



Deep Dive Into

Health Coaching & Employee Health



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Executive Summary

The United States labor market has shifted and continues to shift massively as we continue to evolve the ways we work post-2020. As of today, the US labor market is facing a shortage (there are over 10 million job openings in the United States right now – but only 5.7 million unemployed Americans actively looking for work). This is occurring as cross-industry companies conduct significant layoffs that have impacted talent across the country, while having a critical impact on mental and physical wellbeing across the workforce.

Among the employed workforce, two-thirds experience burnout at their current job, and one-third report feeling emotional exhaustion. Recent survey data shows that more than half of employees are ready to quit their job to avoid work-related stress. On top of work-related stresses, six out of ten workers reported being diagnosed with at least one chronic disease, which can have a significant impact in the ways employees show up to work.

Mental and physical health challenges cost employers billions of dollars each year and cost employees about 34% of their salaries. Evidence strongly suggests health coaching is effective at reducing stress and mental health challenges, improving work productivity, increasing employee engagement, preventing burnout and improving the effects on chronic health conditions. Studies show that employees who work with a health coach have better sleep, exercise and nutrition behavior, and overall wellbeing.

Client-centered approaches, especially health coaching, are exceptionally impactful at combating the cascading effects of mental and physical health challenges. YourCoach is leading the charge in championing health coaching within the employer health space through its rapidly expanding Industry Partnerships. Read on to learn more about the state of the employee workforce, where health coaching fits in, and what YourCoach is doing to pioneer change in this space.

The State of Employee Health in the Workplace

The past year has been a whirlwind for employers, but even more so for employees. From “The Great Resignation” to “quiet quitting,” burnout, layoffs and everything in between, employees have had to weather rapid changes across industries.



“The Great Resignation,” (sometimes called “the Big Quit”) emerged as employees adjusted to a new normal after 2020 and featured the largest workforce mass exodus in decades. Ultimately, the job market saw

4.4 million ↗

workers quit their jobs in January 2022, setting a new record to-date. When asked why they decided to leave their jobs, Americans voiced the following concerns:

- low pay (63%)
- no opportunities for advancement (63%)
- feeling disrespected at work (57%)
- childcare issues (48%)
- dissatisfaction with benefits provided by the employer (43%)

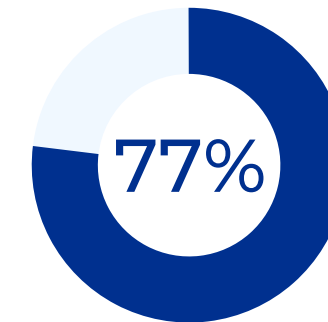
The State of Employee Health in the Workplace

Shortly thereafter, a new trend emerged, called "quiet quitting," whereby disengaged employees decided to slowly dial back their commitment to their jobs. Similar to The Great Resignation, quiet quitting is a direct response to slow-to-evolve workplaces. Employers who were unprepared for the pandemic and failed to adjust quickly enough to support their workforce in a new, increasingly stressful environment, were met with more quiet quitters (and in some cases, not so quiet quitters).

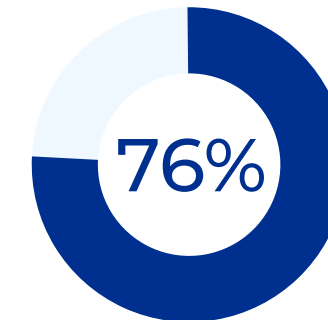
Gallup data suggests that at least half of Americans fit within the definition of quiet quitting and 63% of US workers are ready to quit their job to avoid work-related stress.

Insight: Working women in the U.S. and Canada regions are among the most stressed employees globally.

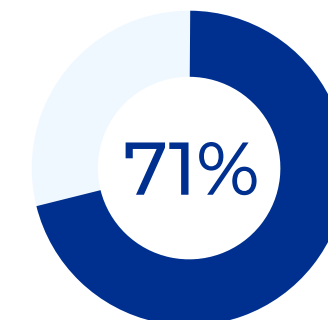
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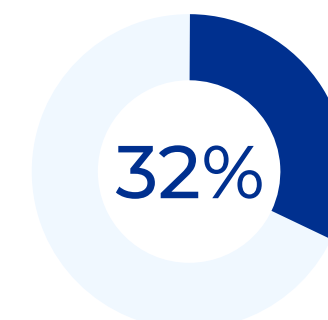
of employees experience burnout at a current job



of workers reported at least one symptom of a mental health condition



admitted feeling stressed out during the workday



experience emotional exhaustion

The State of Employee Health in the Workplace

The undeniable root cause of both quiet quitting and The Great Resignation as well as one of the single greatest threats to our workforce is, of course, burnout. It has profound mental health effects, but also demonstrated effects on physical health. For example, burnout can increase the risk for chronic conditions such as cardiovascular disease and Type 2 Diabetes. Moreover, almost half (44%) of employees reported physical fatigue related to work stress—a significant increase (38%) since 2019.

