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Deep Dive Into

# Gut Health and Health Coaching

# Content

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# Executive Summary

The gastrointestinal system is one of the most broadly impactful components to overall health, with far-reaching impacts that are still not fully understood. Not only is it responsible for the digestion, absorption, and elimination of food, but also it can influence metabolic health, immune function, hormonal balance, and even mental health, as well as increase the risk of chronic conditions and autoimmune diseases.

Poor gut health has become increasingly prevalent in the U.S., with factors such as poor diet, sedentary lifestyle, stress, and antibiotic use contributing to imbalances in the gut microbiome (we explored these impacts further in our *Nutrition Deep Dive* from earlier this year). The NIH has estimated that up to *70 million* Americans are suffering from gastrointestinal (GI) diseases, and many are unaware of the importance and implications of gut health.

Health coaching, a client-centered approach that focuses on behavior change and holistic well-being, can play a valuable role in helping individuals with understanding, preventing and managing digestive diseases. Health coaches offer personalized guidance and support, educating clients about the importance of gut health and helping them incorporate healthy lifestyle changes and make informed decisions regarding nutrition, exercise, medication adherence and stress management.

The latest research further supports the importance of health coaching in reducing digestive disease symptoms, improving behavior change related to nutrition and exercise, and helping clients achieve goals surrounding eating habits, weight loss, stress and pain management. Clients working with health coaches also demonstrate improvements in lifestyle habits and medication adherence, leading to enhanced overall well-being and quality of life. We highlight some of this encouraging research in today's Deep Dive.

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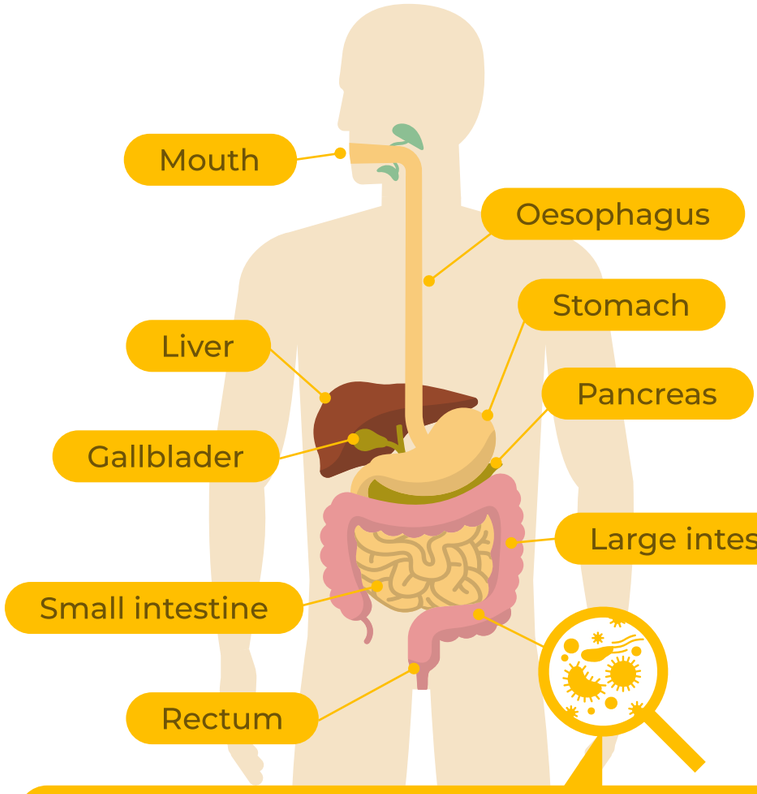
# What Is Gut Health?

*Gut health* refers to the balance of microorganisms that live in the *digestive tract*, which are responsible for the digestion, absorption, and elimination of food. The gut is home to trillions of microorganisms, including bacteria, viruses, fungi, and other microbes, collectively known as the *gut microbiota*.

Each person has an entirely unique network of microbiota that are originally determined by one's DNA. These microbes help with various *functions* from breaking down dietary fibers to producing certain vitamins, aiding in digestion, and protecting against harmful pathogens. For example, the key enzymes needed to form vitamin B12 *are only found* in bacteria, not in plants or animals.

When the gut microbiota is balanced and diverse, it contributes to good gut health. However, *various factors* like poor diet, stress, lack of sleep, certain medications (like antibiotics), and illness can disrupt the balance of the gut microbiota, leading to an imbalance known as *dysbiosis*. Dysbiosis can result in digestive issues, inflammation, weakened immune function, and may even *impact mental health*.




