

# 360 Wellbeing Checkup<sup>®</sup>

The nation's only board-certified coaching approach to earn trademark status with the US Patent & Trademark Office

What if you didn't have to settle for generic, one-size-fits-all options? This question drove creation of FedEx (alternative to standard mail), Nike (waffle shoe for runners), and the iPod (replacing the Walkman... precursor to the iPhone) along with so many other developments. Now, that same question has created a new approach to best-in-class coaching for employees nationwide.

The vision of a more effective approach to employee health & wellbeing launched in 2007 from a kitchen table in the foothills of Colorado. Over the ensuing 18+ years, Catalyst Coaching's exclusive focus on personalized, nationally board-certified coaching became the employer's, EAP's and complimentary wellness provider's partner of choice. It has now **earned USPTO trademark** status.

## 360 Wellbeing Checkup<sup>®</sup>

The trademarked Catalyst approach to coaching is easy to integrate into any current program or platform – or treat as a powerful stand-alone benefit. Additionally, our value-based pricing allows you to control costs and optimize ROI. Customize your offering or integrate one of our popular tiers.

- **Core:** Modeled after traditional dental checkup model but focusing on physical & mental wellbeing. A low cost, high value option providing a meaningful way to support employees.
- **Core Plus:** Our most popular model integrates four annual sessions to discuss any element of interest (sleep, stress, mental fitness, managing chronic conditions, and more\*).
- **Peak Performance:** Provides up to 12 annual coaching sessions for those taking that next step forward personally or professionally (or employers who want to support the growth).

**\*Specialty coaching options** (in addition to core physical & mental wellbeing coaching) include:

- **Catalyst One** – Personalized lifestyle coaching to compliment use of GLP-1 medications
- **Catalyst Elite** – Specialized coaching for executives, top performers and high achievers
- **Catalyst Quit** – Tobacco cessation program (qualifies as “Reasonable Alternative”)
- **Catalyst Campfires** – Small group coaching sessions to compliment broader wellbeing strategies
- **Catalyst Care** – Lifestyle support for individuals and family members through cancer journey as well as pre/post surgical coaching to help optimize outcomes from surgery



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