■ Data:

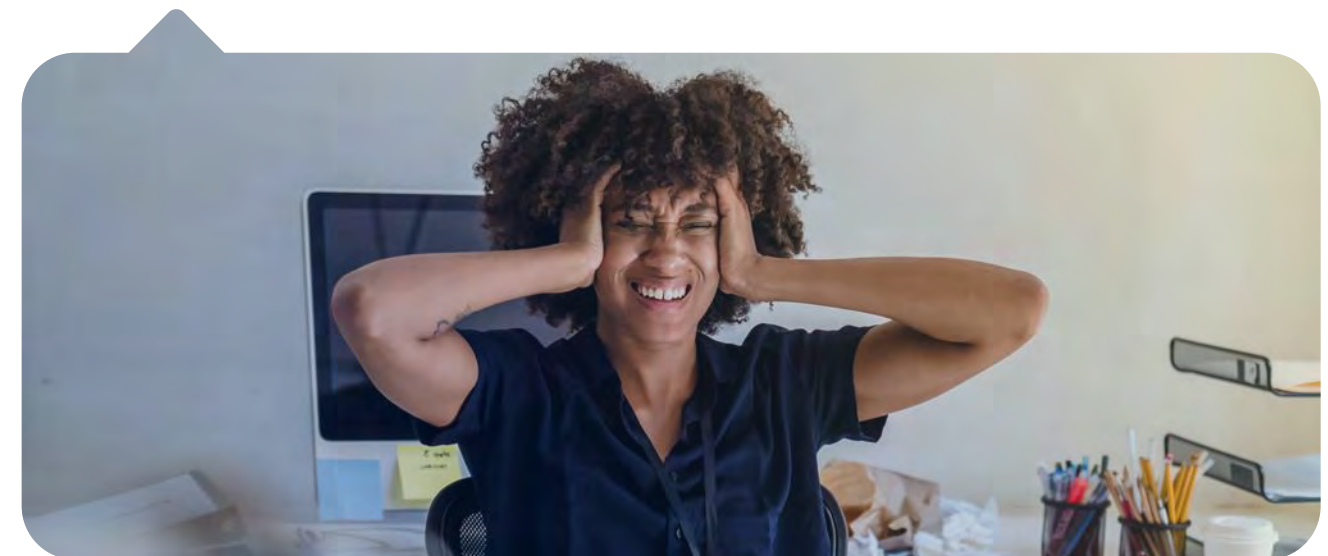


Three out of five employees suffer from chronic conditions.

The number of individuals who suffer from a chronic disease, while managing their existing workload, is staggering and on the rise. More than half (58%) of workers reported being diagnosed with at least one chronic disease and 55% take at least one medication regularly to manage their chronic condition. Chronic diseases and other long-term conditions like asthma, arthritis, and diabetes can make it difficult for employees to focus at work and medication adherence issues can only exacerbate issues at work.

Waves of layoffs have been rocking the job market for the past year. In January 2023 alone, more than 81,000 workers in U.S.-based companies have been laid off amid concerns about a slowing economy.

Studies show that the uncertainty and stress of losing a job, coupled with the challenges of finding new employment, leads to increased anxiety, depression, and other mental health concerns among affected employees. Involuntary job loss has been also linked to a much higher risk of suicide and higher rates of mortality in the decades that follow. Furthermore, the impact of layoffs extends beyond the affected individuals to their families and communities, who may also experience stress and hardship. It is essential for employers to recognize and address the mental health impact of layoffs (even for those employees who aren't getting laid off).



How Much Is This Costing Employers?

