Coaching Improves Employee Health

Case Study: Webcrafters, Inc., 2014 and 2015
Situation
Healics has been the worksite wellness partner for Webcrafters Inc. since 1996. The Madison, Wis. company is a nationally recognized leader in four-color printing and offers a comprehensive range of book manufacturing services. Webcrafters has about 300 employees — 162 of which have access to Healics services. Of the Healics group, 57.8% are over age 50 and close to 80% of those employees are over age 40.

Healics provides a full-range of wellness services for Webcrafters, including health risk assessments (HRA), biometric screenings, one-on-one coaching and care management through our partner, Case Management Specialists (CMS). Year over year, Webcrafters has seen a measurable improvement in employee and spouse health scores. In 2015, 54% of its coaching participants increased their annual HRA scores.

Healics Coaching Program
Our confidential, one-on-one coaching sessions are performed in person or over the phone. Healics coaches start by reviewing health results and how the individual responded to the HRA questionnaire. Participants are asked to set meaningful goals to work on throughout the year. Then we work to determine one or two steps the employee can take action on to move closer to those goals. Coaches encourage daily consistency, flexibility and patience. Planning and prioritizing are the next powerful steps. A relationship is built and the participant comes to know that the Healics coach is there every step of the way — helping to overcome barriers and procrastination, and provide the information, support, motivation or accountability needed to achieve positive results.

Benefit of Care Management
Healics is one of the only wellness providers to combine a wellness program with medical management through our CMS program, Healics WellCare. We seamlessly integrate our HRA screening tool and wellness program with disease management, utilization review and large case management to create an all-inclusive product. This interdisciplinary team approach creates a unique model of medical management that focuses on the participant as a “whole individual”. Information sharing and communication assimilation constructs a fully comprehensive wellness and medical cost management system. Participants are managed and educated throughout all phases of their health and medical care utilization, resulting in improved employee health and lower employer costs.

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Interpreting Results
To best understand the degree of coaching success at Webcrafters, it’s important to understand how a Healics HRA score is calculated and what it means.

When we analyze all of the information we gather in an HRA, we’re able to give each participant a confidential, comprehensive report of results. The report identifies known health risk categories, including nicotine use; healthy weight; blood pressure; glucose; triglycerides; and good, bad and total cholesterols. Each assessment area is graded and actual measured results are placed into one of five color-coded risk categories, from “minimal” to “extreme.”

Points are assigned to each area based on a participant’s results. The points from each of the assessment areas are then added together to provide a total health risk score. “High” and “extreme” risk results indicate areas that need improvement to reduce chances of developing future health problems.

Healics compiles the results of each participant’s HRA into one clear and concise scorecard. Based on HRA results, each individual is given a personal total health risk score, somewhere between -6 and 100. 100 is the best possible score and indicates the participant is at “no risk.”
Making tough lifestyle changes is a great deal easier with a good coach. Every Healics health coach believes in our participants, and knows that they have the ability to achieve their personal health goals.

Photo above left: Shane, a Webcrafters employee, meets with his Healics coach.
Healics Coaches
At Healics, all coaches are our own employees and certified wellness coaches. They are carefully trained in intrinsic coaching, along with motivational interviewing skills. Healics coaches:

- Focus on the positive benefits that even small lifestyle changes can bring.
- Help identify personal triggers for unhealthy habits and share suggestions to overcome them.
- Encourage employees to find support networks through family, friends, or community and online resources.
- Offer digital resources such as websites and apps that can make change easier.
- Let each participant know that we believe he or she can accomplish set goals, one small step at a time.