

CLINICAL SUPPORT CASE STUDY

High-Performance Health Coaching Program Achieves 81% Engagement While Meeting Accelerating Demand



The Big Picture

- A healthcare services company offering employee wellness coaching had a stellar in-house team of health coaches who were making a difference in thousands of lives. But demand for their services quickly surpassed capacity when interest from new clients increased.
- The company needed to scale its resources to meet the rapidly evolving need without losing the high-quality performance of the current team.
- The company partnered with Carenet Health to provide a team of certified health coaches that soon became a seamless extension of in-house resources.
- The Carenet team achieved engagement rates averaging 81% across all programs—well above industry averages and the company's expectations.



Challenge

Demand was increasing and tapping out internal resources. But could an external partner provide the same high-quality health coaching experience?

This healthcare services company was offering wellness coaching to employers (for their employees) alongside a direct-to-consumer coaching program. The programs were all staffed by an excellent in-house team of professionally certified health coaches.

But interest from new employer clients accelerating, especially after the COVID-19 pandemic increased awareness of the need for healthier lifestyles. Unfortunately, building additional infrastructure to expand internal coaching resources wasn't in the plan.

The company needed to find an experienced resource partner that could scale up quickly to meet the rising employer-client demand and provide a high-quality health coaching team—one that could produce the same performance results the company's client and consumers had come to expect.

- ✓ Certified health coaches
- ✓ High engagement performance
- ✓ Scalability
- ✓ Swift implementation

Solution

Meeting a specialty staffing need—and delivering a seamless extension of the company's already-exceptional service

The wellness program provider partnered with Carenet Health to provide a highly qualified team of certified health coaches for a growing number of its employer clients ... and even its own employees.

Carnet was able to ramp up quickly to provide a team of specialty healthcare professionals—all carefully vetted, degreed and professionally certified health coaches.

The coaches were then trained on the healthcare service company's unique culture, technology systems, wellness solutions and coaching protocols.

The project's team members were onboarded, up-to-speed and successfully coaching program participants in less than two months.

In their new roles, Carenet coaches do everything the company's internal coaching team does:

- Create customized coaching plans for each participant based on personal goals
- Leverage wearables data to personalize interactions and make recommendations
- Coach participants via phone email and wellness program app



External team launched in less than 60 days



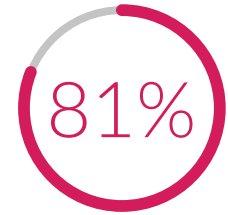
Results

A year into the partnership, Carenet's certified coaches now handle employee health coaching for nearly 10 employer programs associated with Fortune 500 companies. The company, employer-clients and participants are all pleased—and performance is more than meeting expectations.

7,000+
coaching messages
exchanged per month



highest
average program
engagement rate



average participant
engagement rate, well
over industry benchmarks

“This participant is very excited about his personal progress. He’s lost 20 pounds.”

“In four months, this participant has lost 12 pounds. She has mentioned less pain, more endurance and doesn’t get out of breath as easy.”

“This participant has already met his goal of reaching 1 million steps for his employer’s challenge.”

—Comments from Carenet Health Coaches



Learn More

The name of the client in this case study has been excluded at the client's request, due to company policy.

About us

Carenet Health is the nation's premier healthcare clinical and consumer engagement partner—providing **24/7 telehealth, engagement, clinical support and advocacy solutions** on behalf of 250+ health plans, providers, health systems and Fortune 500 companies.

More than 65 million healthcare consumers have access to our teams of engagement specialists, care coordinators, RNs and other licensed healthcare professionals each year.

Our goal is to share insights and best practices from our work across the industry and our experience from outside of healthcare to help our clients truly transform the healthcare experience. We'll help you benchmark your performance, and then drive cost-savings and higher performance.

How can we help your organization?

Email us today at marketing@carenethealthcare.com, call 800.809.7000 or learn more at [carenethealth.com](https://www.carenethealth.com).