



# Deep Dive Insights Report





# Who We Are

YourCoach.Health is the only operating system for behavior change, powered by health coaches. We provide non-clinical supplemental mental health support by standing up, scaling and operating best-in-class health coaching services for our partners, who entrust us to power up their employees, clients and members, with health coaching services delivered by our validated and credentialed coaches and proprietary technology. Our secure and HIPAA-compliant platform can stand alone or be easily embedded within any environment through our APIs and widgets, providing a seamless experience for your end-users.

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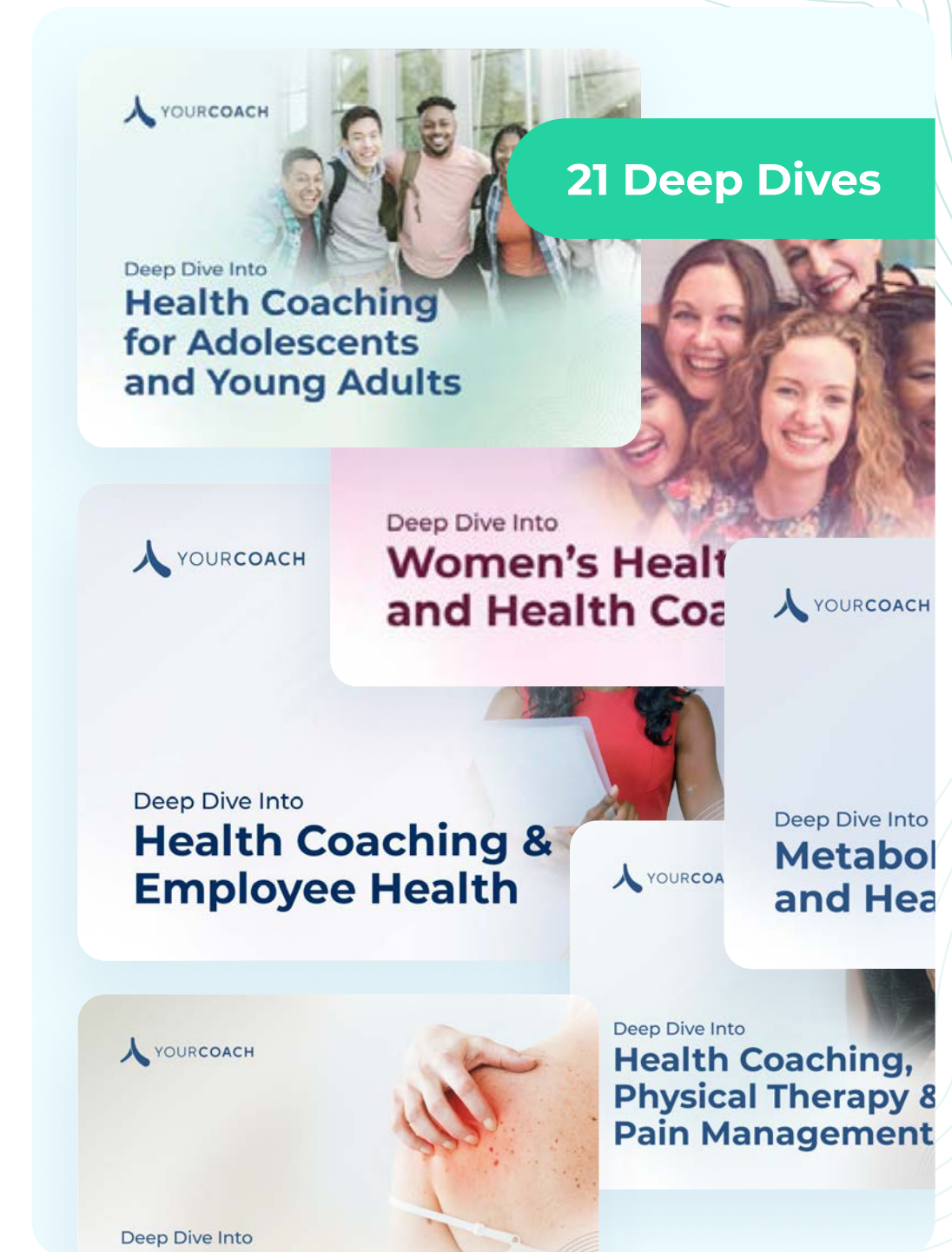
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# Developing the Deep Dives

Advancing the Health Coaching Revolution requires that in addition to providing health coaching services, we expand awareness around what REAL health and wellness coaching is. In the past few years, we recognized an alarming amount of misinformation, or lack of information entirely, regarding the irreplaceable role of real health coaches in healthcare, digital health and employer-sponsored wellness settings. We released a library of Deep Dives in 2023 as part of our efforts to reduce misconceptions and expand awareness of the benefits of health coaching, rooted in real-world data.

At YourCoach, we provide non-clinical supplemental mental health support by standing up, scaling and operating best-in-class health coaching services for our partners. We worked closely with these partners to identify 20+ focus areas most relevant to their needs, compiling highlights from the ever-growing body of evidence on the effectiveness of health & wellness coaching for behavior change and outcomes. This included diligent research, vetting, and expert interviews to bring each of these reports to life in supplement to our 2023 Global Health & Wellbeing Coaching Report. As we pulled each report together, we became more aware of key trends and noteworthy statistics across each focus area that we've highlighted here today.