The gut microbiota includes bacteria, viruses and non pathogenic fungi. It plays a key role in digestive, metabolic, immune and neurological functions.

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# Why Is Gut Health Important?

## ✔ Nutrient Absorption

A healthy gut *allows* for efficient digestion and absorption of nutrients from the food we eat. When the gut is functioning optimally, it can break down and absorb essential vitamins, minerals, and other nutrients needed for overall health. Poor gut health can lead to *nutrient deficiencies,* which may increase the risk of chronic disease.

## ✔ Immune System Function

The gut plays a significant role in the body's immune system. It *acts* as a barrier, preventing harmful substances, toxins, and pathogens from entering the bloodstream. A healthy gut microbiota helps regulate immune responses and protects against pathogens. *Dysbiosis* (imbalanced gut microbiota) can weaken immune function and *increase the risk* of *chronic inflammatory conditions* and *autoimmune diseases*.

## ✔ Hormonal Balance

Gut health plays a significant role in hormonal balance within the body. For example, studies showed that poor gut health *increases the risk* of estrogen-related diseases such as polycystic ovary syndrome (PCOS), endometriosis, and even *breast cancer*. Moreover, imbalances in the gut microbiota *can affect* the production and regulation of stress hormones, like *cortisol*.

## ✔ Metabolic Health

Research *suggests* that gut microbiota composition can influence metabolic health. Imbalances in the gut microbiota have been associated with conditions like *obesity, type 2 diabetes, insulin resistance,* and *metabolic syndrome.* Certain microbial imbalances may affect how the body metabolizes nutrients, leading to weight gain, altered blood sugar levels, and an *increased risk* of *metabolic diseases.*

## ✔ Mental Health and Brain Function

The gut and brain *are closely connected* through the gut-brain axis, which involves complex communication between the two. The gut microbiota produces *neurotransmitters,* such as *serotonin,* which influence mood, behavior, and brain function. Imbalances in the gut microbiota *have been linked* to mental health issues, and even *neurological disorders* like Alzheimer's and Parkinson's.

## ✔ Overall Well-being

When the gut is functioning optimally, it positively impacts overall well-being. A healthy gut *promotes* regular bowel movements, reduces discomfort, supports energy levels, enhances nutrient absorption, and *contributes* to a stronger immune system. Optimal gut health can also improve *sleep, mood*, and *cognitive function.*

**Insight:** *95%* of total body serotonin, the key neurotransmitter responsible for regulating mood, is produced and stored in the gut.

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# The Latest Science Advancements in Gut Health

## **Fact 1.** Gut bacteria can predict depressive symptoms

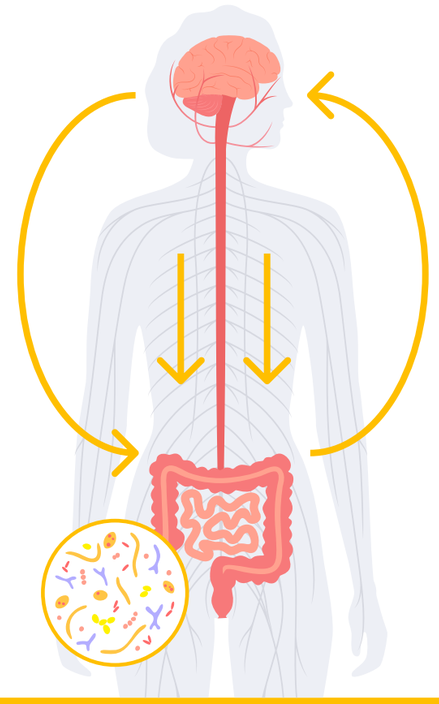
In the past 20 years, researchers *have explored* the connection between the microbiota living in our intestinal tract, and our brain health and mood. The evidence *suggests* that the gut microbiota can produce neurotransmitters, such as *serotonin* and *dopamine*, which are involved in *mood regulation*, and *may affect* neurotransmitter *production and signaling*, potentially influencing mental health. However, the exact mechanisms and causality are complex and still not understood.

