



Health Coaching

Maximus Well-being Talk
Friday, March 15, 2024

Agenda

- Meet the Speakers
- Why Health Coaching
- Anthem Enrolled Members – Well-being Coach Total
- Non-Anthem Enrolled Members – LiveHealth Online
- Health Coaching Wellness Incentives
- Wrap-up & Questions

Meet the Speakers



Lara Jones
Client Executive



Janet Coons RN, MS
Total Health Clinical
Executive



Hallie Higbee
SVP, Account Manager



Laura Kuhn
Sr. Health Coach



Erica Terry
Account Director,
LiveHealth Online

Personalized Coaching Support to Help you Achieve your Health Goals

When you're trying to live a healthy life, extra support can make all the difference. Health coaching is here to encourage and inspire as you change old habits and embrace a healthier life.

Who is Eligible?

Anthem Members

All Members Age 18 +



Well-being
Coach Total

Non-Anthem Members

All Members Age 18 +



Live Health Online Healthy
Weight/Tobacco Free



What does Coaching Include?

Coaching support includes:

- Access to a coach to help identify actionable goals.
- Support for losing weight and keeping it off.
- Support for quitting tobacco before, during, and after establishing a quit date.
- Connect you to the right resources along the way.

When you use health coaching, you're starting a journey – from setting goals and breaking old habits to trying new challenges and changing how you feel.

We Have Your Well-being Solution

Well-being Coach connects you with the right resources at the right time to make a healthy difference in your life. Specialized coaching in key wellness areas allows you to focus on your most important health priority.



What is Well-being Coach Digital?



Text-based coaching to help you reach your health goals, focused on nutrition, activity, sleep, stress and tobacco cessation, powered by Lark



Download the Lark app for access to digital coaching whenever and wherever it works best for you



Lark's coaching personality is compassionate and encouraging, like texting with a friend

Real behavior change
& results:

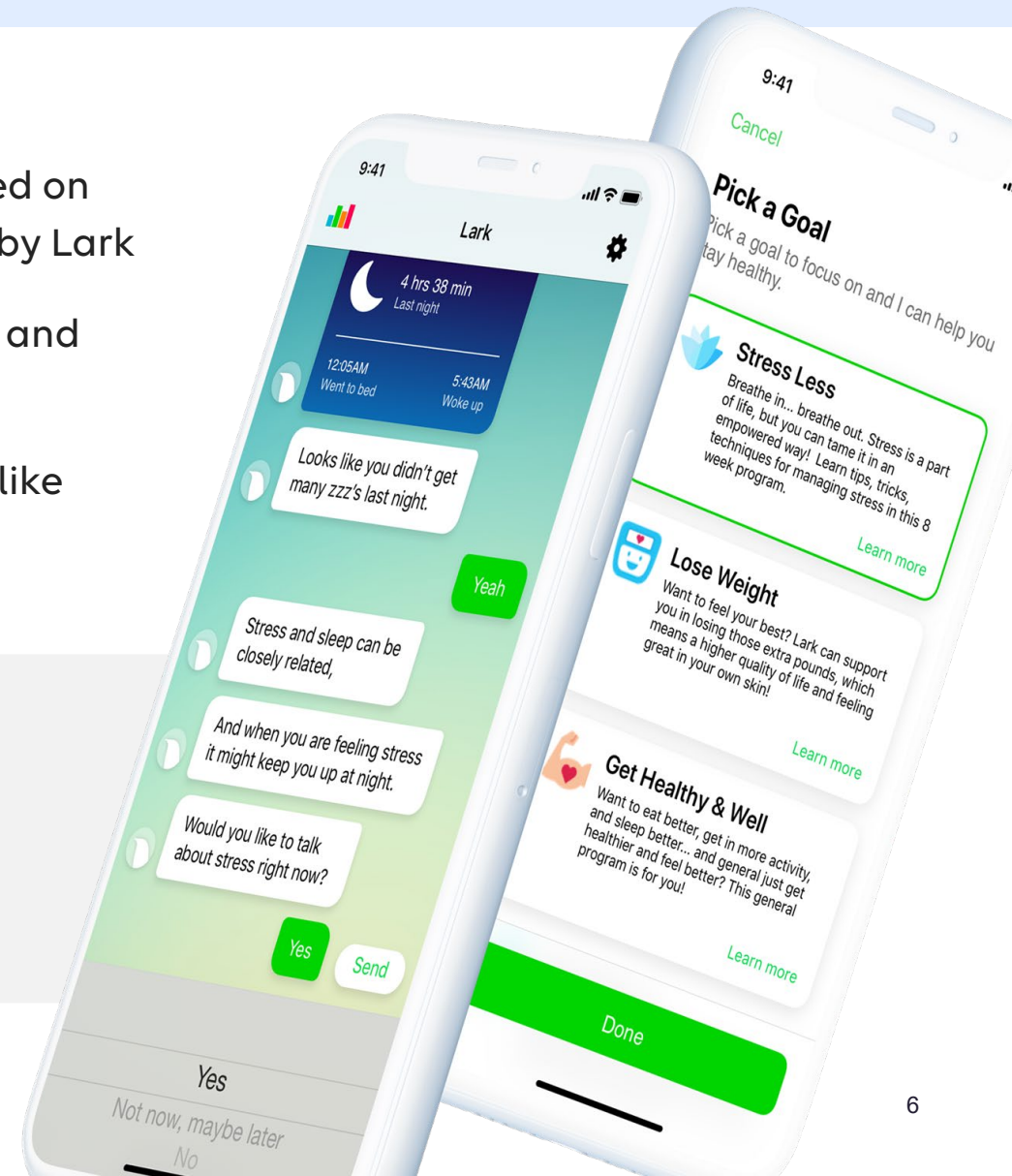
30%

Increase in movement minutes*

50%

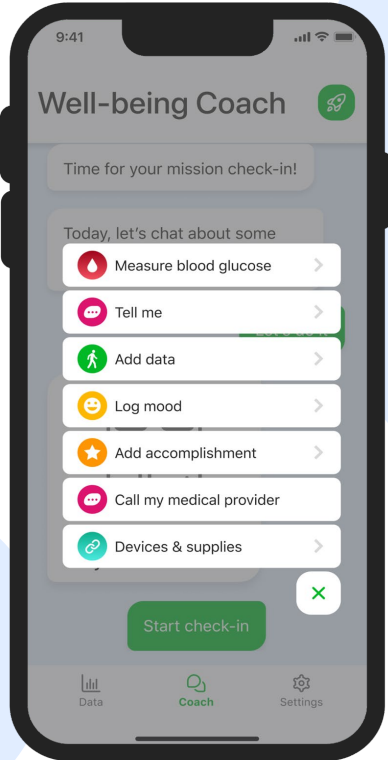
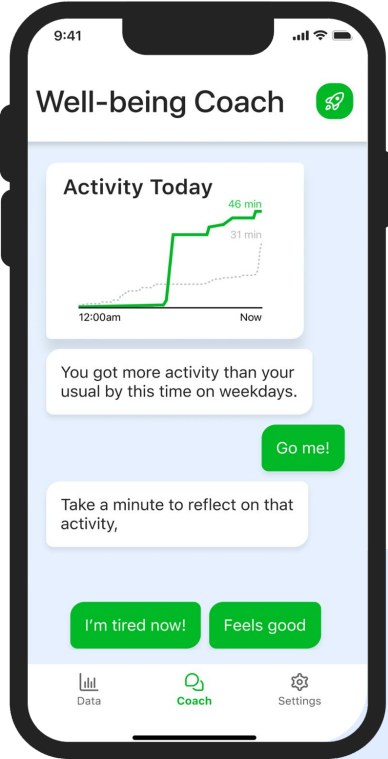
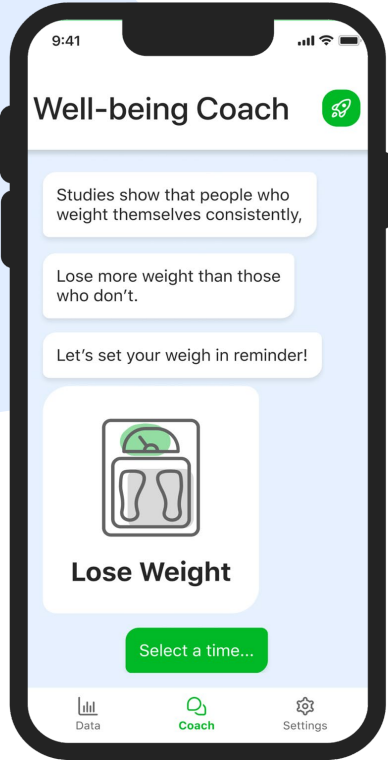
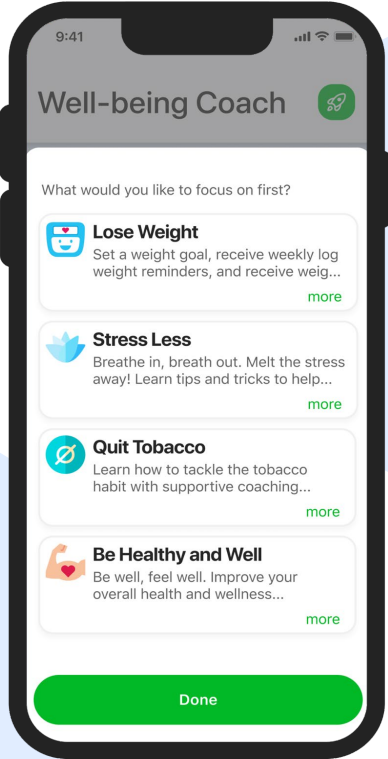
Of members who log weight achieved $\geq 3\%$ weight loss*