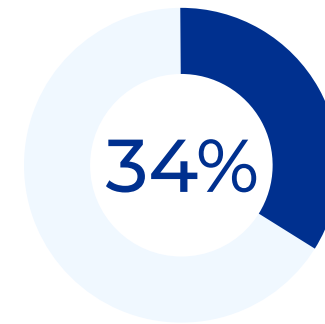
■ Data:

Depression and anxiety cost the global economy approximately

\$1 trillion each year

Mental health challenges and chronic diseases, as well as work-related stress, can have a significant impact on the way employees show up and function while at work, ultimately costing employers billions of dollars each year. Depression alone, is estimated to cost U.S. employers approximately \$187.8 billion a year due to health care costs, absenteeism, and productivity losses.

■ Data:



of salaries are lost due to productivity issues.

The CDC estimates that productivity losses due to chronic diseases cost employers \$1,685 per employee per year, with total costs estimated to be as high as \$225.8 billion annually. The indirect costs of poor health including absenteeism, disability, or reduced work output may only compound these costs.

Insight: Burned-out employees are 63% more likely to take a sick day and 2.6 times as likely to be actively seeking a different job.

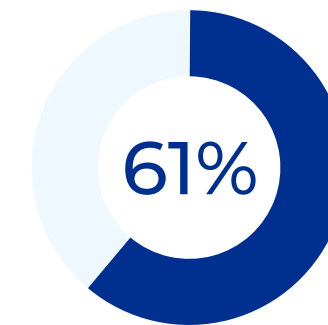
The Real Effect of Corporate Wellness Programs

Among companies with 50 or more employees, 93% offered some type of workplace wellness program in 2022, according to findings from the [*2022 Employer Health Benefit Survey by Kaiser Family Foundation*](#). Large organizations commonly offer health benefits to at least some of their workforce while smaller organizations are less inclined to do so. But do these corporate wellness programs work?

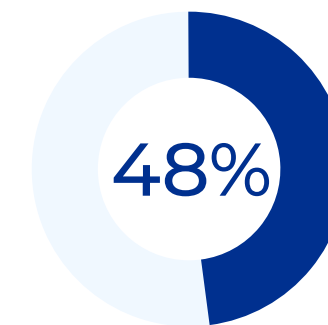
Many employees feel that wellness programs are not personalized enough and therefore don't cater to their specific needs. Digital health tools and education programs, two major focuses of corporate wellness programs, can provide a vast amount of information and resources, and employees at times feel that the programs are generic or not related to their current needs.

This can result in a lack of motivation and engagement with the program, ultimately leading to little or no improvement in their health.

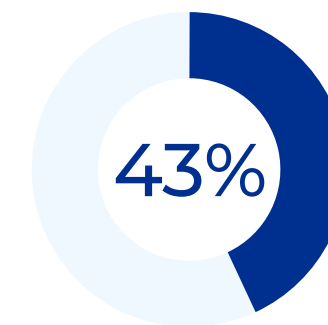
■ Data:



of employees are dissatisfied with their employer-offered wellness programs



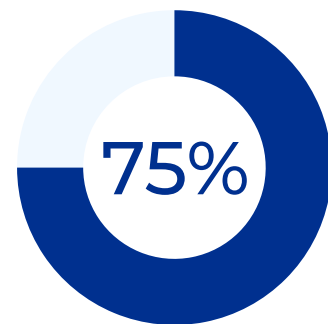
of employees do not believe their wellness programs can help them improve their health



of those who quit jobs in 2021 shared that dissatisfaction with employer-sponsored benefits was one of their reasons for quitting

The Real Effect of Corporate Wellness Programs

■ Data:



of employees say “personal touch” is the most critical quality of a corporate wellness program for achieving health results.

Choices matter. A single educational program or tool doesn’t address every individual employee’s needs (especially when you cultivate a diverse workforce), so it’s important to offer a spread of benefits or programs that provide specialization or diversification.

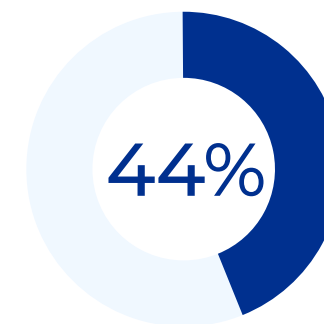
Most Common Types of Corporate Wellness Programs

What new offerings are your clients using to promote mental health in the workplace (choose top 3)?



Source: 2022 Employee Wellness Industry Trends Report by [Wellable Labs](#)

■ Data:



Only 44% of employers believe there is a sufficient number of behavioral health programs provided for workers and their family members.