# Our Deep Dive Library

Each Deep Dive represents an increasing focus on benefits of health coaching across specific conditions and populations



## Health Coaching & Employee Health

Spotlights the increasingly critical role health coaches are playing to support a healthier, happier, more present and more productive workforce, with data supporting the many benefits of working with a health coach.



## Caregivers – The Often Forgotten Heroes

A study by the University of Michigan found more than half (54%) of Americans over 50 are now caregivers for adults aged 65 and over. This report explores increasing pressures caregivers face when taking care of a loved one and the science-driven strategies health coaches are using to support them.



## Mental Health and Health Coaching

Provides a window into the variety of ways health coaches support individuals with ongoing mental health conditions or symptoms, from medication adherence to adopting habits that support a healthier brain.



## Women's Health and Health Coaching

Evaluates a variety of women's health conditions—from women's cancers like ovarian and breast health to chronic conditions that disproportionately affect those assigned as female at birth—while highlighting the role of the health coach in helping women in managing conditions and thriving.



## Oncology and Health Coaching

Takes a look at health coaching through cancer, including the ways in which health coaches support individuals through treatment and remission.



## Heart Health Matters – Prevention & Management With Health Coaching

Identifies lifestyle and environmental factors that affect heart health and how health coaches engage to prevent heart conditions, manage existing ones and support overall cardiovascular health.



## Nutrition And Health Coaching

Explores the many factors influencing nutritional health. Outlines key differentiators between health coaches, dietitians and nutritionists and highlights how health coaches play a critical role within the health and care team.



## The Exciting Emergence of Nurse Coaching

Describes the growing role nurse coaches play across industries—not just healthcare but also within digital health and employer-sponsored wellness.



## Substance Use Disorder and Health Coaching

Discusses symptoms, risks, and recovery associated with substance use disorder and the role health coaches play to support individuals along this difficult health journey.



## Sleep and Health Coaching

Discusses sleep health and the science-backed opportunities for health coaches to catalyze better sleep hygiene.



## Gut Health and Health Coaching

Presents the latest data around health coaching and gut health, evaluating research in support of health coaching as key to a healthier digestive system.



## Health Coaching for Adolescents and Young Adults

Highlights opportunities for health coaches to engage with adolescents and young adults to reinforce healthy habits at this exceptionally important life stage.



## Brain Health and Health Coaching

Spotlights the complexities of brain health and the opportunities for health coaches to perpetuate health habits that encourage healthier brains and stave off potential future conditions like memory loss.



## Dermatology and Health Coaching

Reviews skin health conditions and presents research surrounding the effectiveness of health coaching interventions in supporting better dermatological health.



## Musculoskeletal Health and Health Coaching

Looks at the variety of musculoskeletal health risks and presents data on health coaching interventions for each.



## Metabolic Health and Health Coaching

Highlights metabolic health conditions like diabetes, obesity, and more, while showing how health coaches support more optimal metabolic health and reduce the risks and symptoms associated with these conditions.





## Active Aging & Health Coaching

Health coaching plays an important role in encouraging active, healthy aging and enhancing the overall health and wellbeing of those ages 65 and older. This deep dive takes a look at the ways health coaches can and do help individuals embrace getting older and age more healthfully.



## Women's Cancers and Health Coaching

Takes a closer look at women's cancers—from cervical to breast and ovarian—and focuses on how health coaches improve all aspects of the cancer journey for those facing these conditions.



## Health Coaching for Active Military and Veterans

Presents the growing role health coaches are playing in addressing health conditions within active military and veteran populations, including lifestyle, physical and mental health conditions ranging from PTSD to physical injuries.



## Men's Health and Health Coaching

Reviews the risks and conditions those assigned as male at birth might disproportionately experience and ways in which health coaches support them.



## Health Coaching, Physical Therapy & Pain Management

Explores pain management and physical therapy while showing science-backed opportunities for health coaches to intervene.

# What Is Health Coaching?

Health coaching can be a keystone to ensuring important behavior changes become incorporated into daily routines, which is essential to leading healthier, happier and more productive and fulfilling lives.

Coaches leverage an evidence-based approach within patient care teams to enact positive change across parameters that include nutrition, physical activity, self-efficacy, mental health, and more.

Not only has health coaching been scientifically shown to reduce the risks and symptoms associated with chronic disease, but also limit stress; decrease the chance of burnout and absenteeism; increase the likelihood of productivity in the workplace; improve overall happiness and satisfaction and so much more (much of which we unpack throughout this Dive and in our [many individual Deep Dives](#)).

