



# WELLNESS COACHING FOR GLOBAL EMPLOYERS

## Promote overall health and wellbeing

The demand for workplace wellbeing is going up, as employees feel the impact of working remotely. More than 50% of employees report increased musculoskeletal pain as compared to when they last worked at the worksite.<sup>1</sup> Additionally, more than 60% of employees reported an increase in worry and anxiety, which impacted their sleep.<sup>2</sup>

**Optum® Wellness Coaching provides your global employee population with support and encouragement in the form of nonjudgmental coaching. A wellness coach connects employees with tools and resources that align with their health and wellbeing goals.**

## Dedicated coaching support for every environment

Along with having a background in overall wellness and wellbeing, your wellness coaches will be credentialed, certified and experienced in both your corporate and local cultures. The responsibilities and expectations of your wellness coach may include the following:

- ▶ Developing marketing materials such as emails, flyers and on-site programme promotion
- ▶ Meeting one-on-one with employees, on-site or virtually, to promote behaviour change
- ▶ Developing and compiling satisfaction surveys throughout programme delivery
- ▶ Collecting and analysing programme data



**Wellness coaching is becoming increasingly popular** with nearly half of global employers offering it as part of their health and wellness strategy.<sup>3</sup>

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**Most commonly addressed topics:<sup>4</sup>**

**Exercise**  
**Nutrition**  
**Stress**

## Driving behaviour change

Wellness coaches will work to build trust with your employees, no matter where they are on their journey, helping them create and realise their own unique goals. Whether they prefer to work individually or in a group setting, Optum has them covered:

## Individual or group approach

### Individualised programmes guided by a personal coach



- Guidance and accountability from a real person
- Personalised plan to suit individual needs
- 10 focus areas, such as stress, weight, sleep, nutrition and exercise

### Group learning with coaching support



- 12-week programme with structured content and goal-setting
- Instructor-led active learning and moderated discussions
- Access to 1:1 coaching for additional support as needed



## Wellness Coaching results

**82%** of participants felt more in control of, and saw improvements in, their health and wellbeing.<sup>5</sup>

**98%** of participants experienced positive emotions, such as confidence, support, comfort and hope.<sup>6</sup>

#### Sources

1. Total jobs Group. Home, but not alone: is remote working bringing colleagues closer? totaljobs.com/advice/colleague-support-during-covid-19. April 2020. Access August 10, 2020.
2. ibid.
3. Optum 2020 International Wellness in the Workplace Benchmark Study.
4. ibid.
5. Optum 2018 Member Satisfaction Survey
6. ibid.

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