The Real Effect of Corporate Wellness Programs

Research suggests that wellness programs that focus only on a single physical health aspect don't produce better health outcomes or reduce spending over the long term. Gallup research indicates that a focus on five elements of wellbeing—career, social, financial, physical, and community—allows people to thrive. A similar model was presented by The McKinsey Health Institute (MHI), supporting a shift to focusing on a holistic approach with a modernized understanding of health, including physical, mental, social, and spiritual health.

Some employees may view these programs as a way for employers to cut healthcare costs, rather than genuinely caring about their employees' health and wellbeing. AI tools, which were predicted to transform employee wellness programs, are still a work-in-progress and can be perceived by employees as overtly templated, and entirely impersonal. Moreover, the perceived lack of transparency and communication around these programs can also contribute to employee dissatisfaction. Poor user experience, lack of support, and selective access can also negatively impact employee engagement and their likelihood to leverage these types of tools and services.

Expert opinion

Studies prove what we heartily believe: employers who support mental health in the workplace will see a \$4 return for every dollar invested in mental health treatment. But not every solution can bring such results. We have seen that an employee-centered and holistic approach such as health & wellness coaching is effective in preventing and managing conditions, can increase productivity and job satisfaction, and lower direct and indirect costs for employers.

Expert opinion

We're confident that advancements in digital health, which may include leveraging AI technologies for individualized results, can impact health & wellness. However, the human eye is an important complement to AI for the foreseeable future. As we've seen time and time again, a human component makes a real difference in prioritizing and achieving health & wellness goals and leads to better results, engagement and satisfaction.

How Health Coaches Can and Do Help

Health coaching uses an evidence-based approach that can be leveraged to manage, prevent or improve ongoing health conditions and support overall health and wellbeing. At the heart of health coaching is a holistic approach, which considers the person as a whole, rather than focusing on an individual illness or health concern.

Health coaches maintain a client-centered approach, wherein the client is the expert and choose their goals, engages in self-discovery or active learning processes, and self-monitor behaviors to increase accountability, all within the support and help of the health coach, until the desired outcome will be achieved. Instead of telling clients what they should or shouldn't do, coaches help to discover their own power and path to change.



A Health Coach is **NOT** ...



A health coach is NOT a Nutritionist or Dietitian

Health coaches can help clients establish action plans for generalized healthy eating behaviors, whereas nutritionists and dietitians can prescribe meal plans and give specific nutritional advice to clients according to their medical needs or goals.



A health coach is NOT a Doctor

Health coaches can not diagnose or prescribe. Health coaches are integral members of the health and care team and work with patients in helping them reach their health & wellness goals and adhere to a plan prescribed by their doctor.



A health coach is NOT a Personal Trainer

While health coaches encourage physical activity, they focus on many other aspects of a person's wellbeing including emotional and mental wellness. They do not typically create fitness regimens in the same way that personal trainers do. However, some health coaches do hold fitness certifications and can help those who are seeking both a health coach and a personal trainer.