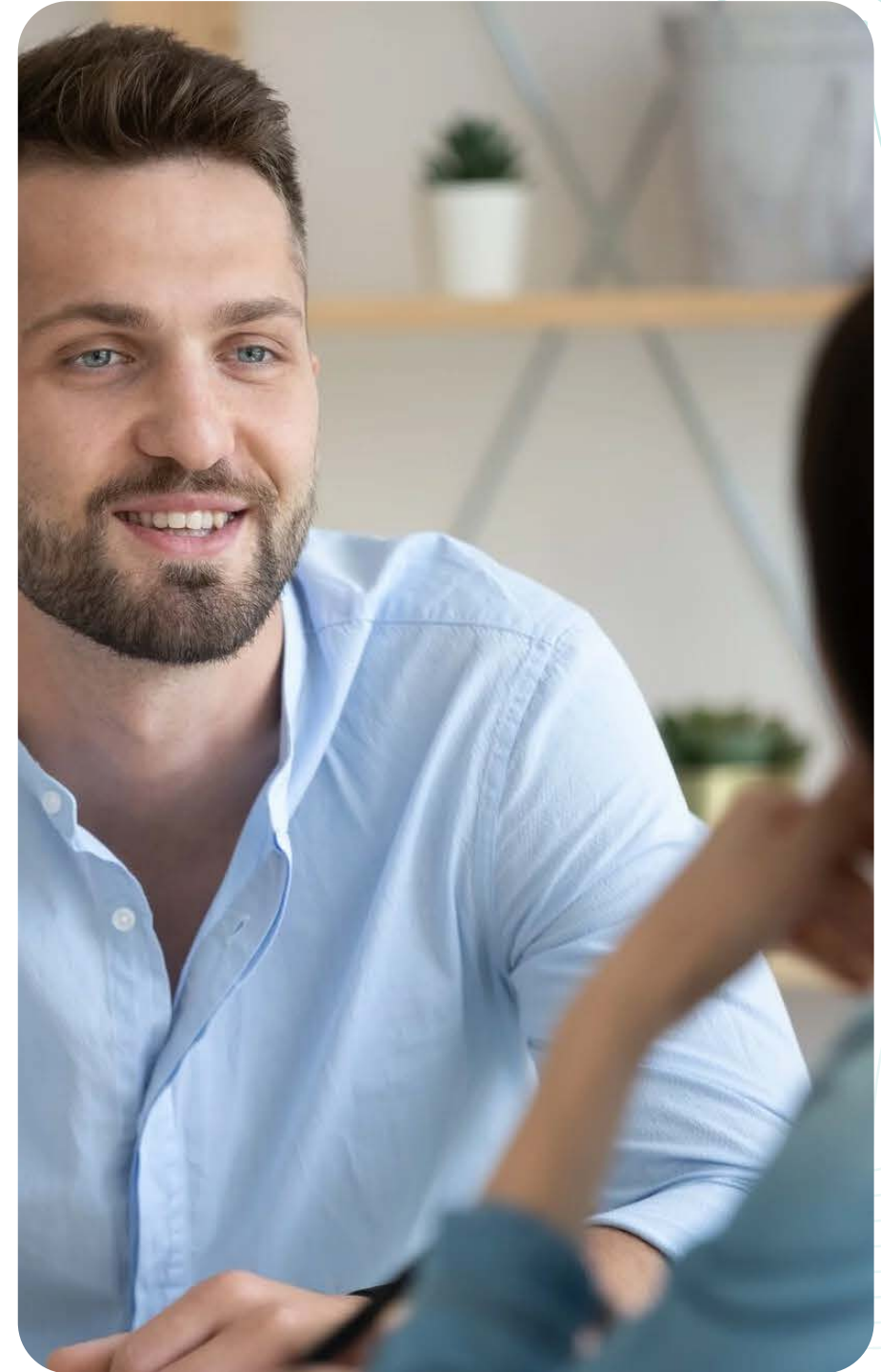




# What Is Health Coaching?

At the heart of health coaching is a holistic approach, which considers the person as a whole, rather than focusing on just 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.





# 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



# 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\*](#)


# Benefits Of Working With 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, Transtheoretical Model of Change)



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 clients prioritize self and become their best selves



# Supporting Humans Head to Toe

There are a number of scientifically validated ways health coaching improves an individual's health and wellbeing. Quite literally from head to toe, health coaching is used in both managing disease as well as a preventive method which leads to changes in nutrition, behavior, increased physical activity, self-acceptance, mental health improvements, and enhanced quality of life.



# Supporting Humans Head to Toe

## Mental health

89% of study participants with anxiety and/or depression demonstrated significant improvements in the GAD-7 scale (anxiety) or PHQ9 (depression) after working with a health coach.

## Metabolic health & nutrition

According to a compendium of research in the American Journal of Lifestyle Medicine, 88% of studies confirm that health coaching is effective in changing nutrition behavior.

## MSK

Studies showed that by working with a health coach, individuals are able to reduce disability and pain from chronic low back pain, as well as reduce disability in knee osteoarthritis.

## Tobacco cessation

Participation in health coaching programs brought the success rate of tobacco cessation to 73% with the highest quit rate (77%) after 6 months of participation.

## Chronic diseases

A 6-year study of cardiovascular patients who underwent The Coaching On Achieving Cardiovascular Health (COACH) Program showed an absolute reduction in all-cause mortality of 5.08%, and an average net cost saving to the funder of \$12,115 per person

## Men (and women's) cancers

Results from a 2014 study testing the effectiveness of a tailored nurse coaching intervention to promote adherence to oral chemotherapeutic medications in 45 adult patients, 65% of which were women, showed that adherence rates were superior to the standard group that solely received chemotherapy education provided at the cancer center.

## Physical activity & pain management

Regular health coaching sessions increase level of exercise and activity by at least 30%, especially amongst the aging population.

