



AVIDON HEALTH

# Health Coaching Sample Outcomes



# 12-Month Efficacy Review

## The Population and Solution

- **23 diverse client groups across 7 industries:** banking, construction, education, healthcare, insurance, manufacturing, utilities
- Avidon's **4-session telephonic** health coaching program

73%

who attended the initial session completed the entire 4-session program

97%

said yes, they would recommend their health coach to a friend or family member

## Responses to Anonymous Post-Completion Survey

- Participants were asked to rate their level of agreement with the following statements.
- Percentage who agreed with the statement at the highest level, **“Very Much”**:

Health coaching was central to me achieving at least one of my health-related goals.

88%

Health coaching has increased my confidence in achieving my health and wellness goals.

81%

I received helpful tools and resources from my health coach.

91%

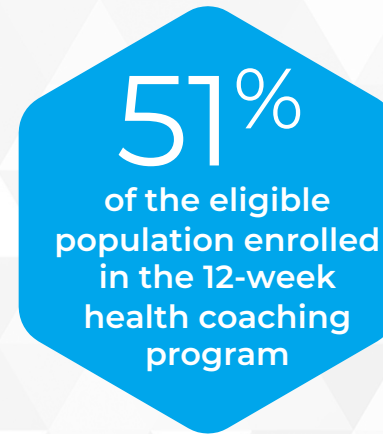
My health coach was responsive to my needs, including responding within 24 business hours.

91%

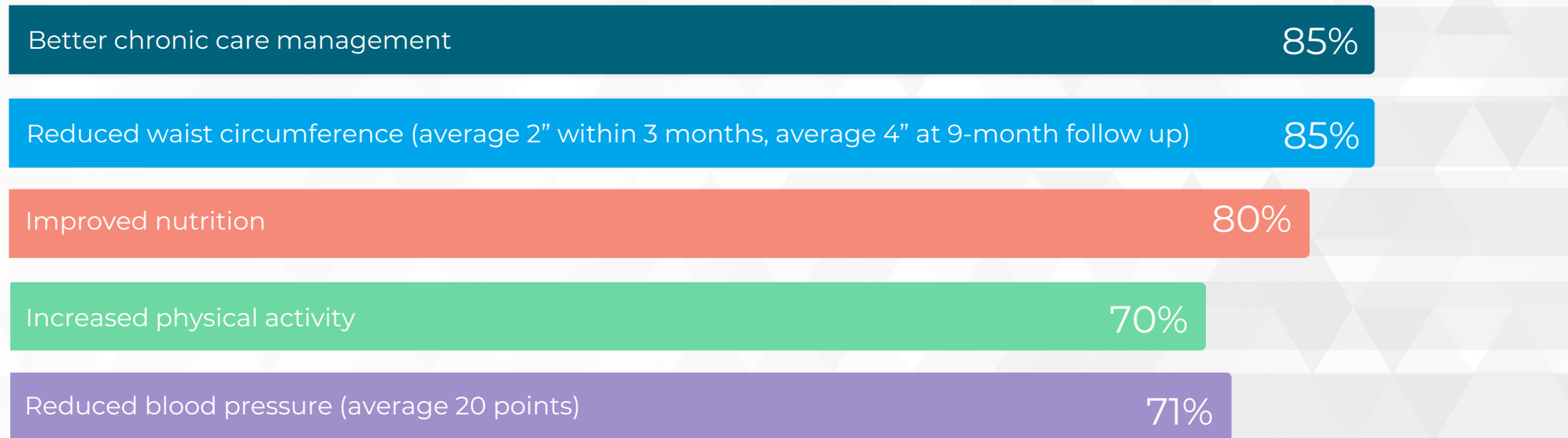
# Outcome: Better Health

## The Population and Solution

- Data from **6 years of 12-week program delivery** across numerous diverse populations
- Avidon's **6-session live and telephonic** health coaching



## Reported Health Outcomes



# Outcome: Better Engagement

## The Population and Solution

- 300 non-incentivized health program participants categorized into three equal groups:



### NO HEALTH COACHING:

No engagement with technology or a live coach.