A *recent study*, published in *Physiological Medicine*, discovered that people with certain mental health conditions — major depressive disorder, bipolar disorder, or schizophrenia-spectrum disorders — had higher levels of the microorganisms Streptococcus, Lactobacillus, and Eggerthella, but lower levels of Faecalibacterium in the gut. These differences were associated with more severe mental health symptoms. Factors that may contribute to variations in gut composition include medication use, diet, alcohol use, or smoking, according to research.

Similar results were reported in *the Rotterdam Cohort Study*, where thirteen microorganisms, including early mentioned Eggerthella, were found among participants who were depressed, supporting the notion that this species of bacteria may trigger depressive symptoms. Moreover, one study, published in 2022 in *Nature Genetics*, found that higher levels of the bacteria Morganella in the gut significantly increase a person's odds of developing a major depressive disorder.

While the research is promising, more studies are needed to understand the complex relationship between gut microbiota and mental health. Scientists still find it difficult to explain whether gut flora cause depression or vice versa and hope to confirm such findings in large-scale studies that *could open doors* for new depression treatments.

**The Gut-Brain Connection**



**Gut-brain axis**

- the nervous system
- neurotransmitters
- gut microbes

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# The Latest Science Advancements in Gut Health

## **Fact 2.** Gut microbes can boost the motivation to exercise

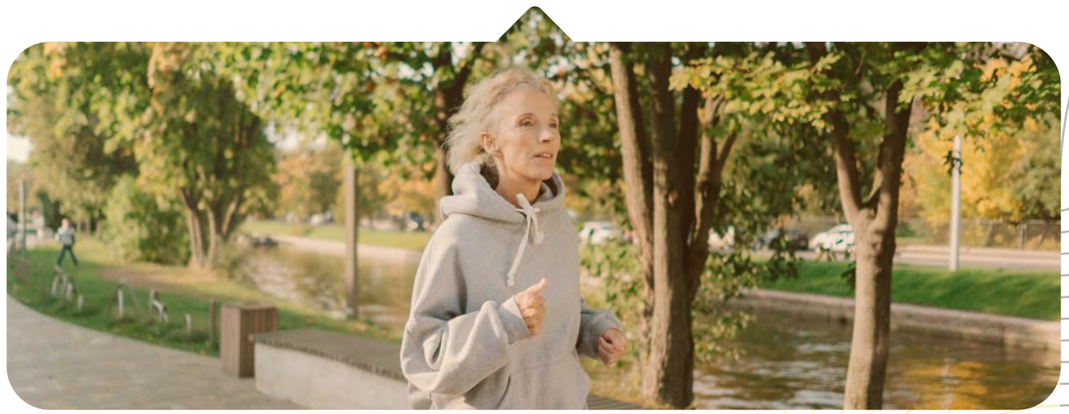
A new study published in *Nature* reveals the neural gut-to-brain pathway that explains why some bacteria boost exercise performance and outlines which factors may contribute to optimal results.

Researchers at the University of Pennsylvania recorded the genome sequences, gut bacterial species, bloodstream metabolites, and other data for genetically diverse mice. After testing and data analysis, the scientists were surprised to find that genetics accounted for only a small portion of performance differences and that the differences in gut bacterial populations were significantly more important.

Moreover, they found that giving mice broad-spectrum antibiotics to get rid of their gut bacteria reduced the mice's running performance by about half. Dopamine also played a unique role in the studies – when adding extra dopamine during training, it boosted performance by reinforcing the desire to exercise, but only in the presence of a robust microbiome.

In other words, gut bacteria stimulate the production of dopamine during exercise, without which the mice lack motivation to continue running.

*The team is now setting its sights on* confirming the existence of this gut-to-brain pathway in humans, which is a markedly more complex task. However, new findings could reveal ways to stimulate exercise in those who need it, namely individuals with diabetes, cancer, Parkinson's, or Alzheimer's patients, for whom exercise is a valuable tool in ameliorating symptoms and staving off disease progression.



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# The Latest Science Advancements in Gut Health

## **Fact 3:** Probiotic supplements can have very different effects on different people

*Probiotic dietary supplements* have grown into a *multibillion-dollar industry*, *lacking regulations*, and touting at times unfounded claims (like that they contain live microorganisms which are beneficial for the gut microbiota and overall health).

Some studies *suggest* that probiotics may have a positive impact when taken with *antibiotics* in the short term, preventing *travelers' diarrhea*, *reducing symptoms* of irritable bowel syndrome, decreasing *depressive symptoms*, and even improving *cognitive impairment* in Alzheimer's patients. However, there is little evidence that supports its benefits for gut microbiota and overall health.