# Health Coaching in Practice: A Case Study

## The Case



Name: **Jonathan**  
DOB: **03/21/1980**  
Coach: **Coach Leslie**  
Date enrolled in coaching: **05/01/23**

Jonathan, a 42-year-old male, reached out for coaching support due to severe burnout at work. He is a project manager in a high-stakes tech firm, and the constant pressure and demands have taken a toll on his mental and physical well-being. Jonathan's burnout is affecting his performance, and he is struggling to find a balance between work and personal life.

His GAD\*-2 score is 3, primarily associated with work-related stress, a recent divorce, taking care of an aging parent, and the challenges of being a single parent to two teenage children. Jonathan was married for 18 years, but the divorce occurred due to increasing tension and lack of time spent with the family. He expresses feelings of exhaustion, frustration, and a sense of being overwhelmed.

\*General Anxiety Disorder

## How can a health coach help?

Jonathan is overwhelmed by the demands of his job, impacting both his mental and physical health. Working with a health & wellness coach will provide Jonathan with the right tools to address his burnout, providing resources for single parenting and caregiving, and working towards cultivating self-care routines, boosting resilience, and putting action plans in place for his wellness vision.



## Health Coaching in Practice: A Case Study

# Coaching focus

The focus moving forward is on addressing Jonathan's burnout, providing resources for single parenting and caregiving, and working towards cultivating self-care routines, boosting resilience, and putting action plans in place for his wellness vision.

### GOAL #1

**Reduce stress at work by incorporating mindfulness breaks mid-morning at least 3 days this week.**

#### Purpose of goal

Jonathan is overwhelmed by the demands of his job, impacting both his mental and physical health, and feels that taking a break to decompress and take some deep breaths would help lower his stress. Regular mindfulness practice can enhance resilience by reducing stress, improving emotional regulation, and promoting a more balanced perspective on challenging situations.

#### Resources shared

- Mindful Meditations
- Resources for workplace wellness programs and EAP benefits

#### Status towards goals Completed



**Jonathan's Feedback:** "I've thought about meditation before, but struggled to actually implement it. My coach helped me turn it from an idea into a habit by helping me analyze my schedule and find moments where I could incorporate it and then held me accountable. After incorporating them, I noticed my stress levels were reduced and I was more productive at work."

### GOAL #2

**Call his mother on the way to work every day this week for a moment of connection.**

#### Purpose of goal

Jonathan is struggling to find time to connect with his mother, so he identified his morning commute as a time he could call to speak with her. This would help him start his day positively, as well as remove this task from being on his mind for the remainder of the day.

#### Resources shared

- Time Blocking

#### Status towards goals Completed



**Jonathan's Feedback:** "Connecting with my mother was really important to me and something I felt guilty about throughout my day, until I started this practice of calling her on the way to work each day. My coach helped me identify why this was important to me and in turn, it has helped me start my day in a positive way and has the benefit of allowing me to plan my day differently if she needs any additional support, which helps me balance my professional and personal life better."

## Health Coaching in Practice: A Case Study

# Coaching focus

### GOAL #3

**Eat dinner together as a family at the table with Emma and Ethan at least twice this week.**

#### Purpose of goal

Emma is navigating high school challenges, and Ethan is preparing for college, and Jonathan is feeling like he doesn't have time to talk with them due to their busy schedules. Having dinner together at the table would allow for time to communicate together and would not add any additional time stressors to the schedule.

#### Resources shared

- Communication - How to Hear What Your Teen Says (and doesn't!)

#### Status towards goals Completed



**Jonathan's Feedback:** "Throughout my workday I would get frantic calls from my teenagers about challenges in their lives and I felt torn between supporting them and being attentive at work. By eating dinner together at the table, it allowed us to communicate about our day and problem-solve together, which helped my teens feel more prepared going into the next day and thus minimized the frantic calls I received at work. I was able to focus more on work during my day and it really gave me a sense of calm that I am balancing the needs of my professional and personal life."

### GOAL #4

**Complete Life Map Exercise this week.**

#### Purpose of goal

With the divorce, Jonathan is feeling like his life has not been in his control and his priorities are changing. It would be helpful to not only reflect on his journey so far, but to recreate his vision for what he wants his future to look like.

#### Resources shared

- Life Mapping Exercise

#### Status towards goals

In progress

**Jonathan's Feedback:** "My coach has been instrumental in helping me begin to uncover my wellness vision and identifying my strengths. I am looking forward to working through the life mapping with her to further refine what my new life will look like!"

# Key Trends Across Deep Dives

Over the past 20 years, health coaching has emerged as an effective intervention to initiate behavioral changes and improve overall health and wellbeing. Studies confirm that healthy lifestyle changes and improved behaviors can prevent the onset of a variety of illnesses (including chronic diseases) and help manage existing conditions.





## Key Trends Across Deep Dives

# Health Coaching has proven to be scientifically effective

Over 820 clinical trials with health coaching interventions have been completed and published in the last 23 years in the U.S. alone, and the number of studies featuring health coaching has increased 5 times since 2012. We are seeing improvements across therapeutic areas as well as studies using health and wellness coaching or coaching interventions and the results speak for themselves. For example, a 2023 study on mental health coaching for employees showed significant improvements in work absenteeism (hours were reduced by 88%), productivity levels (increased by 32%) and severity of depression symptoms and burnout (reduced by 66%). Another study from last year concludes decreases in symptoms of depression and anxiety among new moms after working with a health coach.

