

CASE STUDY

On-site services growth hits capacity, drives expansion

CLIENT SUMMARY

- > Investment management industry
- > 8,000 U.S. employees
- > Prevalence of employees with health risks
- > On-site health coaching began in January 2014

Full-time coach joined on-site wellness team

A national investment management firm headquartered in Pennsylvania, with more than 8,000 employees and offices throughout the United States, saw greatly increased utilization of RedBrick on-site health coaching services in 2014, the first year these services were offered.

The company has a prevalence of individuals with elevated body mass index (BMI), high blood pressure and high cholesterol. They were seeking a wellness partner to provide on-site coaching among its suite of wellness offerings, along with an online health assessment, biometric screenings, activity tracking, challenges, online programs and more. RedBrick fit the bill, and in January 2014 began offering our wellness portal along with our full suite of wellness programs and services, including on-site coaching and on-site wellness coordinator services.

Experienced RedBrick on-site coaches

Kristy, who works in RedBrick's Minneapolis office, flies to the client's location in Nebraska to provide on-site coaching one week per month. Participants schedule appointments with her online, and it only took about two months to fill her appointment calendar. She completes between 30 and 40 appointments each time she goes to the Nebraska office. Kristy earned a master's degree in holistic health studies and certifications as a wellness coach and tobacco cessation treatment specialist. She joined RedBrick Health in November 2013.

Megan, who lives in Pennsylvania, provides coaching sessions and additional wellness services two weeks per month at the corporate headquarters location and one week each per month at the Indiana and North Carolina locations. Megan is also a RedBrick wellness coordinator and provides additional services at the Pennsylvania office such as stop-by tables, department meetings, webinars and supporting on-site health screening events. Megan's appointment calendar also filled quickly and she is also 100% booked.

Megan earned a bachelor's degree in exercise science, a master's in clinical exercise physiology, and certifications as ACE health coach and BLS for the professional rescuer. She joined RedBrick Health in June 2014.



Kristy



Megan

KEY CHALLENGES

- > Dispersed locations
- > On-site coaching was not integrated with wellness services
- > Top risks: BMI, blood pressure, cholesterol
- > Incidence of heart attacks at work

On-site coaching and so much more

RedBrick and the client worked closely together to bring RedBrick's health coaching services on site. Linda Muller, RedBrick's manager of on-site services, describes the client's program as "Flourishing. Megan and Kristy have such a passion for health and bring so much energy to it. It's truly a collaborative relationship with great leadership support. The client understands that coaches do so much more than just coach. They recognize that on-site coaches are part of their overall wellness program."

RedBrick offers a comprehensive and fully integrated service offering including a wellness portal, RedBrick Journeys® online coaching programs, RedBrick Track™ & Rally™ (wellness tracking and social competitions), biometric screenings, and on-site health coaching and wellness coordinator services. "Some people prefer to meet in person with a health coach," says Linda. "With RedBrick, it's one of their many options."

The added benefit of having health coaches on site is the array of additional services they can provide. "When they don't have private coaching sessions, our coaches can visit staff meetings, host stop-by tables, do webinars or lunch-and-learns, group coaching, assisting at on-site health screenings ... whatever the client wants," says Linda.

Following is a snapshot of the on-site services provided in 2014:

HEALTH COACH	HEALTH COACHING APPOINTMENTS	CONSUMER INTERACTIONS (Stop-by table, Health Huddle, department meeting, etc.)
Kristy (Jan.-Dec., 1 week per mo.)	281	360
Megan (June-Dec.)	908	6,930

Kristy and Megan are also closely aligned with the client's other health and wellness offerings, such as an employee assistance program and local activities that can earn employees healthy activity points, like a run/walk event or participating in Weight Watchers. RedBrick's coaches frequently refer employees to appropriate services outside of RedBrick, as well, depending upon the individual's needs.

SOLUTIONS

- > On-site coach Kristy serves Nebraska office 1 week/mo.
- > On-site coach Megan serves Indiana and North Carolina offices 2 weeks/mo.
- > Coaches provide additional on-site wellness services based on client needs
- > Coaches make referrals to RedBrick's and client's services based on an individual's needs

Coaching helps clients lose weight, quit smoking, manage conditions

The client has enjoyed many success stories with RedBrick the first year, such as the following:

HEALTH CONDITION	GOALS	COACHING TYPE	RESULTS
Pre-diabetes	Improve diet and exercise	On-site coaching	Lost 52 pounds No longer pre-diabetic
Irritable Bowel Syndrome (IBS)	Make smarter food choices Learn triggers causing issues	Phone coaching Journeys online coaching	Coach helped with education and making better choices Learned to control IBS symptoms
Decade-long smoker	Quit smoking	On-site coaching RedBrick Journeys online coaching Also used Chantix	Quit smoking Increased exercise Lost weight
Foot pain	Relieve pain Strengthen foot and knee	On-site coaching Journeys online coaching	New shoes and low-impact exercise DVDs reduced pain Learned diet and exercise strategies that work

Full-time on-site coach added

Progress has been made with this client, but there are far too many employees for the two RedBrick coaches to serve in only 100 hours a month. In the last year, two of the client's employees suffered heart attacks in the workplace—a sign of growing health issues. This, coupled with the fact that both RedBrick coaches are at capacity, led RedBrick to recommend adding additional on-site coaching services.

In the second quarter of 2015, RedBrick and the client hired a full-time coach to work three weeks a month at the Indiana office, and one week a month at the Nebraska office. This allows more time for Megan to expand on-site services at corporate headquarters and create wellness webinars for the remote locations. The plan is to add group coaching, a diabetes prevention program, regular blood pressure checks, and a Wellness Champion Network, among other services.



Added benefit: Integrated communications

Once Megan started working on site at the corporate headquarters in June 2014, she first built relationships and filled her coaching appointments. In between sessions, she worked with the client's benefits team and the RedBrick account team to create an annual calendar of wellness activities and themes. "The idea is to integrate," explains Linda. "If the RedBrick communications manager plans a heart health campaign in a given month, we want the on-site coach to do a heart health stop-by table." RedBrick's on-site coaches work collaboratively with the client and RedBrick account team to incorporate on-site wellness themes and activities into the annual communications plan.

RedBrick's professionally designed on-site coaching campaign is often the first one used, to help introduce the on-site coach and begin generating appointments. The campaign includes an HTML email, poster and flyer promoting on-site coaching, plus a dozen themed posters designed to communicate health topics that are available as part of on-site coaching.

COMPONENTS OF A SUCCESSFUL ON-SITE WELLNESS PROGRAM

RedBrick clients that successfully integrate on-site coaching and/or wellness coordinator services into their wellness program share common characteristics:

- > RedBrick on-site staff reside within the client's wellness department
- > Strong leadership support
- > Close coordination between the on-site coach(es) and the client's benefits team
- > RedBrick on-site staff create a joint wellness communications calendar with the client and RedBrick account team
- > RedBrick on-site staff actively refer consumers to RedBrick's and the client's health and wellness offerings based on the needs of the individual

Want to take your program to the next level? Interested in a demo? Let's talk. Email us at info@redbrickhealth.com or call us at **855-776-5515**.