### ONLY HEALTH COACHING:

Live health coaching without technology.



### AVIDON+ HEALTH COACHING:

Live health coaching plus technology to increase success.

## Health Program Completion

No health coaching 17%

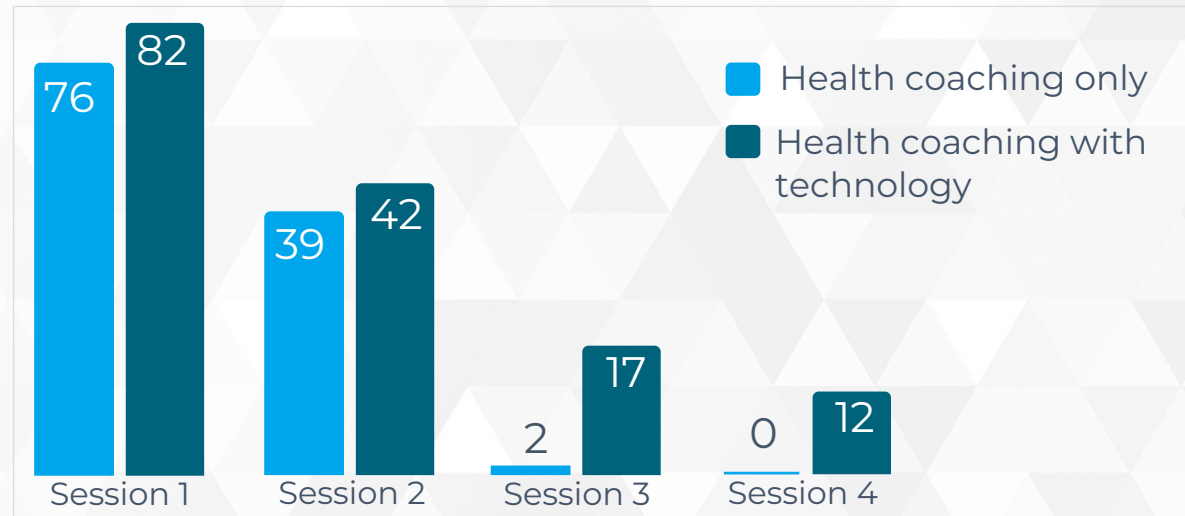
With health coaching only 28%

With Avidon's enhanced health coaching 36%

# 112%

increase in health program completion rate with the addition of Avidon's enhanced health coaching

## Coaching Sessions Completed



# Outcome: Better Satisfaction

## The Population and Solution

- Data from nearly 700 unique participants engaging in over 6,700 digital and 5,100 individual coaching sessions
- Approximately 600 Coaching surveys submitted in 2023

*Staying on track of being healthy is a task and a journey. Pam's skills support me tremendously, her guidance of small goals for healthy growth and my favorite, "I am not where I want to be but better than I used to be." I am thankful my company offers this program.*

*Many thanks to Christine for helping me manage my health through my crisis this summer. I had surgery, and a death in my family. She was wonderful listening and helping me through this time of need.*

*I am presently recovering at home from a major back surgery, November 2022, and the recovery is not smooth relative to the ongoing pain that I am experiencing. I look forward to my weekly, scheduled sessions with Lindsay. I find her positive, effective and uplifting. Thank you immensely Lindsay!*



