



Essential Insights

Scaling Beyond Limits:

How One Healthcare Company
Cracked the Capacity Challenge

Coaching Breakthrough:

A Strategic Partnership That
Redefined Health Engagement

Success Decoded:

Transformative Results in
Employee Wellness Programs

Case Study

Health Coaching Program Sees 81% Engagement Amid Rising 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

Key Challenges

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

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.

With interest from new employer clients accelerating, especially after the COVID-19 pandemic, there was an 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.

Solution



External team launched
in **less than 60 days**

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. Carenet was able to ramp up quickly to provide a team of specialty healthcare professionals—all carefully vetted, degreed and 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

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.

Results

7,000+
coaching messages
exchanged per month

81%
average participant
engagement rate, well over
industry benchmarks

91%
highest average program
engagement rate



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

About us

For more than 20 years, Carenet Health has partnered with 500+ premier payers, providers, and healthcare technology and services enterprises to measurably improve engagement, efficiency, and meaningful business and health outcomes. Carenet combines AI-powered technology, insight-led orchestration, and experienced clinical operations to deliver high-tech, high-touch solutions. It was recently recognized as a Major Contender in Everest Group's PEAK Matrix® for Patient and Member Engagement Platforms. Learn more about how Carenet is powering the business of healthcare at carenethealth.com.

How can we help your organization?

@ marketing@carenethealth.com

📞 800.809.7000

🌐 Learn more at carenethealth.com