According to the latest *guidelines* provided by the *American Gastroenterological Association* (AGA), there is not enough evidence to prove the benefit of probiotics for gut health, including digestive conditions like Crohn's disease, ulcerative colitis, or irritable bowel syndrome. However, some exceptions exist, for example when used as *a preventative method* for *Clostridioides difficile* infection in adults and children.

Moreover, studies suggest that probiotic supplements can have varying effects on people. Results from *a recent clinical trial* indicated that while some people taking probiotics experienced improvements in their blood pressure and triglyceride levels, others showed a worsening of their blood sugar and insulin levels.

It's important to note that probiotic dietary supplements should be used as directed and in consultation with healthcare professionals, especially for individuals with specific health conditions or those taking medications that may interact with probiotics. The efficacy and benefits of probiotics can vary depending on individual factors and the specific strains used.

**Insight:**

32%

About one-third (32%) of Americans actively consume probiotics, according to *2021 Food and Health Survey* conducted by *International Food Information Counsil*.

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# The State of Gut Health in the U.S.

## Data:

*2 in 3* of U.S. adults experience recurrent digestive symptoms like gas, bloating and abdominal pain.

A *2023 survey* conducted for MDVIP by *Ipsos* found that two-thirds of Americans are living with gut health issues, and many are unaware about the implications of poor gut health. Moreover, a quarter (26%) of adults reportedly experience digestive issues but have not discussed them with their doctor, with 2 in 5 of women sharing that their health concerns weren't taken seriously by a doctor (38% vs. 24% men).

**69%**

of Americans are unfamiliar with the term "gut microbiome," and incorrectly believe that the bacteria living in the gut get their food from the bloodstream

**60%**

of Americans don't know that food sensitivities are not the same as food allergies

**71%**

of Americans don't know antibiotics can kill good gut bacteria in addition to bad bacteria

**60%**

of Americans don’t know that an unhealthy gut can increase heart attack/stroke and dementia risk

The data shows that up to *70 million* Americans are suffering from gastrointestinal (GI) diseases that can create serious disruptions to daily life, many of which can only be diagnosed by a medical professional. Patients oftentimes wait, however, until digestive symptoms become worse and severe before going to a healthcare provider, and some don’t go at all.

*A 2022 survey* launched by *the American Gastroenterological Association* (AGA) found that 1 in 3 of Americans report they would only discuss their bowel symptoms if their doctor brought it up first and many find talking about related symptoms uncomfortable.

## Data:

Gastrointestinal (GI) diseases cost the United States about

***$136 billion*** ↗

each year.

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# The State of Gut Health in the U.S.

Common gut health issues in the U.S.:

| Disorder | Description | Prevalence | Symptoms |
|---|---|---|---|
| *Gastroesophageal reflux disease* (GERD) | Chronic condition in which the stomach contents move up into the esophagus. Reflux becomes a disease when it causes frequent or severe symptoms or injury | Approximately *20%* of US adults | • Difficulty initiating or maintaining sleep<br>• Daytime fatigue or sleepiness<br>• Irritability, depression, or anxiety<br>• Low motivation or energy<br>• Poor concentration and focus |
| *Irritable bowel syndrome* (IBS) | Chronic condition characterized by abdominal discomfort associated with altered bowel movements. The symptoms may occur over a long period of time, sometimes for years. | Approximately *14%*, with most (*77%*) sufferers in the U.S. undiagnosed | • Changes in bowel habits<br>• Abdominal pain and cramping, which often reduce after passing stool<br>• A feeling that the bowels are not empty after passing stools<br>• Passing mucus from the rectum<br>• Swelling or bloating of the abdomen |
| *Inflammatory Bowel Disease* (IBD) | Chronic inflammatory conditions of the digestive tract, primarily including Crohn's disease and ulcerative colitis | *1.3%* of U.S. adults (3 million) | • Abdominal pain<br>• Persistent diarrhea<br>• Rectal bleeding<br>• Weight loss<br>• Fever<br>• Nausea |
| *Celiac Disease* | Autoimmune disease that occurs in genetically predisposed people where the ingestion of gluten leads to damage in the small intestine | *1%* of the U.S. population | • Abdominal pain<br>• Bloating and gas<br>• Chronic diarrhea or constipation<br>• Nausea<br>• Vomiting<br>• Pale stool with a foul smell<br>• Fatty stool that floats |
| *Diverticular Disease* | Condition that refers to the presence of small pouches called diverticula in the colon. When these pouches become inflamed or infected, it is known as diverticulitis | *50%* of U.S. adults over the age of 60 years | • Abdominal pain<br>• Fever<br>• Changes in bowel habits<br>• Constipation and, less commonly, diarrhea<br>• Small amounts of blood in stools |