**4.7** rating out of 5.0

**The client's rating system defines program success as a rating of 3.0 or higher.**



AVIDON HEALTH

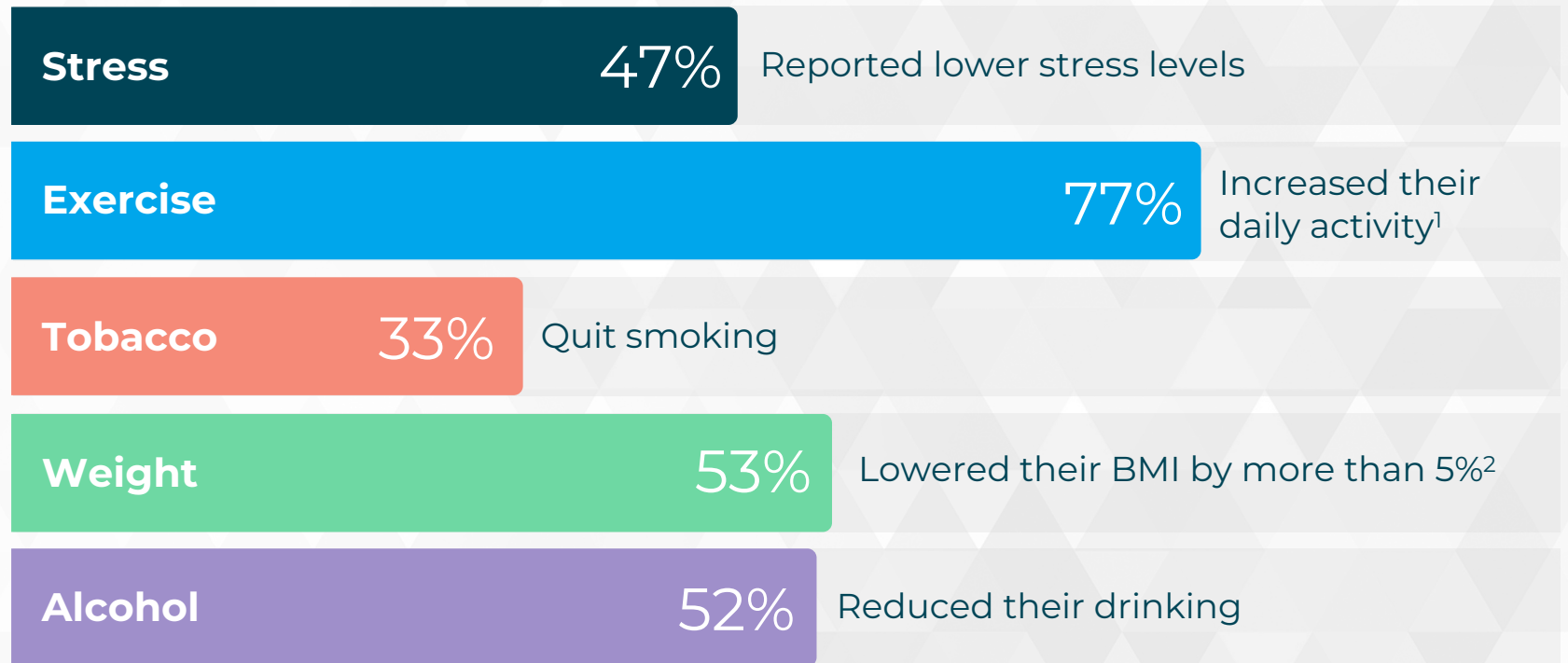
# Behavior Change Courses

## Sample Outcomes



# Behavior Change at Scale

60,000+ participant annual Health Risk Assessment review comparing before and after at least one online course.\*



