Research Study sponsored by a grant from Standard Life Healthcare and Philips.

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