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# How Health Coaches Help Boost Gut Health

Health coaching can be a keystone to ensuring important behavior changes become incorporated into daily routines, which is essential when protecting and promoting gut health. Coaches leverage an *evidence-based approach* to help with managing disease catalyzing changes in nutrition, behavior, physical activity levels, self-acceptance, mental health improvements, enhanced quality of life, and more.

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 in choosing their goals, engaging in self-discovery or active learning processes, and self-monitoring behaviors to increase accountability, all with the support and help of a health coach, until the desired outcomes are achieved. Instead of telling clients what they should or shouldn't do, coaches help clients to discover their own power and path to change.

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# 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

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# A Health Coach is NOT ...

Although health coaches **can and do work alongside patient care teams or in collaboration with other health care professionals** to help clients enact health change day-to-day, it's important to understand their *scope of practice*.

## 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 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.

## 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 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.

**Insight:** *Demystifying Health Coaching: Unpacking the Differences Between Dieticians, Nutritionists & Health Coaches*

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# How Health Coaches Help Boost Gut Health

## Education and Awareness

Health coaches can educate clients about the importance of gut health and provide information on digestive diseases and conditions. They can explain the factors that contribute to gut health, such as diet, lifestyle, stress, and the gut-brain connection. By increasing clients' knowledge and awareness, health coaches empower them to make informed decisions about their digestive health.

## Lifestyle Modifications

Health coaches can assist clients in making lifestyle modifications that promote digestive health. This includes stress management techniques, improving sleep quality, incorporating regular physical activity, and implementing strategies to promote healthy digestion, such as mindful eating practices and portion control.

## Personalized Nutrition Guidance

Health coaches can work with clients to identify foods that may trigger digestive symptoms or exacerbate conditions such as IBS, GERD, or food intolerances. They can provide guidance on incorporating gut-friendly foods, such as fiber-rich fruits and vegetables, fermented foods, and prebiotics, into their diets. They may also help identify potential food intolerances or sensitivities that could be affecting gut health.

## Meal Planning and Food Choices

Health coaches can support clients in developing meal plans and choosing recipes that prioritize gut-friendly foods while considering individual preferences, dietary restrictions, and cultural factors. They can help clients make informed food choices when dining out or grocery shopping.

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# How Health Coaches Help Boost Gut Health

## Symptom Management and Tracking

Health coaches can work with clients to identify patterns and triggers for digestive symptoms. By tracking symptoms, food intake, and lifestyle factors, health coaches can help clients recognize connections between their habits and symptoms. This information can guide clients in making targeted adjustments to their diet and lifestyle to manage and alleviate symptoms.

## Support and Accountability

Health coaches provide ongoing support and accountability to clients. They help clients set realistic goals, develop action plans, and monitor progress towards better gut health and disease prevention or management. Regular check-ins and follow-ups with a health coach help clients stay motivated and committed to their digestive health goals.

## Motivation and Medication Adherence

Health coaches provide ongoing support and motivation to help clients stay committed to their medication regimen. This may include creating a medication schedule, setting reminders, utilizing pill organizers, and integrating medication routines into their daily lives. They can check in with clients regularly, review progress, and address any concerns or challenges that may arise.

## Collaboration with Healthcare Professionals

Health coaches can collaborate with healthcare professionals, such as gastroenterologists, nutritionists, or registered dietitians, to provide a holistic approach to digestive health. They can work together to ensure clients receive comprehensive care and support, with the health coach focusing on behavior change and adherence to lifestyle modifications.