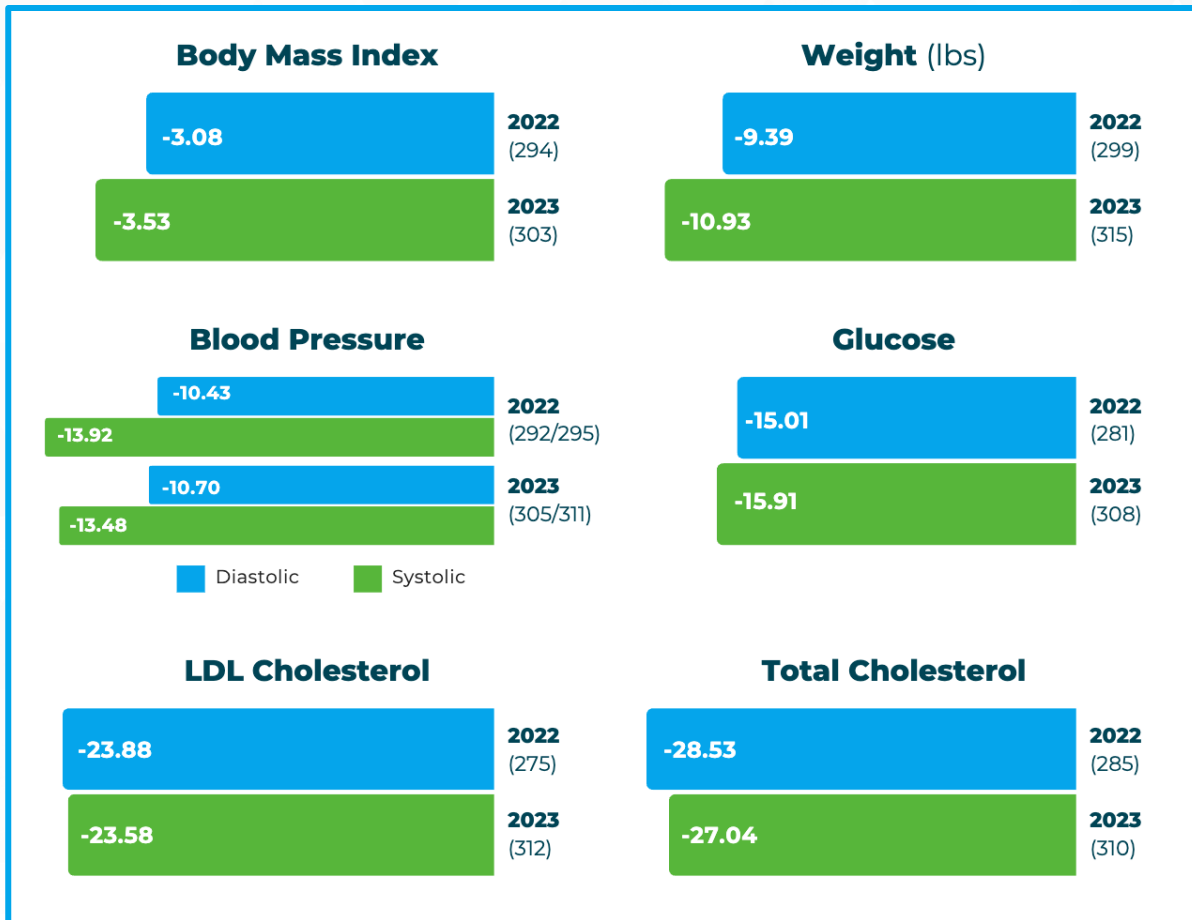
<sup>1</sup>Refers to those initially considered 'inactive'

<sup>2</sup>62% who were obese lowered their BMI (average 12% reduction)

\*No data was shared regarding potential impact of participation in other activities

# Long-Term Health Outcomes

Over 1,500 individuals tracked through annual biometric screenings demonstrated measurable health improvements using only Avidon programs, with no additional interventions.



5,000+

health records logged showing meaningful improvements.

## More Time = More Benefit

Of the participants tracked from year one, over one-third showed sustained improvements over two consecutive years, highlighting a strong link between longer engagement and better outcomes across all metrics.

# Sleep Management Study

## The numbers tell a story of healthier outcomes

**We wanted to know: How does this program impact participants?** We surveyed over 1,200 participants over 6 months, and the results show real, measurable change.



