

bravo®

COACHING SOLUTIONS



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# Stronger than our excuses.

**Personalized support to empower achievement.**

At Bravo, we don't see health as a problem, but as an opportunity. Everyone in your population has the right to feel the power of individual achievement and to receive the support and personalized encouragement they need to get there. Our coaching solutions provide your people with the right tools at the right time.



**COACHING SOLUTIONS**

Offering coaching resources to your entire population allows your employees to see the value you place on their personal well-being. Bravo provides three different solutions for whole population coaching:

- 1 Online Health University**
- 2 Unlimited Inbound Health Coaching**
- 3 Outbound Health Coaching**

If targeted interventions for your highest-risk participants are your goal, our internal data and analytics team will stratify your population based on 30+ unique triggers and then direct your participants to focused support:

- 4 High Risk/Chronic Care Coaching**
- 5 Tobacco Cessation Coaching**

# Online Health University

Powered by SelfHelpWorks®

Our e-learning courses bring participants seven evidence-based online courses\* designed to address the root causes of behaviors linked to modifiable health issues. Courses differ from other informational and educational online coaching programs in that they highlight the self-defeating thoughts individuals tend to ruminate on and replace them with rational, empowering, health-promoting beliefs. This peer-reviewed cognitive intervention approach uses an interactive multimedia format that simulates live coaching seminars. The sessions are centered around user-friendly and intuitively sequenced HD videos of real instructors.

Each course is engaging and confidential, and offers supplemental audio support resources to help individuals maintain focus between sessions. There are also quizzes and a regular stream of emails to keep participants engaged. Proprietary software records a participant’s quiz responses to learn about their behavior in order to deliver personalized coaching and support. This results in a shift in the participant’s mindset and a renewed focus on their quality of life.

\*Spanish translation currently not available for Online Health University courses.

**These seven courses not only empower participants to make lasting behavior change, they will also help them reduce current or future health risks. This can ultimately help your organization control costs.**

Five of these courses are available as “reasonable alternative” ways to earn incentives.

<p><b>LivingLean</b></p> <p>Gain power over food and lose weight naturally.</p>	<p><b>LivingFree</b></p> <p>Break free from tobacco addiction.</p>	<p><b>LivingEasy</b></p> <p>Create a sense of calmness and resilience.</p>
<p><b>LivingFit</b></p> <p>Learn to love exercise one step at a time.</p>	<p><b>LivingWell</b></p> <p>Manage diabetes in a new, empowering way.</p>	<p><b>LivingSmart</b></p> <p>Manage alcohol use and gain control.</p> <p>(Not available for a reasonable alternative.)</p>

**In addition to the courses, participants can access:**

- Motivational tips of the day
- Activity and food trackers
- Audio files for further inspiration
- Educational articles and much more

**LivingWell Rested**

Address destructive sleep patterns or insomnia.

## Statistics

(Online Health University)

Of those who complete the first session, 76% go on to finish the core coaching sessions.

**47% reported lower stress levels**

(with LivingEasy)

**77% of those initially considered “inactive” increased physical activity** (with LivingFit)

**52% reduced alcohol consumption**

(with LivingSmart)

**53% reduced BMI by more than 5%**

(with LivingLean)

**33% quit smoking tobacco**

(with LivingFree)

“This course was a game changer for me—a complete surprise. I was expecting it to be just like all the others I’ve tried but found it to be completely outside the box. I am forever grateful. Thank you all!!”

“I really connected with the instructor. I felt he really cared about my health and that was important. He got my attention and that made me keep coming back to all the sessions. I feel stronger and more positive about myself. Thank you.”

“What a wonderful program! My health improved so greatly that I lost 15 pounds and my blood pressure dropped so much that I no longer need blood pressure medication.”

## Unlimited Inbound Health Coaching

The minute a participant has a question about their health, you want them to have direct access to a reliable resource. Bravo provides everyone in your population with the opportunity to speak directly to a coach by simply picking up the phone. Our best-in-class coaching partners are available to assist your participants with general health and wellness education support any time throughout the calendar year. English and Spanish speaking coaches are available, as well as translation services supporting over 200 additional languages.

- Participants can reach a health coach between 9 a.m. and 6 p.m. EST, Monday through Friday
- Each call is considered a one-time session (no follow-up) and can last up to 30 minutes
- No scheduled appointment is needed
- Participants will be connected to the first available health coach to assist them with their question
- Incentives and reasonable alternatives are not available for unlimited inbound health coaching



Each coach holds at least a four-year degree in a health-related field. On average, the coach has five years of experience and six years of service. Coaches maintain clinical health coaching certification and are trained in motivational interviewing techniques.

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## Outbound Health Coaching

Some prefer working one-on-one with the same trusted health coach in order to break their challenges down into attainable goals. We've made a personal health coach available to anyone in your organization who is ready to proactively take charge of their health. English and Spanish speaking coaches are available, as well as translation services supporting over 200 additional languages.

- Participants complete four sessions over the course of 90 days
- Completing all four sessions can satisfy an incentive or reasonable alternative credit (depending on your plan design)
- Sessions will include a review of screening and HRA results
- A personalized plan will be developed between the participant and their coach
- Coaches will work with participants to set goals and focus on improving risky lifestyle behaviors

“Thanks so much for listening to me!! You have helped me so much. I'm glad I got partnered with you. I had the option of getting a note from my doctor or getting the coaching and I decided on the coaching even though everybody told me to just get the note. I think 'something' pushed me your way. I needed someone to believe in me. Yes, I have a lot of friends who encourage me but sometimes you need someone from outside your little circle to give you that nudge you need. When I was grocery shopping I kept hearing your voice in the back of my head! Thank you!!!”