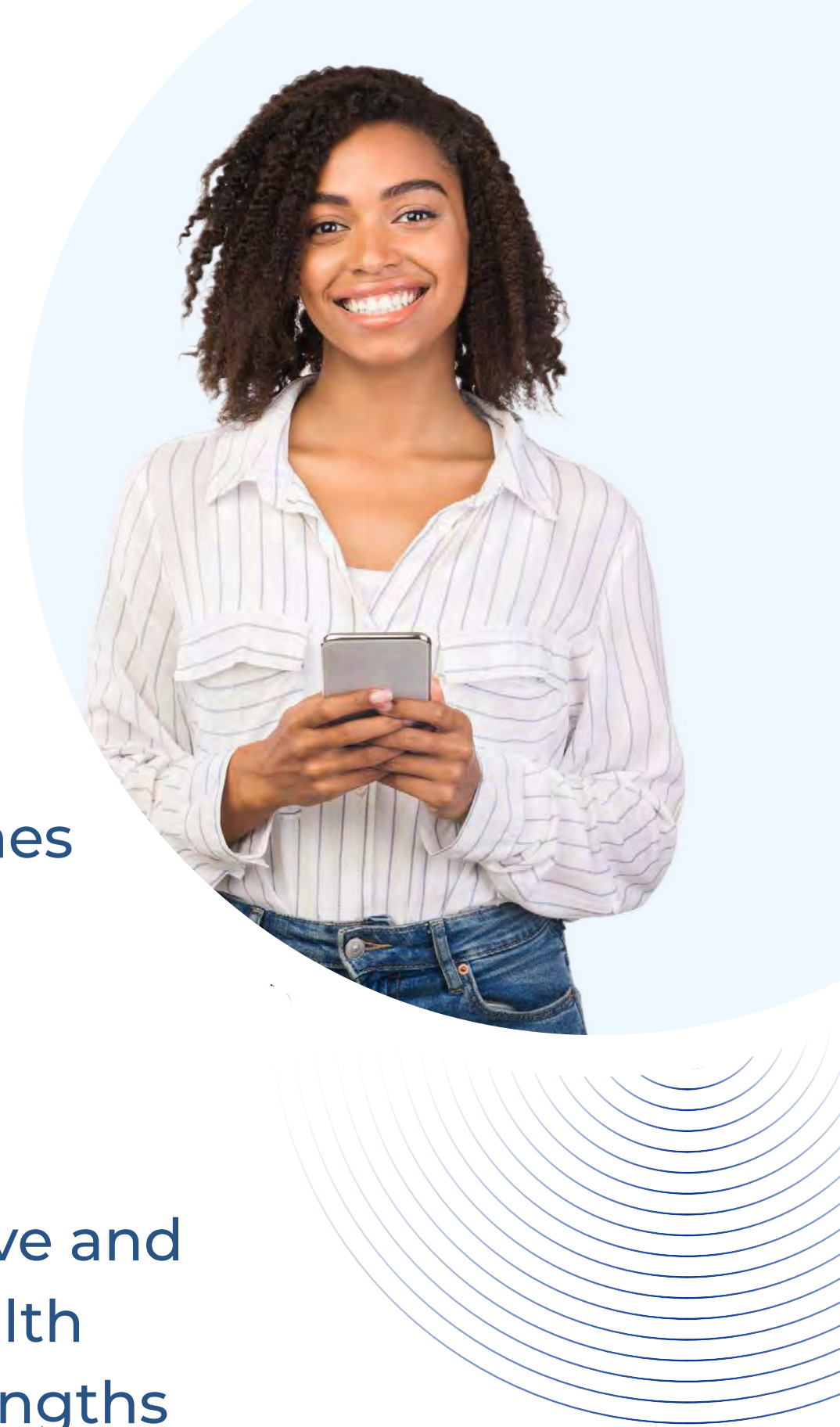
A health coach is NOT a Therapist

Health coaches don't need to be therapists or psychologists, and great coaches don't try to mimic what a mental healthcare professional does. These professionals can complement one another and often work together.


Hint: [*Demystifying Health Coaching: Unpacking the Differences Between Dieticians, Nutritionists & Health Coaches*](#)

A Health Coach **is** ...


- ✓ A highly skilled and certified professional
- ✓ Knowledgeable in human behavior, motivational techniques and health outcomes
- ✓ A change agent helping clients set and achieve health goals and build new habits
- ✓ Trained in helping a client maintain a positive and healthy mindset while working towards health and wellness goals by focusing on their strengths




Benefits Of Using a Health Coach:




Proficient in asking the right questions to get the individuals to determine & reach their long and short term health and wellness goals




Non clinical members of health & care team, who could work in conjunction with therapists and other clinical professionals




Trained in science-backed methodologies
(ex. Motivational interviewing)



Continuity of care with the same coach throughout the lifespan of the program, building a long-term relationship and trust



Personalized programs with health coaches who are specifically trained to allocate uninterrupted meaningful time blocks and guidance



Armed with expansive library of materials and knowledge to help your talent prioritize self and become their best selves

How YourCoach Health Can Help

Who we are

[YourCoach.Health](#) is the only operating system for behavior change, powered by health & wellness coaches.

[Our industry partners](#) entrust us to stand up or augment their health coaching operations utilizing our APIs, widgets and tech-augmented army of validated and credentialed health coaches to surround their existing product or service. We're the premier virtual home for health and wellness coaching, an ecosystem built to empower health coaches while expanding access to their services through our industry partnerships.



