



Connecting the Dots: Wellness Coaches and Corporate Wellness programs

Sabryna Liddle, MS, NBC-HWC, CWWPC

Why Do Wellness Programs Exist?

From an Employer View:

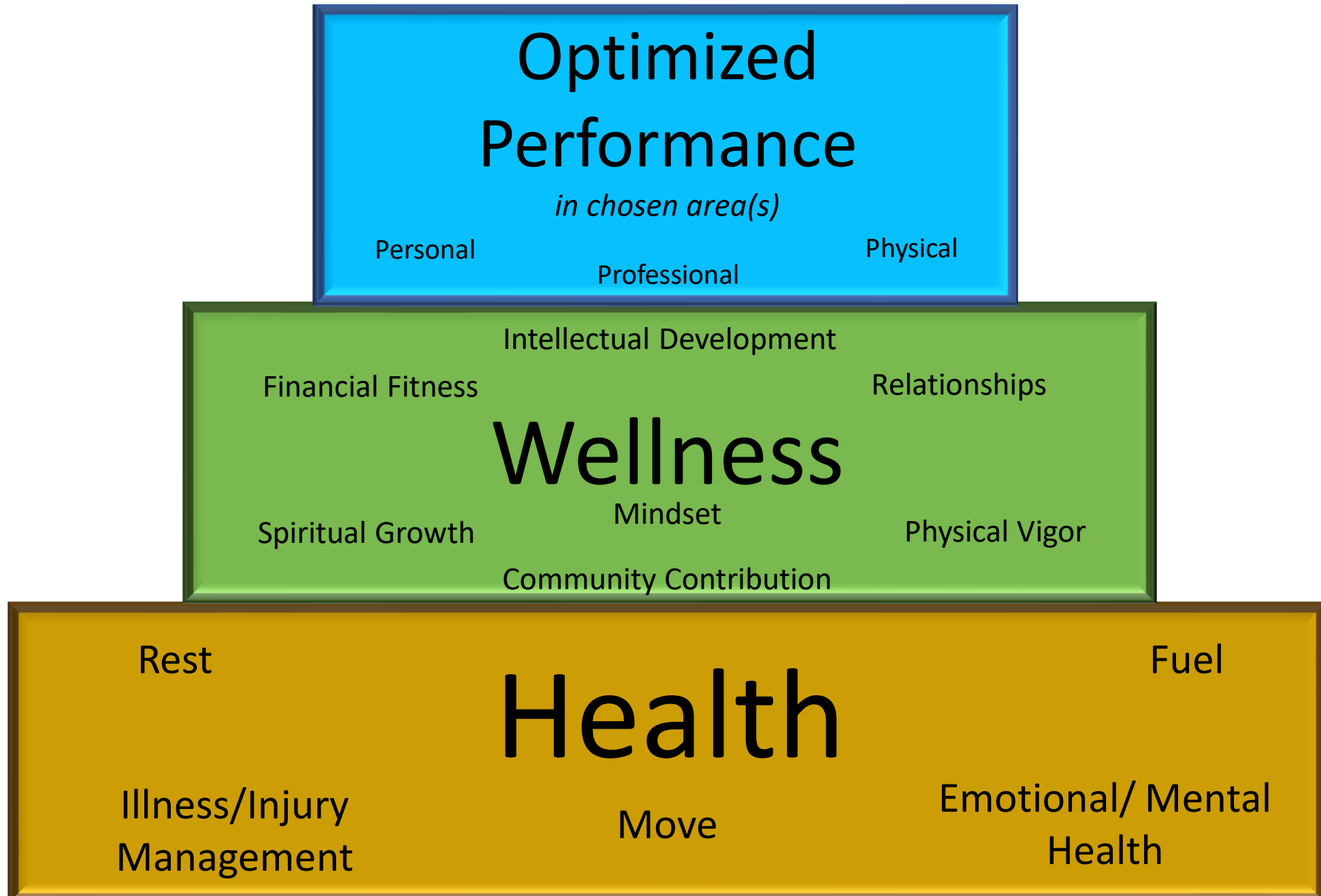
- Reduce cost of employee healthcare
- Reduce sick leave, disability, workers' comp costs
- Attract quality employees
- Decrease turnover

=> OPTIMIZED PERFORMANCE!



