

Health Coaching

A National Trend Delivered Locally

**By Shawna R. Dosser, MS, CWPM
and Tracy A. Rzepka, BS**

BWI Health Promotions

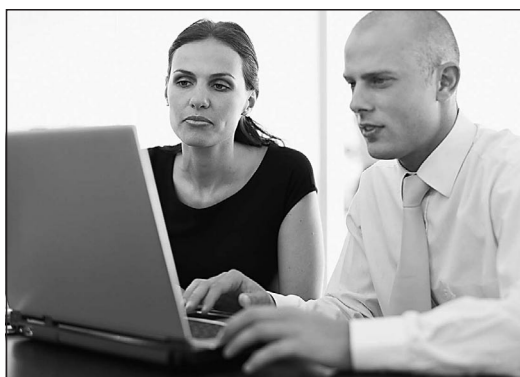
Developing a healthier workforce requires more than implementing a fitness class or hosting a health fair. The ideal is a comprehensive health model, with outcome-based results leading to real change for the individual and a return on investment for the employer.

Necessary to making the model work is motivation. At the root of any true transformation lies behavior change.

National trends show that the most effective method for behavior change is health coaching, and it is becoming one of the most regarded tools among health promotion practitioners everywhere. Western New York's leading work-site wellness provider, BWI Health Promotions, has offered corporations personalized instruction for its employees for six years.

Health coaching can play a significant part in bolstering ROI. Research by Dr. Ron Goetzl, a national ROI expert, shows that investing \$100 to \$150 in a wellness initiative per employee per year nets an expected ROI of \$3 to \$16 for each dollar invested. Formal health promotion initiatives have been documented to increase productivity and presenteeism, reduce turnover and absenteeism, contain health care costs and boost morale.

The first key step is a comprehensive risk assessment to gather employees' baseline health data, which identifies areas to improve. BWI's



unique approach puts meaning behind the numbers, opening the door to positive lifestyle modifications in bettering personal health.

Credentialed health professionals target the high-risk health population with health coaching, instituting accountability through a personal, confidential setting at the workplace.

Health coaches ask the right questions and listen to create trust. They break down barriers to address underlying causes obstructing positive choices, whether it is family habits or being uninformed.

Individuals are empowered to identify their own pathways, making for a stronger approach that is more likely to result in sustainable change.

BWI works with businesses to help design and implement tailored comprehensive health management plans. Health coaching is an integral way to help improve employee health, and is one of the many reasons that organizations have turned to BWI since 1994.