Our health coaching solutions combine technology and a human touch to enable positive health behavior change and halt the progression of chronic disease. Using MAXIMUS Connected Wellness (MCW) powered by NexJ Health, health coaches promote positive health behaviors through the use of applied motivational interviewing and structured goal setting using the SMART goal framework in one-on-one health coaching sessions. Coaching is reinforced with the delivery of personalized messages, curated health library content, and social support through forums. Our health coaching solutions are underpinned by a range of evidence-based processes and psycho-social models including:

- Transtheoretical Model of Behavior Change
- The Health Belief Model
- Theory of Planned Behavior
- Positive psychology

Overarching objectives of our health coaching programs include:

- Educate participants on relevant health conditions and healthy behaviors
- Communicate regularly with participants to increase their engagement in their own health
- Support the adoption of and adherence to healthy behaviors leading to improved overall health and wellness aligned to best practice guidelines

The cornerstone of our health coaching is the trusted relationship between participant and coach. This therapeutic alliance supports participants through unconditional positive regard and encourages them towards sustainable behavior change.

Coaching within MCW is person-centered, holistic and tailored to personal preferences. Engaging evidence-based content and personalized coaching helps to drive high client engagement — allowing them to participate remotely, digitally or over the phone in the context of their own lives.
WHO is it for?
- Diabetes Prevention/Management.
- Cognitive Behavioral Therapy for adults diagnosed with major depressive disorder, Post-traumatic Stress Disorder (PTSD), General Anxiety Disorder (GAD) and youth mental health.
- Hypertension Prevention/Management.
- Individuals who wish to be proactive in seeking a healthier lifestyle.

ONboarding
Participants create an account on MAXIMUS Connected Wellness via:
- Invitation
- Referral
- Self-register

Assessment of the participant
The onboarding assessment captures information on the participant’s condition, adherence to healthy behaviors, their readiness to change and health priorities.

Coach matching
Participants are matched with a health coach based on the results of their onboarding assessment and begin a personalized coaching program, which starts with a welcome message from their coach.

Behavior Change
Months 1-3
Coaches help participants set goals and create action plans through regular communication and support. Participants review multimedia educational content and track their healthy behaviors.

Relapse Management
Months 4-6
Participants continue to track their progress with integrated wearables, work toward their goals, and chat with their coach. Coaches help participants overcome barriers to change and engage them in problem solving and goal reflections should they falter.

Maintenance
Months 6-12
Participants continue to engage in self-guided education on MAXIMUS Connected Wellness to reinforce behavior change. They also have access to social forums, tracking, and webinars. Rewards for healthy behavior continue.

Evaluation
- Improved population health
- Positive participant experiences
- Participant adherence to guidelines and outcomes

Living Well
The journey does not end here!

12 Month wellness program