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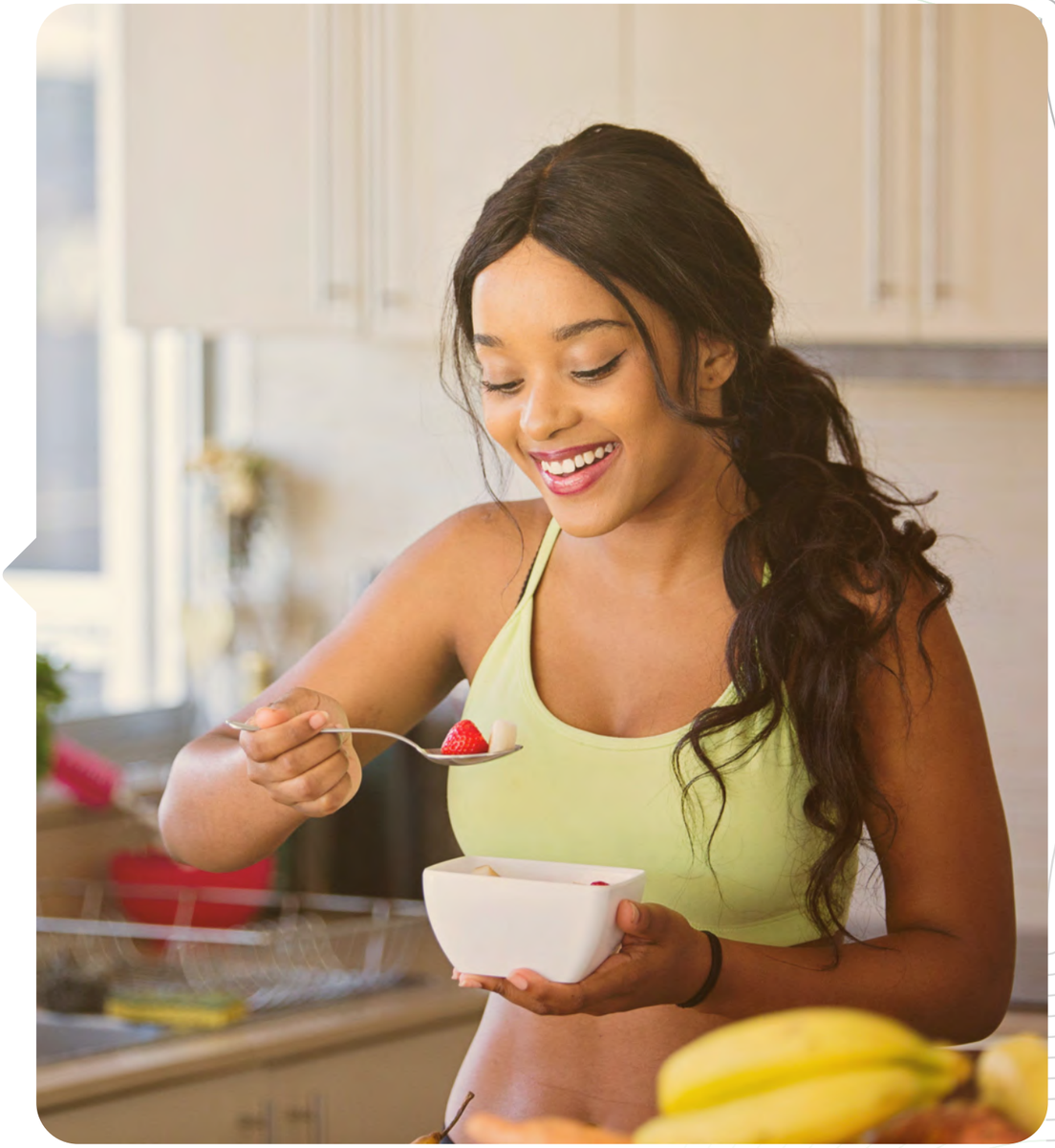
# The Science of Health Coaching

According to a *compendium of research in the American Journal of Lifestyle Medicine*,

**88%** of studies report health coaching is effective in changing nutrition behavior.

**87%** of studies show a positive effect on weight reduction and/or BMI.

Analysis of studies on health & wellness coaching supports just how valuable health coaching can be in reducing gastrointestinal disorders symptoms, improving behavior change when it comes to nutrition and exercise with other positive outcomes  (e.g., disease management, anxiety and depression symptoms reduction, medication adherence, sleep quality, and pain management), including psychological variables such as self-efficacy and quality of life.



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# The Science of Health Coaching

## Improving mood and gastrointestinal symptom severity in patients with functional gastrointestinal disorders (FGIDs)

*A 2021 pilot study* aimed to evaluate the impact of a digital coaching app for patients with functional gastrointestinal disorders (FGIDs) and anxiety and/or depressive symptoms reported clinically and statistically significant mood symptom reductions.