### When asked how their life improved:

**21%** said they feel better

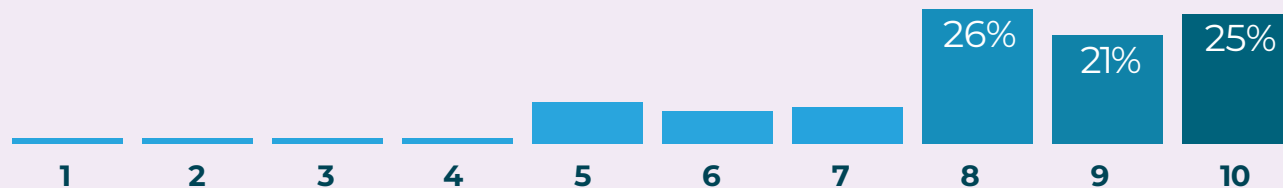
**18%** said they have more energy

**13%** said their mood improved

**11%** said they were exercising more



### COURSE RATINGS



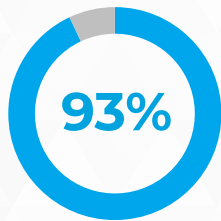
**81%**

would recommend this course to friends & family

# Alcohol Management Study

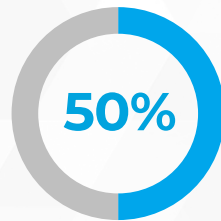
## The numbers tell a story of healthier outcomes

**We wanted to know: How does this program impact participants?** We surveyed over 2,000 participants over 6 months, and the results show real, measurable change.



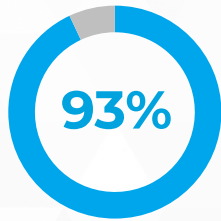
93%

met their objectives related to their alcohol consumption



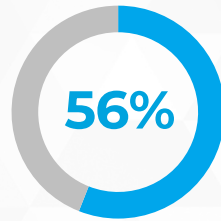
50%

gave the highest rating when asked how much the course made them **feel in control of alcohol**



