Health Behavior Change Through Coaching: a Multi-Modal Approach

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# Overview - University of Iowa

<table>
<thead>
<tr>
<th>Academics</th>
<th>Worksite</th>
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<tbody>
<tr>
<td>• 24,476 Undergraduates</td>
<td>• Public University</td>
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<td>• 7,535 graduate and professional students</td>
<td>• Self-funded</td>
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<td>• 11 Colleges</td>
<td>• 18,000 benefits-eligible faculty/staff</td>
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<td>• 200+ majors, minors and certificate programs</td>
<td>• 1,700 acre main campus</td>
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<td>• 5,000+ courses offered yearly</td>
<td>• 298 buildings</td>
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<td>• Health Care System</td>
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Integrated Health Management Model

University Human Resources
- Benefits, Health & Well-being
- Labor Management, Policy
- EAP, and Data Integration

Risk Management
- Environmental Health
- College of Public Health, Facilities Management, University Hygienic Lab, Office of Sustainability

Health Services
- Employee Health
- UI Health Care
- Colleges of Pharm, Dentistry, Pub Health, Nursing, Medicine

Disability Assistance
- Return to Work and ADA Coordination; Student Disability Services

Long Term Disability and Leave Mgt.

Organizational Development

Recreational Services
- On-campus facilities
- Outdoor and Indoor fitness and recreation

Safety
- Organized Safety Committees
- Environmental Health & Safety
- UI Police

Confidential Support
- Office of the Ombudsperson
- University Counseling Service

Insurance Provider Relationships
- Sedgwick CMS
- Delta Dental
- Principal Wellmark

Workers Compensation
- Case Management/RTW
- OSHA
- Environmental Health & Safety

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Our Story: Value of Investment

Better Health
- 10-year population health improvements

Improved Performance
- Less sick leave and higher work satisfaction for employees with healthy habits

Value to the University of Iowa
- Value-on-investment approach to program evaluation including Return-on-Investment
10-Year Health Improvement

- **Good Nutrition**
  - Improvement from 2006 to 2016
  - 43% to 66%

- **Physical Activity**
  - Improvement from 2006 to 2016
  - 57% to 69%

- **Eating Fruits & Veggies**
  - Improvement from 2006 to 2016
  - 51% to 63%

- **Stress Management**
  - Improvement from 2006 to 2016
  - 79% to 86%

- **Non-Smoking Status**
  - Improvement from 2006 to 2016
  - 93% to 97%
Types of Programs Offered

Health & Well-being
- PHA
- Healthy Living Center
- liveWELL Points & Store
- Challenges
- Internal EAP
- Health Coaching
- Weight Watchers
- Mindfulness-Based Stress reduction

Work/Life
- Flex Work Arrangements
- Child Care resources
- Elder Care services

Recreational Services
- 4 Fitness locations
- Personal Training
- 70+ group fitness classes weekly
Health Coaching Administration

• Internal Staff
• HIPAA compliant
• Electronic forms, records, satisfaction surveys
• Engagement Plan
  – Outbound recruitment to moderate/high risk individuals
  – Success Stories
  – Mailers
  – Health Coach Tips at website
  – Social media
Qualities of a Health Coach

Competencies

- Degree(s) in health/wellness
- Certified through credible organization as a health coach
- Ability to “listen between the lines”
- Own actions in alignment with inspiring and motivating others

Intrinsic Qualities

- Passionate about empowering others
- Desire to learn
- Courageous
- Value relationships
- Sensitive
Health Coach Process

1. Personal Health Assessment (PHA) – 20 minute online questionnaire
2. Individual Report – Tailored feedback for personal health plan development
3. Health Coach
4. Appropriate Referral

Personal Health Assessment
(With Tailored Health Feedback Report)

Health Coach

PCP Referral Service

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Health Coaching: Multi-Modal Approaches

The right service for the right person at the right time.
Health Coach Structure

• Coaching / Information-providing blend
• Up to 5 sessions
• Allow flexibility based upon risk and readiness
• Multiple Locations
• Extended Hours
On-site Group Coaching

- Tailored to local norms and culture
- Enlist existing support system
- Accessibility
- Leadership support
- Conversations may be sensitive
On-Site Office Hours

• One-on-one interaction at local workspace
• Accessibility for unique workgroups
• Coaching efficiency maximized
• Workplace norms highlighted
• Follow-up identified by client and coach
Population Specific

- Increase participation among unique groups
- Blending of many workgroups for idea sharing of relevant content
- Marketing matters!

Rethink images and words
Web Based Coaching

• Group Coaching via Group Chats

• Text platform for behavior change
Topic Specific Group Coaching

- Offers a blend of health education with behavior change
- Content is instructor lead with coaching questions that allow participants to explore goals

Physical Activity and Performance Planning
Anti-Inflammatory Eating for Optimal Health
Resilience 101
Healthy Weight
Unwrapping the Science of Sugar
Booster Coaching

• NEW! 2016
• Laser-focused coaching sessions
• Compacted content appeals to high performers/previous clients
• Client knowledge and experience blended with coach expertise
Outcomes

- Are more successful at weight loss
- Stick with exercise habits longer
- Exhibit less negative health behaviors and more positive health behaviors
Health Coach Service:
6,375 served since 2006

Closed Health Coach Cases Per Year

Total Coaching Cases Closed

Year

--- | --- | --- | --- | --- | --- | --- | --- | --- | --- | ---
231 | 403 | 503 | 575 | 650 | 711 | 538 | 759 | 738 | 729 | 751
Satisfaction

Health Coach Service
• 98% report service as good or excellent
• 95% report service improved their well-being
• 95% report improvement in satisfaction with working at UI

Referral Programs
• High Satisfaction across all programs

On Mindfulness-Based Stress Reduction Program [email to health coach 2/12/16]: “It has changed my life....seriously! I am SO THANKFUL for this opportunity. I was approaching certain things in my life differently after the first week and certainly after 4 weeks in I am making more changes. I have told my friends that this is the first type of self-care I have had in 15 years. I am so glad that I was mentally ready to take it on and that is what I would recommend for others.”
Success and Satisfaction

DEONE’S STORY

Deone Pedersen, Tippie College of Business, has participated in liveWELL since 2008. While working individually with Health Coach Erin Litton, she had a breakthrough.

“On a hike I was challenged to walk on terrain that was more difficult than anything I had done before, but I found that I could do it and I liked it! I worked with Erin to find an activity tracker, and we put a walking plan in place that includes walking to and from work. The walking plan and accountability of my health coach has improved my health, happiness, and ability to travel, which is something I am passionate about.”

Deone Pedersen Tippie College of Business

‘Eating more vegetables helped me lower my blood pressure’

UI staff member teams up with health coach to map out successful dietary strategy

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Net Promoter Score

Net Promoter Score®, or NPS®, measures customer experience and predicts business growth.

- 60 Net Promoter Score (NPS)
  - 68% Promoters
  - 23% Passives
  - 8% Detractors
Conclusions:
A multi-modal approach...

Ensures accessibility to all staff

Highlights different aspects of behavior change attracts unique users

Increases visibility and outreach
Thank You

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