How YourCoach Health Can Help

Why YourCoach Health

Nationwide Health Coach Coverage with over 3,000 validated coaches

Coaches informed in your company's culture and personalized benefit recommendation

Best-in-class health coaching service with continuous quality management and assurance

Non-episodal, long-term client/coach relationship

Dashboard providing population level reporting

Seamlessly integrate into your existing solutions such as digital health offerings, EAP or through direct access to the YourCoach platform

Coaches practicing across 16 categories including mental health, lifestyle and condition management

The Science of Health Coaching

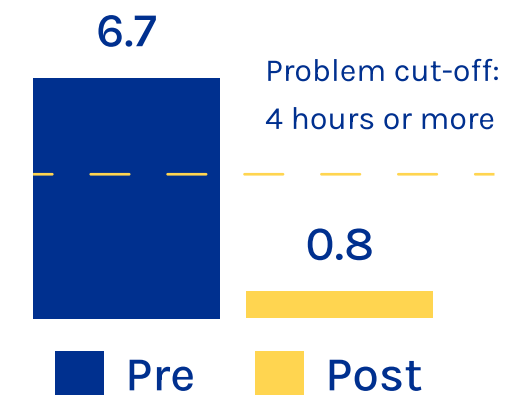
Improving Mental Health

A recent study, published in February 2023 in [*the International Journal of Scientific and Research Publications*](#), provides encouraging results on changes in work and clinical outcomes after using individual mental health coaching services for employees. The data was collected from 872 employees at CuraLinc Healthcare from 2020 to 2022 with a pre and post measurement research design.

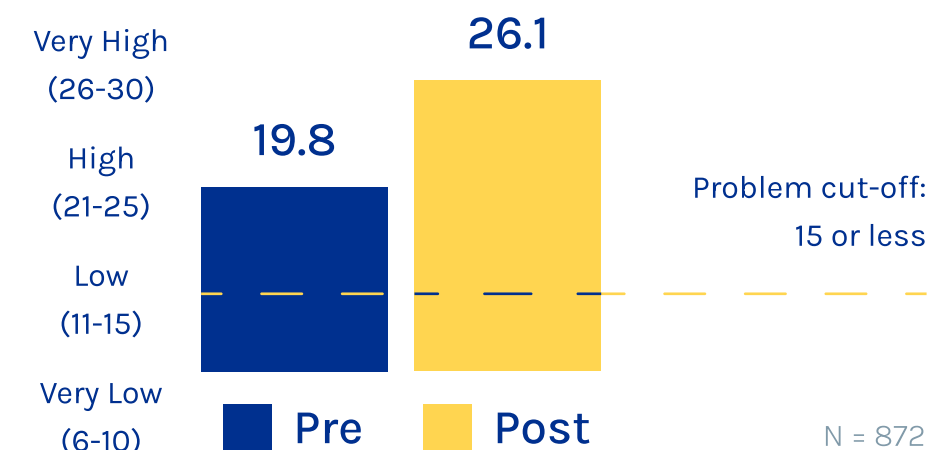


Work Absenteeism: Average

Hours Missed Past 30 Days



Work Productivity: Average



Source: Dr. Mark Attridge, David Pawlowski and Sean Fogarty (2023); Mental Health Coaching from Employee Assistance Program Improves Depression and Employee Work Outcomes: Longitudinal Results from CuraLinc Healthcare 2020-2022; International Journal of Scientific and Research Publications (JSRP) 13(02)

The Science of Health Coaching

Improving Mental Health

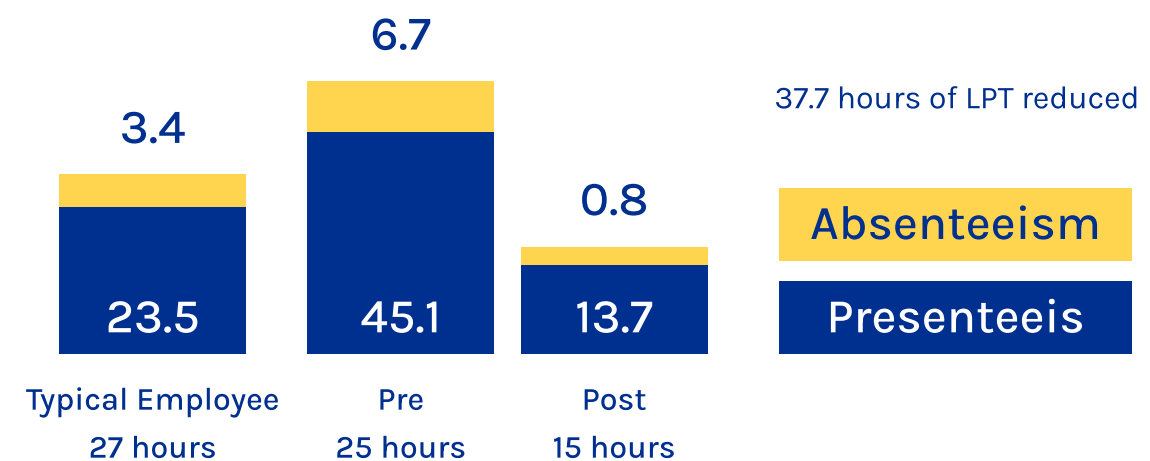
After five weeks of online health coaching interventions significant improvements were observed: work absenteeism hours were reduced by 88%, productivity level was increased by 32%, and severity of depression symptoms was reduced by 66%.