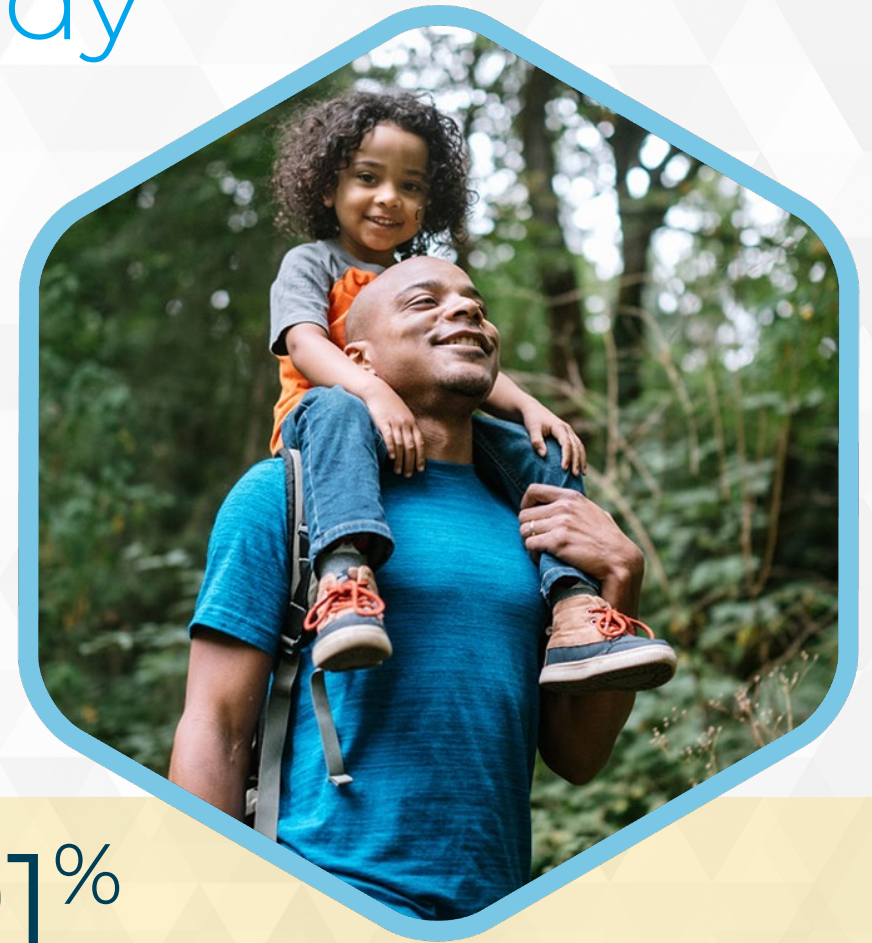
93%

felt the course **improved their overall health**

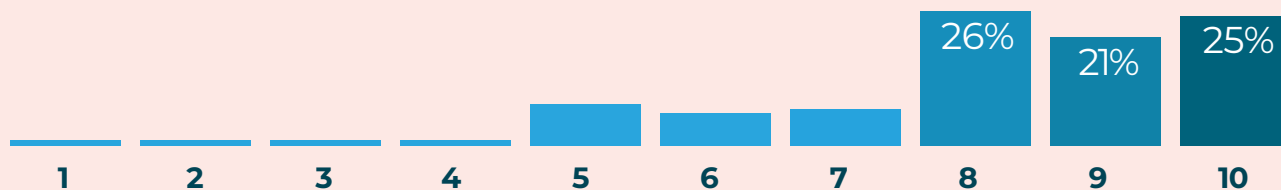


56%

believe the course made them feel **more positive about the future**



### COURSE RATINGS



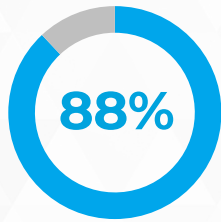
91%

would recommend this course to friends & family

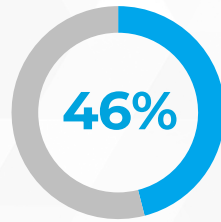
# Tobacco Management Study

## The numbers tell a story of healthier outcomes

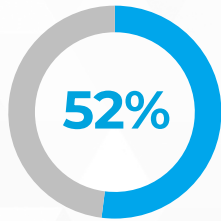
**We wanted to know: How does this program impact participants?** We surveyed over 2,000 participants over 6 months, and the results show real, measurable change.



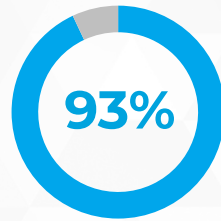
of participants said the course helped them **meet their smoking-related objectives**



gave the course the highest possible rating when asked how much the course made them **feel in control of smoking**



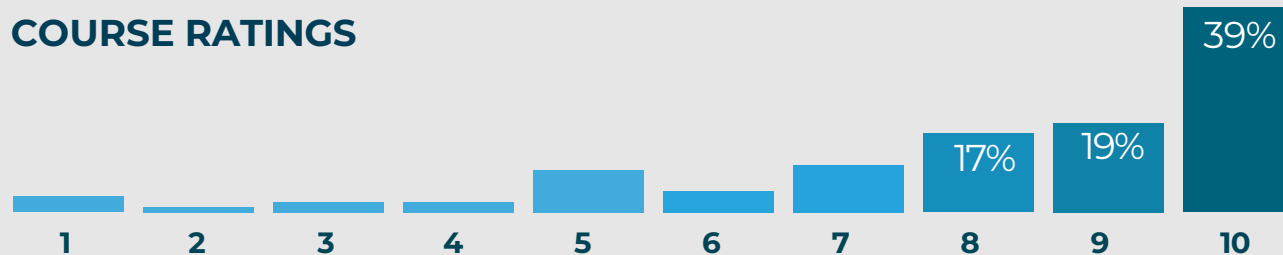
believe the course had a **positive impact on their future health**



felt motivated to **improve their health**



### COURSE RATINGS



92%

would recommend this course to friends & family

# Exercise Management Study

**When exercise feels like a burden, the brain will search for reasons to avoid it.**

Our evidence-based training provides the knowledge, cognitive skills, and tools needed to:



## RETRAIN THE BRAIN

to develop a state of mind where exercise is no longer seen as a burden or chore.