After 4 months of working with a health coach, 70% of participants experienced some reduction in anxiety scores, with 44% experiencing clinically significant reductions of 3 points or more on the GAD-7 scores. In addition, 65% experienced some reduction in depression scores, with 52% experiencing clinically significant reductions of 3 points or more on the PHQ-8 scores.

### Change in GAD-7 and PHQ-8 scores within the coached study participants

| | N | Mean change (SD) | CI | t (df) | P value (2-tailed) | Cohen d effect size |
|---|---|---|---|---|---|---|
| Baseline GAD-7- the first assessment GAD-7 | 59 | 2.64 (5.25) | (1.28, 4.01) | 3.87 (58) | <0.001 | 0.47 |
| Baseline GAD-7-the 4-mo GAD-7 | 59 | 2.71 (5.68) | (1.23, 4.19) | 3.67 (58) | 0.001 | 0.46 |
| Baseline PHQ-8-the first assessment PHQ-8 | 46 | 1.13 (4.89) | (-0.32, 2.58) | 1.568 (45) | 0.124 | 0.19 |
| Baseline PHQ-8-the 4-mo PHQ-8 | 46 | 2.85 (4.58) | (1.49, 4.21) | 4.22 (45) | <0.001 | 0.51 |

CI, confidence interval; GAD-7, General Anxiety Disorder-7; PHQ-8, Personal Health Questionnaire Depression Scale.

**Source:** Szigethy E, Tansel A, Pavlick AN, Marroquin MA, Serio CD, Silfee V, Wallace ML, Kingsley MJ, Levinthal DJ. A Coached Digital Cognitive Behavioral Intervention Reduces Anxiety and Depression in Adults With Functional Gastrointestinal Disorders. Clin Transl Gastroenterol. 2021

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# The Science of Health Coaching

## Reducing Irritable Bowel Syndrome (IBS) symptoms

*A 2018 randomized-controlled trial* that included dietary interventions and mind-body therapies followed by 8 weeks of telephonic health coaching reported statistically significant improvements for coaching participants compared to baseline and control groups.

After 4 weeks, the coaching intervention group showed statistically significant improvement in the IBS Symptom Severity Score compared to the control group, which was sustained at the 8 and 12 weeks of intervention.

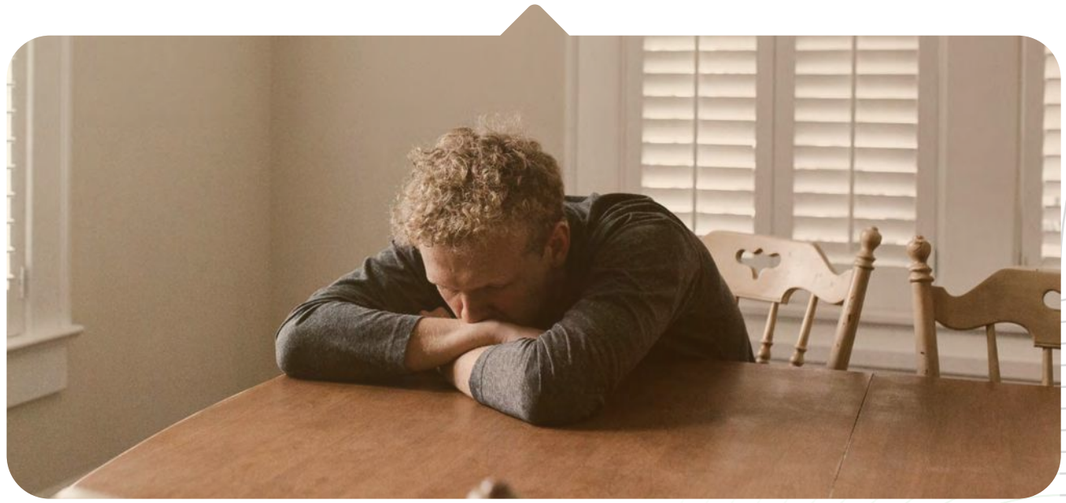
**81%** decrease in moderate and severe IBS symptoms at the baseline

**45%** decrease at week 4 of intervention

**55%** decrease at week 12

Additionally, the intervention group showed a statistically significant decrease in the CES-D measure of depression between baseline and week 12 compared to controls.