The average total hours of absence and lost work productivity combined in the past month was reduced from 52.8 hours at Pre to 14.5 hours at Post measurement. The percentage of all employees at-risk for clinical depression was reduced from 20% at Pre to zero at Post.

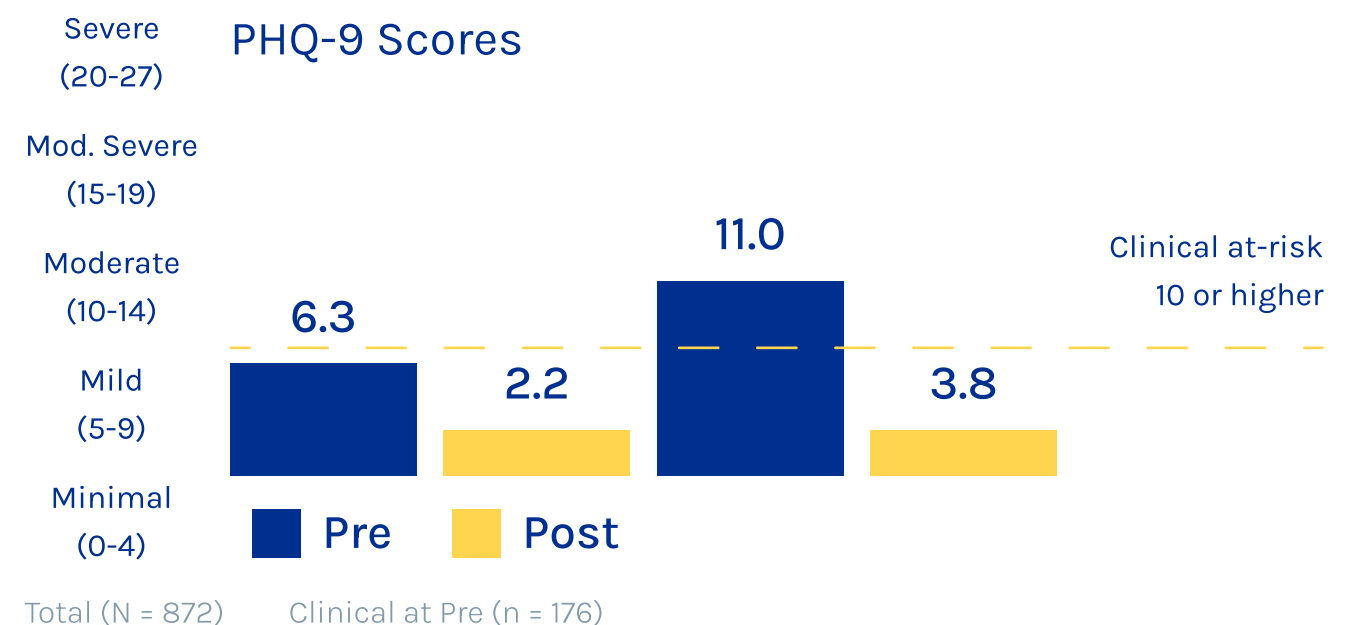
Source: Dr. Mark Attridge, David Pawlowski and Sean Fogarty (2023); Mental Health Coaching from Employee Assistance Program Improves Depression and Employee Work Outcomes: Longitudinal Results from CuraLinc Healthcare 2020-2022; International Journal of Scientific and Research Publications (IJSRP) 13(02)

Hours of Unproductive Work Time Per 30-days: Employee Norm and Pre and Post EAP Coaching

Hours of lost productive time



Depression Severity: Average



The Science of Health Coaching

Improving Mental Health

Another study, published April 2022, confirms the significance of telecoaching on employee mental health that was delivered as part of an employer sponsored platform.