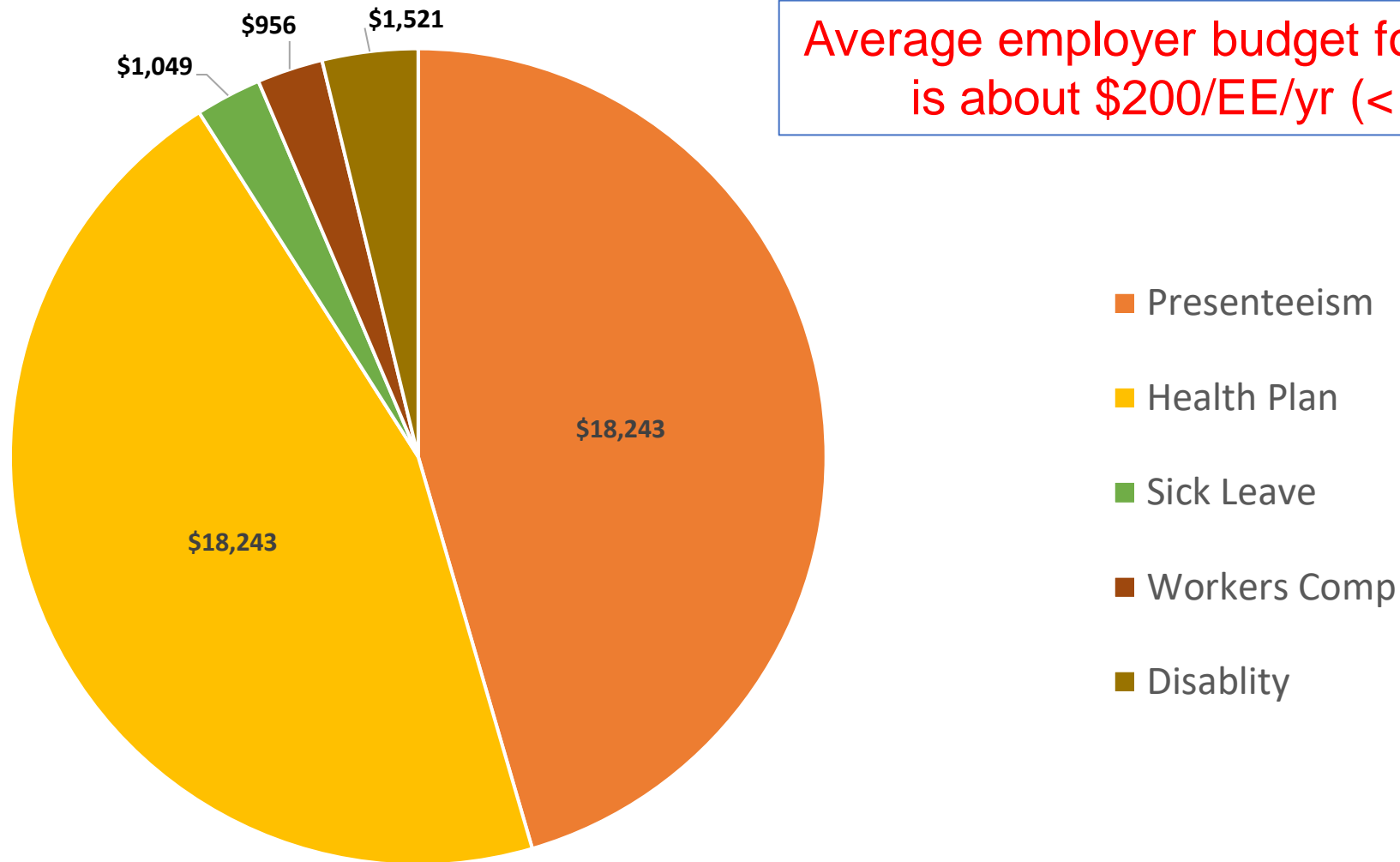
The Catalyst Building Blocks of Performance

©2021



Employee health-related costs (L. Chapman, personal communication, March 18, 2021)