## ENCOURAGE PARTICIPANTS

to include it as an everyday part of life.

The result is a life-long love of exercise that helps participants feel healthier, more fit, and more energized.



**77%**

**increased exercise to an acceptable level by the next annual HRA**

A study compared the annual health risk assessments of 12,000+ participants who were members of a large national wellness program. Those who didn't meet minimum physical activity requirements prior to taking this course and completed at least one intervention were given another HRA.

# Stress Management Study

## The numbers tell a story of healthier outcomes

**We wanted to know: How does this program impact participants?** We surveyed over 7,500 participants over 6 months, and the results show real, measurable change.



### COURSE RATINGS



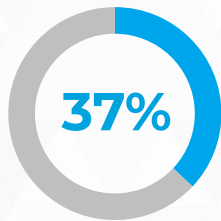
# 95%

would recommend this course to friends & family

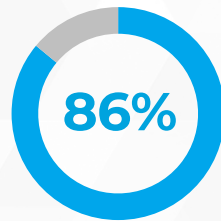
# Diabetes Management Study

## The numbers tell a story of healthier outcomes

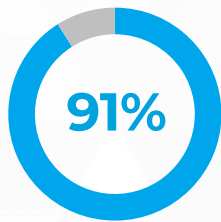
**We wanted to know: How does this program impact participants?** We surveyed over 1,100 participants over 6 months, and the results show real, measurable change.



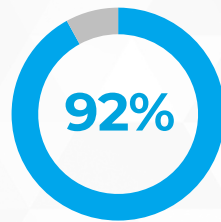
said that after the course, they **never felt troubled by their diabetes**



said the course **improved their motivation** to manage their condition



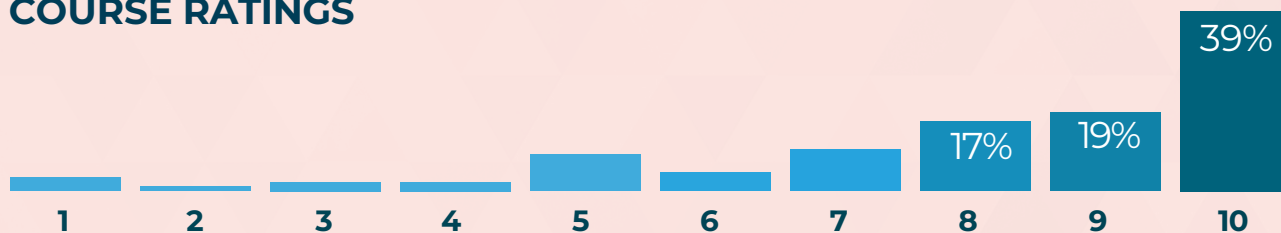
felt the course made them **more confident and in control**



felt **more positive about the future** after taking the course



### COURSE RATINGS



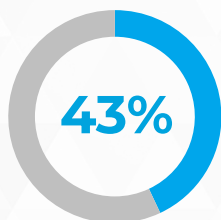
# 92%

would recommend this course to friends & family

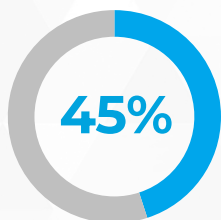
# Weight Management Study

## The numbers tell a story of healthier outcomes

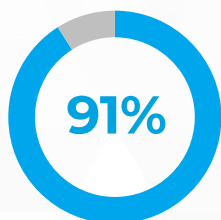
**We wanted to know: How does this program impact participants?** We surveyed over 2,000 participants over 6 months, and the results show real, measurable change.