## Key Trends Across Deep Dives

# Health Coaching can significantly reduce healthcare costs

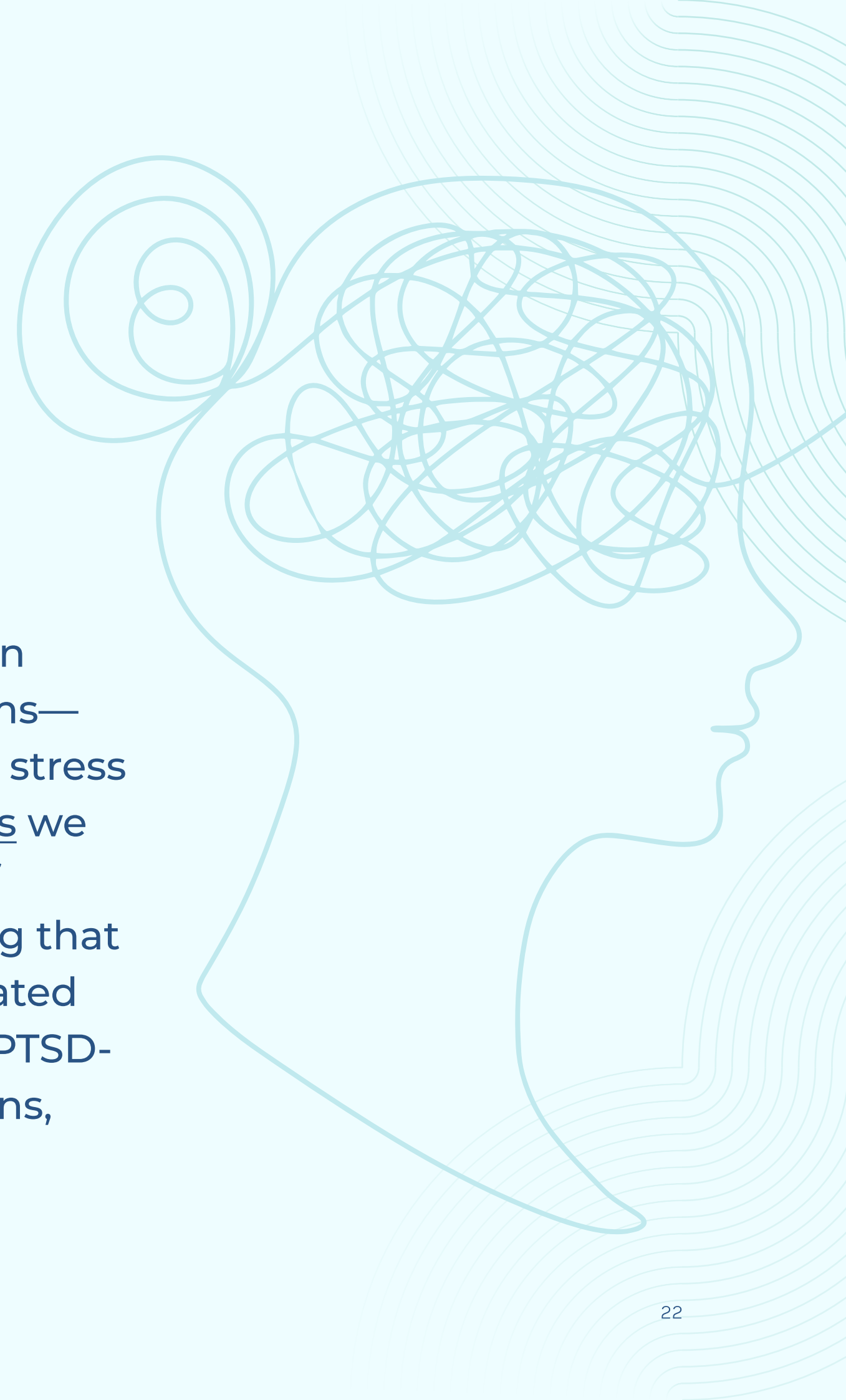
Health coaching is extremely effective in reducing healthcare costs. The CDC estimates that productivity losses due to chronic diseases cost employers \$1,685 per employee per year, with total costs estimated to be as high as \$225.8 billion annually. According to the study, burned-out employees are 63% more likely to take a sick day and 2.6 times as likely to be actively seeking a different job. Coaches leverage an evidence-based approach to help with preventing and managing disease and burnout and they are instrumental in catalyzing changes in sleep, nutrition, behavior, physical activity levels, self-acceptance, mental health improvements, enhanced quality of life, and more. Throughout our Deep Dives, we have found many similar data points and statistics on how health and well-being coaching are essential when it comes- to augmenting the health & care team.