- After 2-3 sessions with a health coach, wellbeing score significantly increased by an average of 2.12 points, and after 4+ sessions - by 5.27 points
- Among those participants who began care with elevated levels of burnout, a significant decrease by 21% was observed
- Other results show significant reductions in absenteeism among those who worked with a health coach

A study on wellness coaching for improving quality of life among 100 employees, conducted by Mayo Clinic in 2014, found that 12 weeks of wellness coaching led to improvements in overall quality of life, the five domains of QOL, depressive symptoms, and perceived stress levels.

- Stress level decreased from a mean of 14.3 at baseline to 11.0
- Depression scores (PHQ-9) also decreased from a mean of 4.6 to 2.1
- The percentage of participants in the moderate to severe range decreased from 12% to 1%, and in the mild range decreased from 32% to 11%
- The number of participants who reported having at least one troubling symptom on the Patient Health Questionnaire-9 at baseline was also reduced by half at 12 weeks

The Science of Health Coaching

Preventing And Managing Chronic Conditions

According to a [2017 study](#) on the clinical effectiveness of lifestyle health coaching for employees, telecoaching helped:

- Improve multiple biomarker risk factors (ex. LDL cholesterol, fasting glucose)
- Control elevated blood pressure, hyperlipidemia, and hyperglycemia in many individuals through lifestyle intervention alone
- Reduce risk of cardiovascular diseases
- Modify physical and nutrition behaviors
- Improve exercise behavior and lower weight

[A pilot study](#) on health coaching effectiveness for employees with chronic conditions reported significant weight loss, increased exercise up to 2.3 sessions/week, improved sleep and reduced perceived stress among participants.

“Health coaching for healthcare employees with obesity and other CVD risk factors is a promising approach to losing weight, reducing stress, making healthy lifestyle changes, and improving health and well-being”, the authors conclude.

[Another pilot feasibility study](#) of incorporating health coaching into an employee wellness program demonstrated a significant decrease in body mass index occurred over 12 weeks of intervention. The intervention's feasibility results also showed a 22% dropout rate after health coaching interventions.

The Science of Health Coaching

Reducing Healthcare Costs

A [2018 study](#), published in the Journal of Workplace Behavioral Health, found the positive outcomes of health coaching on employee engagement and healthcare costs. Researchers randomly compared the medical data of 300 employees who worked with a health coach with 964 non-coached employees from a variety of large organizations. Results revealed that over time, current and projected healthcare costs decreased whereas indicators of patient engagement were high and remained the same over time.

WebMD in its [internal study](#) estimates that coaching completers save healthcare costs by \$507/per person per year. Estimated financial impact includes decreased medical claims and absenteeism costs as well as the avoidance of expected cost increases due to aging.

Another [study](#) conducted by WebMD Health Services in partnership with HBR found that after 12 months of condition management coaching, the annual savings in medical costs were \$1,113 per participant.

Expert opinion

Recent studies have emerged with convincing evidence that proves health coaching is a viable instrument for employees in achieving health & wellness goals, improving mental health and increasing talent engagement.

About YourCoach

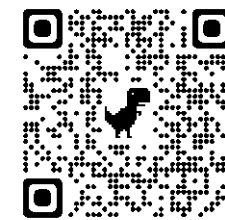
[YourCoach.Health](#) is the only operating system for behavior change, powered by health coaches. Our industry partners entrust us to stand up or augment their health coaching operations utilizing our APIs, widgets and tech-augmented army of validated and credentialed health coaches to surround their existing product or service. We're the premier virtual home for health and wellness coaching, an ecosystem built to empower health coaches while expanding access to their services through our industry partnerships. Join us on the Health Coaching Revolution as we strive to deliver the power of health coaching to the 8.5 billion global population by 2030.



Our mission

By the year 2030 our mission is for the projected 8.5 billion people in the world to have access to Health Coaches, creating even more Happy and Healthy Humans.

Health Coaching
Industry Report V2.0



We are here for you

We stand up, scale and operate best-in-class health coaching services for the health and care industry via our easily and seamlessly embedded technology, powered by the largest army of validated health and wellness coaches. If you are a health and care company looking to integrate or scale health coaching around your product or service, we are here for you.