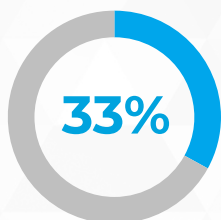
give the highest possible rating when asked how much the course made them feel **in control of their eating habits**



believe the course had a **positive impact on their future health**



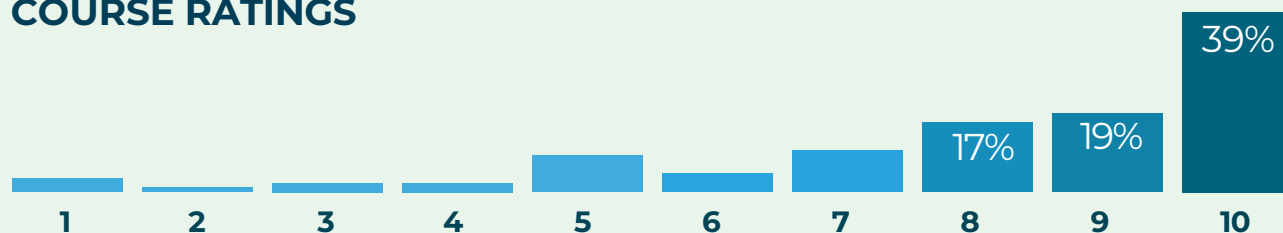
of participants said they **met their food and eating objectives**



continue to successfully **eliminate unhealthy eating behaviors**



### COURSE RATINGS



# 93%

would recommend this course to friends & family

# Weight Management Outcomes

## Outcome Process

**1 year post course completion**

## Outcome

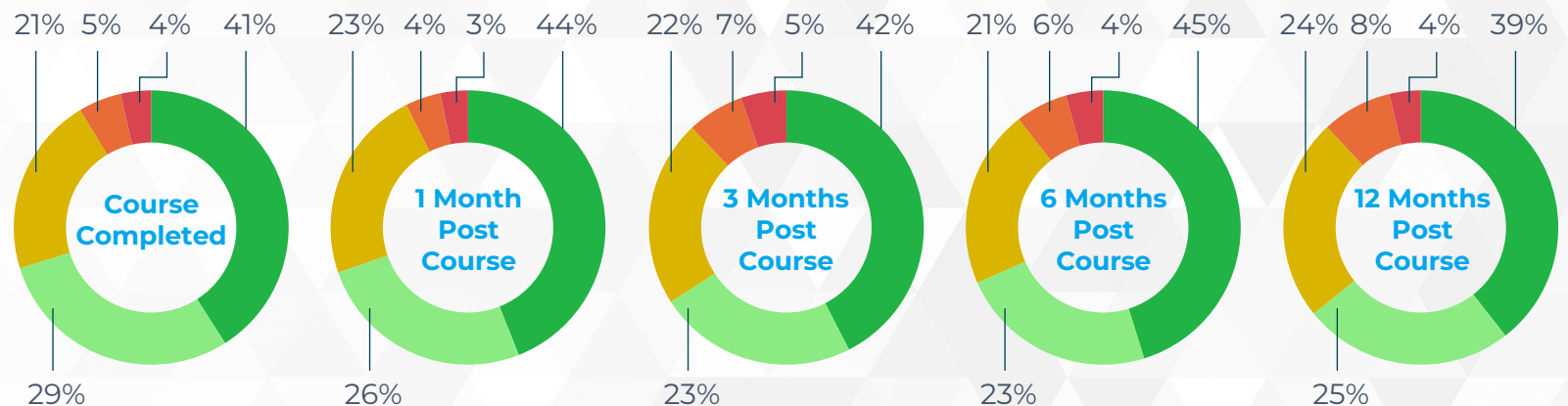
**Before & after outcome metrics tracking**

## Engagement

**Coaching touchpoints, response rate, & course conversions**

What way do you think the course has helped your overall health improved?  
This program:

- Helped me lose weight and regain control over food
- Helped me lose a little weight and taught me to be more in control over food
- Was somewhat helpful – I didn't lose much weight but I think I have the tools to be successful in the future
- Was somewhat helpful, but I didn't lose much weight and see little hope of continuing to live lean in the future
- Was not helpful to me at all



Post course completion, **96%** of participants felt the course somewhat or helped them in improving their overall health and in losing weight.