## Key Trends Across Deep Dives

# Health Coaching is core to achieving optimal mental health

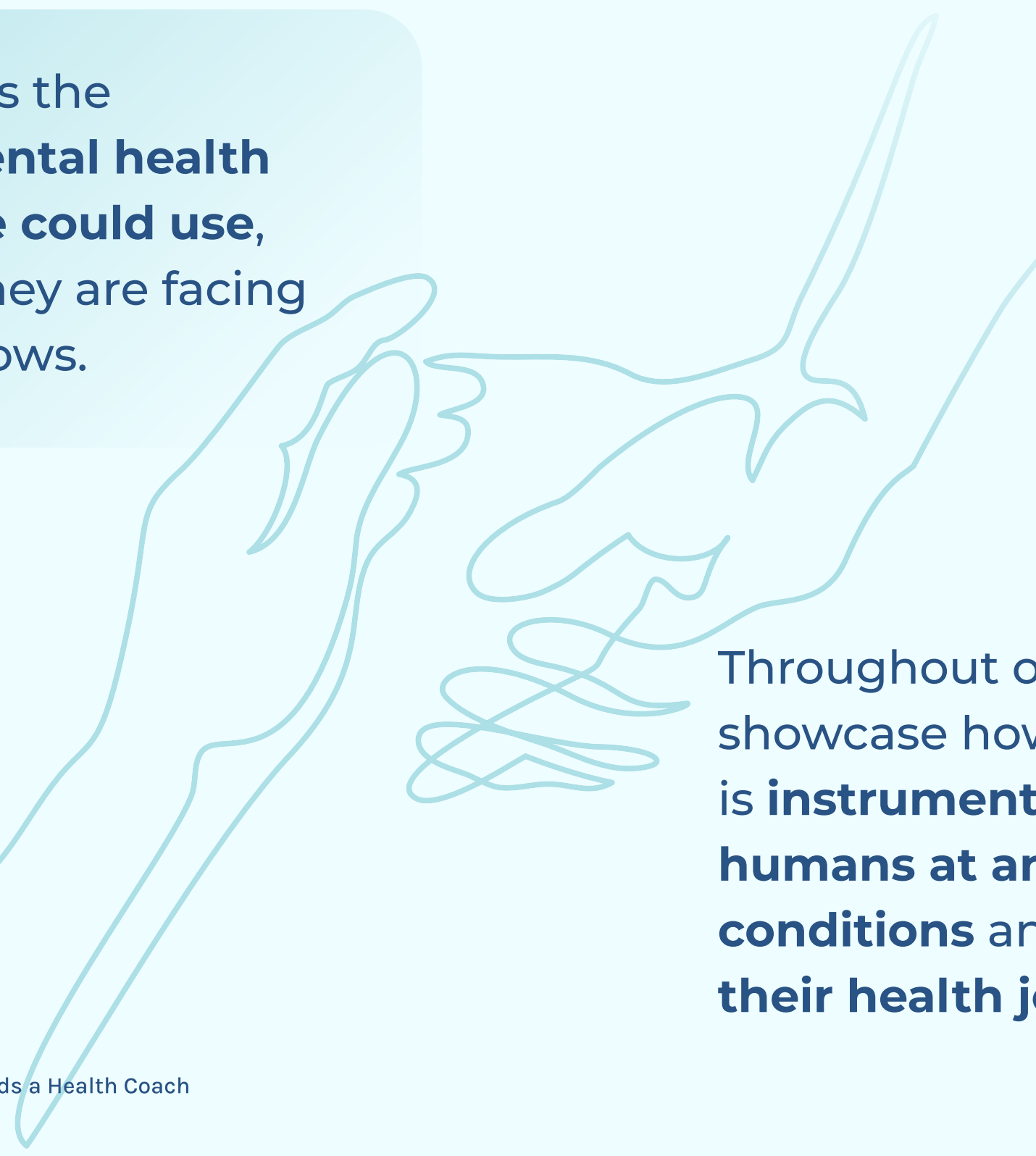
Health coaching has demonstrated an impact on ongoing mental health conditions and symptoms—including but not limited to anxiety, depression, stress and burnout, PTSD and more. Across Deep Dives we repeatedly highlighted studies on the impact of health coaching and mental health—showcasing that health coaching can mitigate symptoms associated with depression and anxiety and even improve PTSD-associated symptoms among veteran populations, decreasing suicidal ideation by 78%.





# EVERYONE Could Use a Health Coach

Health Coaching is the **supplemental mental health support everyone could use**, no matter what they are facing as life ebbs and flows.



Throughout our Deep Dives we showcase how health coaching is **instrumental in helping humans at any age**, with **any conditions** and **any stage of their health journey**.

# Human and Organizational Impact of Health and Wellbeing Coaching

As of today, the U.S. labor market is facing a shortage (there are over 10 million job openings in the United States at the moment – but only 5.7 million unemployed Americans are actively looking for work). This is occurring as companies across industries are conducting significant layoffs that have impacted talent across the country, while having a critical impact on mental and physical wellbeing across the workforce. Research supports the fact that working women in the U.S. and Canada are among the most stressed employees globally and that “quiet quitting” is largely influenced by mental and physical burnout.