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## High Risk/Chronic Care Coaching

For employees with the greatest health risks, we've developed a coaching program that provides each participant with a dedicated health coach and pharmacist. This team will work directly with an individual's doctor to develop a 12-month ongoing support plan. We begin by stratifying your population to determine who would most benefit from extended sessions. One dedicated coach will work directly with each participant to establish a relationship of trust. English and Spanish speaking coaches are available, as well as translation services supporting over 200 additional languages.

- Participants complete 12 sessions over the course of 12 months
- Includes personal health coach and pharmacist who work directly with a participant's doctor
- Sessions will include a review of critical or high values
- Coaches work to develop goals and focus on improving risky lifestyle behaviors

✔ Completing four of the 12 sessions can satisfy an incentive or reasonable alternative credit (depending on your plan design).

✔ **Over 50% of highest-risk coaching participants move to a lower coaching stratification in the first year.**

“Before I started my coaching calls, I didn't have a primary care physician and my fasting blood sugar was 158. Now, I have a doctor and my fasting blood sugar is 110. I exercise almost every night with my three children.”

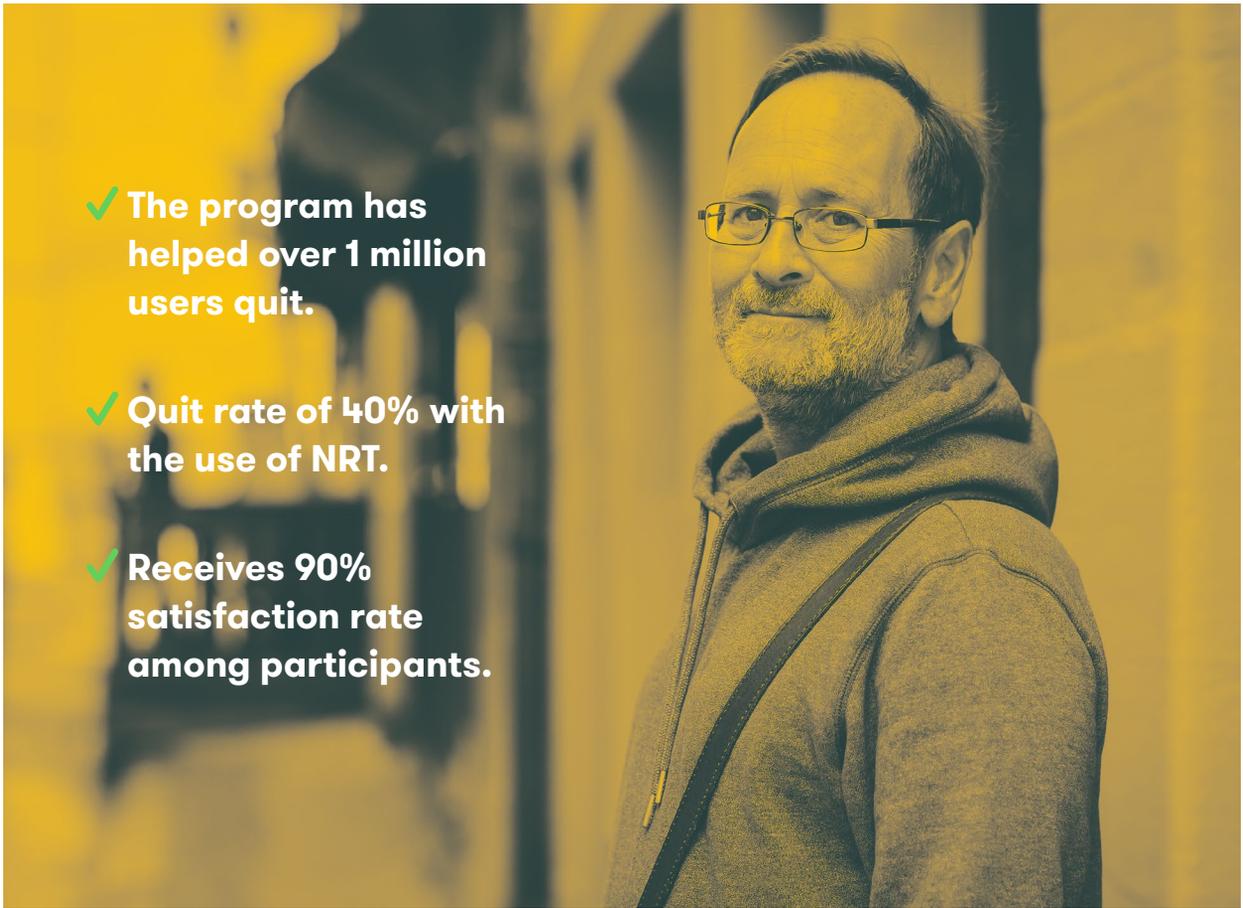
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# Tobacco Cessation Coaching

Powered by QuitLogix®

Telephonic and web-based programs are available to individuals who are ready to give up tobacco products or are just starting to think about it. Our evidence-based approach inspires permanent behavior change and provides personalized tobacco cessation interventions to help motivate individuals.

- Telephonic support 7 a.m. to 1 a.m. EST, seven days a week for unlimited inbound calls or scheduled coaching calls
- Call support in English, Spanish and over 190 additional languages
- Participant-centered coaching sessions that are interactive, engaging and conveniently scheduled
- Assessment tools with personalized feedback that enhance levels of motivation and commitment
- Text messaging program for ongoing engagement
- Availability of nicotine replacement therapy (NRT)

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- ✓ **The program has helped over 1 million users quit.**
  - ✓ **Quit rate of 40% with the use of NRT.**
  - ✓ **Receives 90% satisfaction rate among participants.**



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WE LOOK FORWARD TO HEARING FROM YOU

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