**Based on 2023 Elevance Health book of business data from enrolled WBC members*



Personalized Coaching

Choose your coaching focus area, sync your data and log your meals & activities for smarter, more personalized coaching



Includes a Digital Scale!

- Available through in-app ordering, at no cost to you
- Cellular connectivity – syncs automatically with the app for validated weight tracking
- App reminders and nudges encourage weight logging
- Track your progress every week on your way to achieving your health goals!



What is Well-being Coach Telephonic?

You **can** change
your health journey!
Well-being Coach can help.

What to Expect:

- Program is focused on 2 key areas: Weight loss and quitting tobacco
- Telephonic coaching call support every 2-4 weeks
- For added support access to registered dietician or pharmacist



Each Well-being Coach is specifically trained to help you ditch old habits so you can embrace a healthier life!

Ready to begin your personal health journey? Call us at (1-833-985-8464)

Well-being Coach Telephonic

Health coach will work with you to:

- Set short- and long-term goals
- Discuss motivation, barriers, and pathways to reaching goals
- Develop a personalized care plan
- Provide supportive educational resource links
- Provide consultations with a Registered Dietician or Pharmacist on nutrition and medication support



You and your coach will identify your goals, and what you'll need to change to reach them.



Together, you'll create custom action plans to get you there, one step at a time.



You'll pinpoint the resources and support you need to maintain a healthier lifestyle, and leave those old habits in the dust.

LiveHealth Online Tobacco Free and Healthy Weight

- Provides easy, convenient access to health coaches through private and secure two-way video or phone
- Visits with a health coach of your choice to receive behavior modification coaching
- Combining virtual health coaching with real-time biometric data to drive behavior change
- Self-scheduled appointments, 7 days a week
- Available to non-medically enrolled
- Enroll through Engage or call 1-888-LIVEHEALTH



Access



Convenience



SCAN ME

Tobacco Free and Healthy Weight Member Experience



Health Coaching Visit Structure

- **Build Rapport:** find out about member's lifestyle habits; check-in with member on what's going well and what's been challenging
- **Gather Data:** check to see if member has added data into system
- **Educate:** provide them the tools/knowledge to empower autonomy
- **Set Goals:** help member reach weight loss and or tobacco free goals through small behavior changes that add up
- **Wrap Up:** review visit, answer any questions the member may have, schedule next visit



Incentives

Well-being Coach Total – Anthem Enrolled Members

Digital

- Complete 30 digital daily check-ins
- Earned once annually
- Earn 500 points = \$100

Telephonic

- Complete 3 health coaching calls
- Earned once annually
- Earn 500 points = \$100

LiveHealth Online – Non-Anthem Members

Healthy Weight

- Complete 3 sessions with the coach
- Earned once annually
- Earn 50 points



Questions?





Thank you!