Researchers *concluded* that such health coaching interventions provide *"a strategy to address the challenge of access to this type of integrative approach for patients of low socioeconomic status or limited means."*



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# The Science of Health Coaching

## Improving medication adherence

According to a study published in the *Journal of the American Board of Family Medicine*, health coaching helps increase medication adherence rates among patients with type 2 diabetes, high blood pressure or high cholesterol.

Patients who participated in the health coaching group reported a 23% increase in taking their medications exactly as prescribed. The group that had continued with their usual care reported a 5% decrease.

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# The Science of Health Coaching

## Improving lifestyle, behavior and mental health

A study published in *the Global Advances in Health and Medicine* with the intent to estimate the impact of telephonic health coaching on health outcomes in a high-risk population found significant improvements in stress levels, healthy eating, exercise levels, and physical and emotional health, as well as in readiness to make a change.

After the first 6 months of the program, 89% of participants met at least one goal.

These results suggest that health coaching is an effective approach for changes in physical activity, eating habits, stress management, emotional health, sleep, and pain management, resulting in improved overall quality of life regardless of condition. Health coaching helps maintain positive shifts in activation levels and readiness to change among participants.

**Source:** Lawson KL, Jonk Y, O'Connor H, Riise KS, Eisenberg DM, Kreitzer MJ. The impact of Telephonic Health Coaching on Health Outcomes in a High-risk Population. Glob Adv Health Med. 2013 May;2(3):40-7.

## Changes in Health Status and Quality of Life Measures Pre- and Post-participation in Health Coaching (N=1082)

| Aspect of Health | % Positive Change |
|---|---|
| Decrease in wanting eating habits to change | 18.3 |
| Increase in limiting fat in foods most of the time | 12.8 |
| Decrease in wanting physical activity to change | 16.3 |
| Increase in being very satisfied with physical activity level | 20,9 |
| Decrease in pain interfering with normal activity | 10 |
| Increase in sleeping well | 10.6 |
| Decrease in loss of interest in doing things most of the time | 8.1 |
| Decrease in high levels of stress | 11.9 |
| Decrease in high levels of relationship stress | 5.9 |
| Increase in good relationship health | 9.2 |
| Increase in self-rated good physical health | 11.6 |
| Increase in self-rated good emotional health | 15.4 |
| Increase in self-rated good social health | 7.5 |
| Increase in self-rated good spiritual health | 6.4 |

[a] P<.001

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# The Science of Health Coaching

## Many recent studies support health coaching as an effective tool for behavior change:

*A 2019 study* on primary care-based health coaching showed that 12 months of coaching intervention with goals to improve nutrition and exercise behavior change showed a loss of 7.24% initial weight in overweight and obese adults.

*A 2021 randomized controlled trial* showed that a 6-month health coaching intervention improved the quality of diet and increased daily vegetable intake.

*A recent randomized control trial* examined the effects of health coaching on weight loss for obese adults. After 12 weeks of working with a personal health & wellness coach, participants archived 16% weight loss compared to 3% in the control group

Another *2021 study* set a goal to test the effectiveness of an intensive obesity treatment program delivered within primary care clinics in Louisiana by trained health coaches. After 2 years, patients who participated in health coaching interventions lost 4.5% more weight, had lower total cholesterol, improved quality of life, self-esteem, fatigue and social functioning compared with participants receiving usual care. Researchers concluded:

> *We believe that the keystone of this outcome is the addition of a trained health coach to the collaborative care team to administer a high-intensity lifestyle, patient-centered intervention program"*

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# US Market Map: Gut Health and Health Coaching

Below is just a small sampling of digital health, digital therapeutic and device companies delivering solutions related to gut health.

## VIRTUAL CARE & DIGITAL THERAPIES

OSHI HEALTH
vivante HEALTH
mahana
digbi health
metaMe Health
nerva™
SalvoHealth
ITERATIVE HEALTH™
mindset health™
Bold Health
KORE Digital Health Therapeutics
caracare
ayble

## DIAGNOSTICS, MICROBIOME TESTING & DEVICES

SYNLAB
MICROBA™
GENOVA DIAGNOSTICS
Sbiome
lumen®
ZBIOTICS®
Ombre
VIOME
Floré by sun genomics
atlas
daytwo
mymicrozoo
zoe
MicroGenDX qPCR + NGS DNA DIAGNOSTICS
Holobiome
BIOME HEALTH
MICROBIOME PLUS+

# 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.

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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!

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