Average employer budget for Wellness is about \$200/EE/yr (< 1.0%)



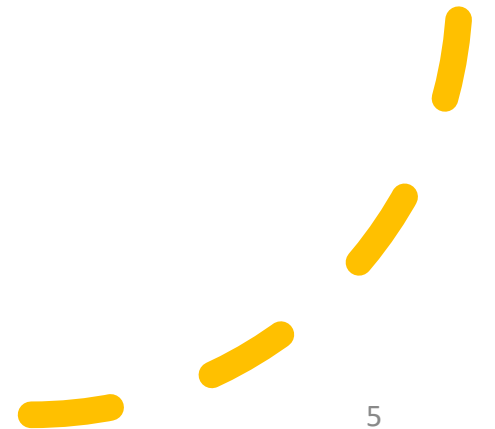
Total = \$40,105*

* = 2020 Dollars

Sources: Bureau of Labor Statistics, Annual Compensation Survey and selected peer review articles.

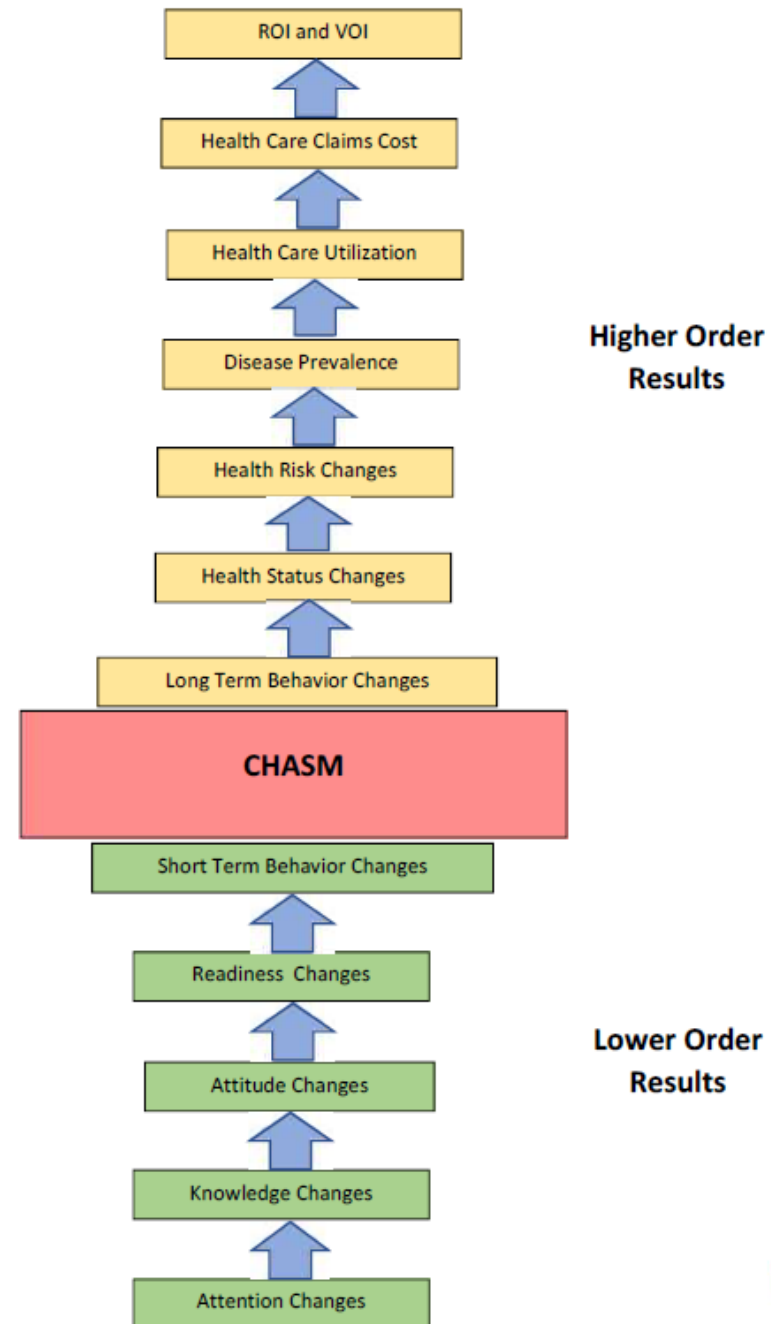
Only 20%
intrinsically
motivated to
be healthy

- Improving Wellness is about behavior change.
- Long term behavior change is difficult!