## ■ Data:

**88%** work absenteeism hours were reduced.

**32%** increase in productivity level

**66%** severity of depression symptoms reduced

*\*Deep Dive Into Health Coaching and Employee Health, pg.18*

**But how can health coaches come to the “rescue” of employers worldwide? In our Deep Dives, we uncover the many areas affecting employees and how health coaches can help individuals make impactful changes on a personal as well as on an organizational level.**

# Human and Organizational Impact of Health and Wellbeing Coaching

**Employee health has never been more important than it is right now and progressive employers are paying attention.** On the “human side of things”, health coaches work closely with individuals to define goals specific to their health needs. They craft programs that directly ladder back to those goals and are made to fit that individual’s lifestyle. On an organizational level, our health coaches are highly trained in company culture (specific to each organization) and ecosystem, thus becoming an extension of the team and company they are working with. For example, a study on wellness coaching for improving the quality of life of 100 employees 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.





# The Impact of Health Coaching

by the numbers

**Health coaching benefits employees and supports them in making healthy lifestyle changes, improving health and wellbeing.**

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 provides highly individualized and much-needed support across specific populations, including veterans and active military.**

A 2021 study conducted by Brown University estimated that 30,177 veterans of post-9/11 conflicts have died by suicide. When compared to the 7,057 personnel killed in the conflicts, at least four times as many veterans died by suicide than personnel were killed during the last 20 years. Moreover, military suicide rates are four times higher than deaths that occurred during military operations.

# The Impact of Health Coaching

by the numbers

**Health Coaching is essential in reducing all-cause mortality of patients with cardiovascular diseases or complications.**

Health coaching interventions that reduce risk factors such as high cholesterol, smoking, and physical inactivity could prevent as much as **80%** of heart attacks and strokes. A recent study on the effectiveness health coaching showed a significantly reduced number of hospital admissions for a group of patients with heart disease.

**Health and wellness coaching improves quality of life in those undergoing cancer treatment and in remission.**

A 2020 study on the feasibility and effectiveness of health & wellness coaching for breast cancer survivors showed strong positive outcomes, namely in increasing physical activity, quality of life, and improving nutrition habits.

**Health coaching optimizes sleep hygiene, promoting better overall health outcomes.**

A total of 149 nurses participated in an 8-week health coaching program focused on sleep education, promoting good sleep hygiene, and providing individualized behavioral strategies to cope with shift schedules. At follow-up, they showed significantly higher results for the study's Functional Outcomes of Sleep Questionnaire 10 compared to both the control group and baseline.

# The Impact of Health Coaching

by the numbers

**Health coaching catalyzes better nutritional behaviors, leading to positive health outcomes like BMI reduction, weight management and more.**

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.

**Health coaching perpetuates healthy behaviors and curbs high-risk behaviors like smoking and substance abuse.**

The latest studies on health & wellness coaching support just how valuable health coaching can be in improving smoking cessation successes, positive nutrition and exercise behaviors, medication adherence, and overall mental well-being and also reducing alcohol consumption and nicotine dependence and lowering anxiety levels.



# Real Health Coaching = Real Outcomes

Here at YourCoach, we spend a large portion of our time dispelling misconceptions around health coaching.

**Real** health coaching is deeply personalized, it hinges on regular, live conversations and check-ins with a health coach that set goals, offer accountability, and provide necessary tools to help individuals reach their health and wellness goals.

**Real coaching is a collaborative partnership between an individual and a dedicated health and wellness coach.** Coaching provides a supportive environment where anyone can cultivate life-changing habits to enhance their overall health and wellbeing.

During coaching sessions, coaches work together with their clients to identify their wellness vision and establish a roadmap to achieve and realize health and wellness goals.

This process involves discussing values and priorities, setting SMART goals (Specific, Measurable, Attainable, Relevant, and Time-bound), devising strategies to meet these goals, identifying social and environmental support, as well as accountability and support. Fostering positivity, building healthy habits around nutrition and exercise, cultivating resilience, boosting confidence, nourishing relationships are just some of the things a health coach can support a client with.

**Health coaching is not nudging.** Though health coaching may incorporate nudging reminders to drive success, it's so much more than just that. Health coaching is individualized and science-backed support that's tailored to an individual's needs and goals. It's personal and nuanced and takes years of training to cultivate. Real health outcomes require real health coaching.

# Notable Advancements in Health Coaching

As an industry, health coaching has blossomed into a burgeoning market with notable advancements such as:

The approval of a taxonomy code for health & wellness coaching (171400000X)

Data collection with the NBHWC and UC San Diego

A steady increase in the number of yearly board-certified coaches as well as the number of coach training programs approved by the NBHWC

Updates on utilizing Health Savings Accounts (HSA) and Flexible Spending Accounts (FSA) towards health and wellbeing coaching

Increased focus on the science of health coaching and growing number of clinical trials

A growing number of digital health solutions that surround their services and products with health & wellness coaching

# What We're Looking Forward To In 2024

Building this library of Deep Dives afforded our team unique insight into what we can expect from health and wellness coaching in 2024 and the health and wellness industry at large.

## 1 Human Eye > AI

Personalization remains the priority, which is why the Human Eye is still superior to AI. A whopping 75% of employees state that a “personal touch” is the most critical quality they look for in their corporate wellness program. Though personalization can be achieved, in part, by AI (and we’re always considering Gen-AI as a tool to augment our force of health coaches), we firmly believe it’s best achieved when guided by a health coach. Science-backed health coaching techniques, like motivational interviewing and active listening, require adept dialogue and drawing on personal experiences from the coach, themselves, in order to function effectively. This is something we haven’t seen achievable by AI yet and therefore know live health coaching is absolutely irreplaceable, at least in the near future.