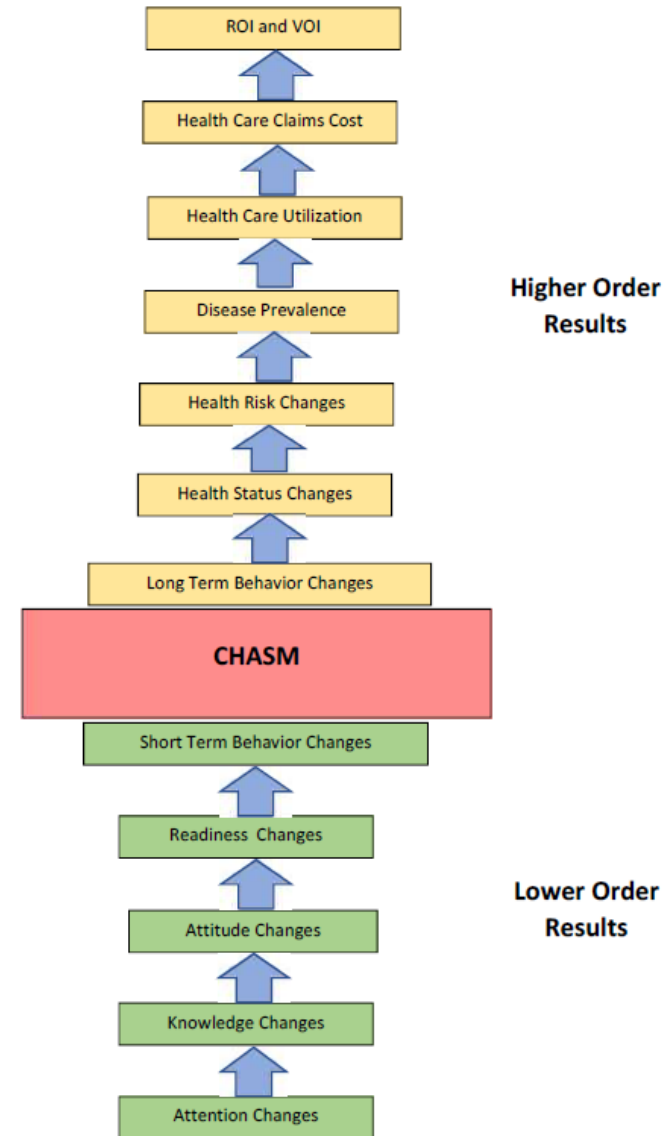
Crossing the Chasm

Results Hierarchy for Your Employee Wellness Program



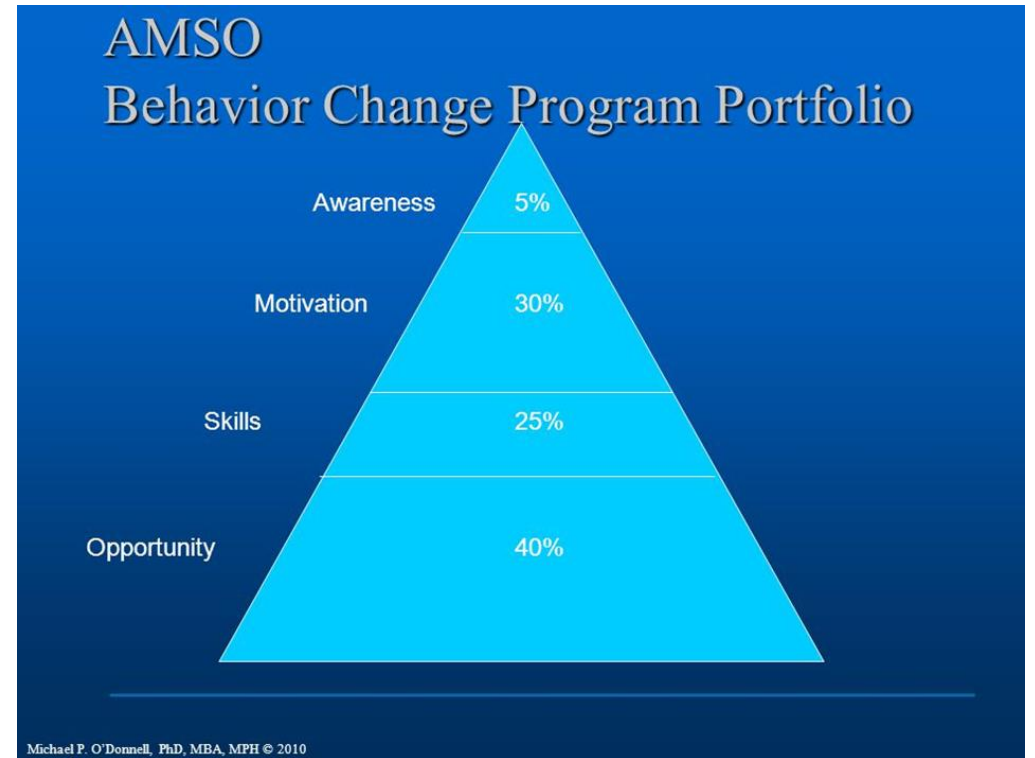
Coaching Crosses the Chasm

Results Hierarchy for Your Employee Wellness Program



AMSO Framework

- **A - Awareness**
 - **M - Motivation**
 - **S - Skills**
 - **O – Opportunity to practice skills**
-
- O'Donnell, M. (2017). *Health promotion in the workplace: Improving awareness, enhancing motivation, building skills and creating opportunity (5th Edition)*. Troy, MI: Art & Science of Health Promotion Institute



Awareness

Does the program/activity increase employee awareness of a health-related behavior?

Coaching

HRA

Biometric screening

Lunch-n-Learns

eHealth portal

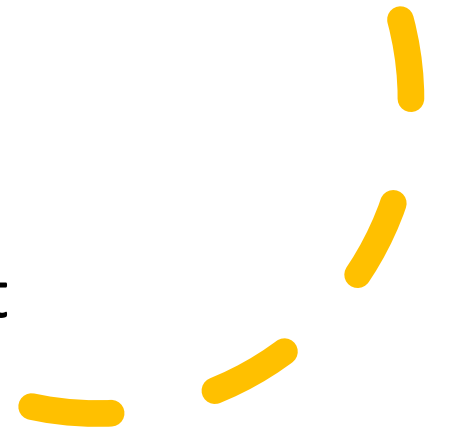
Wellness Champions





Does the program/activity enhance employee extrinsic or intrinsic (better!) motivation to change a health-related behavior?

- Coaching
- Incentives (extrinsic)
- HRA
- Support of senior management





Skills

Does the program/activity offer the employee education around a new skill associated with behavior change?

- Coaching
- Online learning management systems
- Demos or Lunch-n-Learns



Opportunity

Does the program/activity provide the employee with the opportunity to practice skills for formation of new habits to support lifestyle behavioral change?

- Personalized Support
 - Coaching
- Organizational Policies
 - Support of senior management
 - Flex time
- Environment
 - Steps challenges/Team competitions
 - Wearables
 - Nutritious options

Connecting the Dots with AMSO: Awareness, Motivation, Skills, Opportunities



- Takeaways?
- How can we as coaches better support wellness programs?
- How can we help employees shift from extrinsic to intrinsic motivation (short term behavior change -> long term behavior change)?

Possible Ways Forward

Remember Building Blocks of Performance

- Coaching is foundational!
- Coach on Health, Wellness, and/or Performance.

Be a catalyst for moving from ST Behavior Change to LT Behavior Change.

- Ask EE what other program activities might exist that would support EE's interested behavior change.
- Encourage EE to explore program resources.

Addressing EE, "I am just doing this for the incentive."

- Offer the idea that the company provides an incentive so the employees can try and test out different things to support new healthy behavior change.

Be more comfortable addressing value of HRA or biometrics.