In addition, clear guidelines on the HSA/FSA eligibility will expand access to health coaching significantly.

■ Data:

75%

of employees state that a “personal touch” is the most critical quality they look for in their corporate wellness program.



## Predictions For the Year Ahead

# 2 Employer- sponsored wellness programs on the rise

Employer-sponsored wellness programs will continue incorporating live health coaching in response to growing demand from employees. Employees are increasingly demanding better employer-sponsored health and wellness services and are even citing this as a key consideration when choosing their next job opportunity or deciding whether to leave their current one (our Employee Health **Deep Dive** provides important data on these points). Employers are surely getting on board. This past year we had the opportunity to support one of the world's largest employers, among many other progressive, dedicated employers, who echoed this increasing demand for more personalized, effective health and wellness services. Not only is it making organizations more attractive to current and future talent, but it also makes their existing workforce more productive and happier; reduces absenteeism; and decreases healthcare-related costs.

## Predictions For the Year Ahead

### 3 Increased research on the benefits of health and wellness coaching

More universities will pursue research on the benefits of health coaching in clinical and non-clinical settings. While working on our Deep Dives, it became clear that there's a growing interest in quantifying the effects of live health coaching on physical, mental and emotional health outcomes. We've only just scratched the surface with the latest research, and feel confident more institutions and universities will continue to pursue pivotal research and studies on health coaching in health and wellness in the year ahead.



## Predictions For the Year Ahead

# 4 Diversity, equity and inclusion - core priority

Diversity, equity and inclusion will remain a core priority for health coaching, resulting in more initiatives to empower health coaches from diverse backgrounds and to provide accessibility to health coaching to those in underserved communities who need it most. At YourCoach, accessibility for all means ensuring we're supporting a diverse force of health and wellness coaches throughout their career journeys while also prioritizing diversity, equity and inclusion in everything we do. We are thrilled to have partnered with Violet, the first-ever health equity platform, to offer services that benchmark and upskill intercultural competencies. We've made Violet available as a benefit to all the health coaches we work with and have ensured health equity and DE&I is a priority during our verification and validation process. Strong cultural competency is one of our core values, so we've made sure every coach we work with has access to ongoing DE&I resources through this partnership, in order to provide the most comprehensive and personalized services to the populations we serve.





# How Can YourCoach Help?

Here at YourCoach, we're the leading organization delivering non-clinical supplemental mental health support by standing up, scaling and operating best-in-class health coaching services for our progressive partners. We have been working closely with them to understand their needs and to showcase benefits of health coaching and have been bringing those benefits to partners across the country. We're already seeing the firsthand impact of health coaching on our existing partners, including employers, cultivating a healthier, happier workforce that's also more present, satisfied and productive in their day-to-day roles.

We're excited to continue delivering health coaching in 2024 to support clients, members and employees and our Deep Dives have provided a helpful baseline to demonstrate the science behind health coaching across a variety of indicators. The years ahead will continue to be a challenge for individuals everywhere, and we're confident health coaching will serve a critical need and are looking forward to expanding access to health coaches in the years ahead.

**3,500+**

Validated Coaches

**72%**

month over month re-enrollment

**98%**

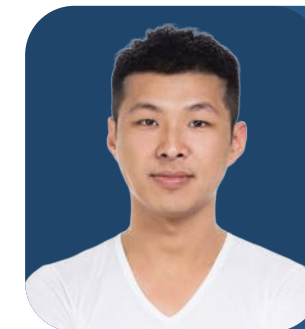
Coaching satisfaction rate

**16**

coaching categories such as women's health, heart health, oncology, sleep, caregiver support and more

# For Healthy & Happy Humans

Healthy humans are happy humans. Employer-sponsored health and wellness services are the cornerstone of work-life balance, job performance, and overall well-being at any stage of one's career. We work with our partners to bring our health and wellbeing coaching services to the population at large. After all, everyone can use someone to lean on. YourCoach health coaches are trained in science-backed behavior modification techniques to provide non-clinical supplemental mental health support to anyone who needs it. If this resonates, we look forward to speaking with you soon!



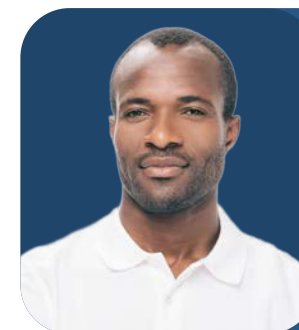
“  
I'm having trouble  
managing my anger.”



“  
I'm battling chronic  
anxiety and panic  
attacks”



“  
I struggle with  
motivation and can't  
seem to make  
positive changes in  
my life.”



“  
I can't sleep and it's  
affecting my work  
and home life.”



# We are here for you!

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





# About YourCoach

YourCoach.Health is the only operating system for behavior change, powered by health coaches. We provide non-clinical supplemental mental health support by standing up, scaling and operating best-in-class health coaching services for our partners, who entrust us to power up their employees, clients and members, with health coaching services delivered by our validated and credentialed coaches and proprietary technology. Our secure and HIPAA-compliant platform can stand alone or be easily embedded within any environment through our APIs and widgets, providing a seamless experience for your end-users.

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.



Health Coaching  
Industry Report V2.0

