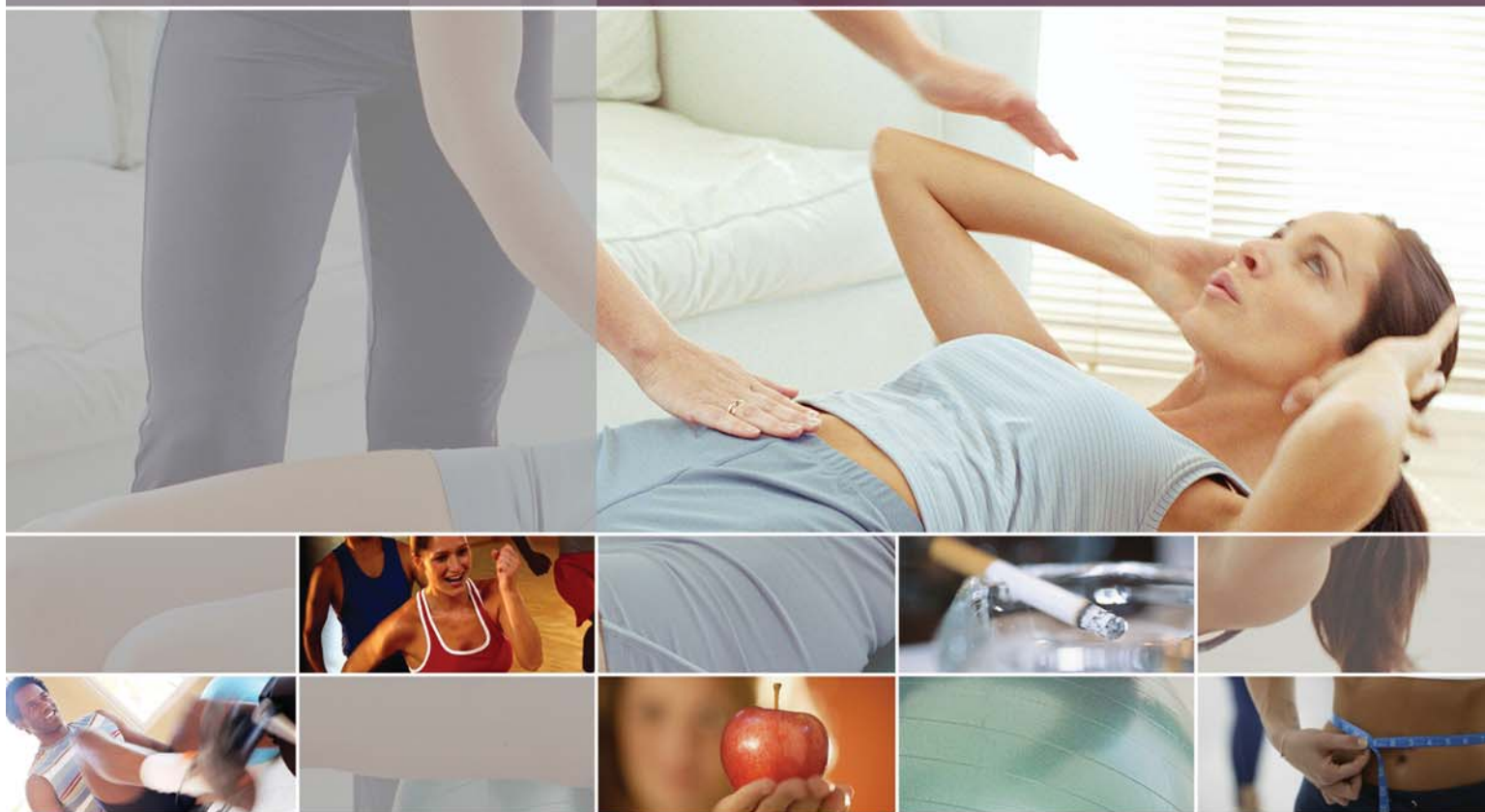




# Teach Your Employees to Live Healthier

with the Healthyroads Coaching Program for Weight Management & Tobacco Cessation

Healthyroads is not just another weight management and tobacco cessation program. It's a unique plan that teaches your employees how to live healthier, leading to lower overall health care costs, reduced absenteeism, and improved morale in your workforce.



The Healthyroads Coaching Program features:

- Kickoff session and health status questionnaire
- Telephone sessions that teach the basics of weight management and tobacco cessation
- Telephone coaching sessions for inspiration and support
- Customized exercise and meal plans
- Award-winning program manuals and supplemental guides for several health conditions
- Internet-based health trackers and e-mail message center
- Discounts on health products ranging from nutritional supplements and exercise equipment to nicotine replacement therapy products

**Call your Healthyroads Sales Representative today to find out how you can help your employees learn to live longer—and healthier—lives.**

# Healthroads Coaching Program for Weight Management and Tobacco Cessation

## Telephone Sessions

<b>Kickoff</b>	One (1) session (up to 30 minutes) per year with a health educator (nurses, dietitians, personal trainers, and others) to receive an overview of available services, set initial goals, review confidentiality, and establish rapport.
<b>General Assessment</b>	One (1) session (up to 30 minutes) per year with a health educator, to conduct a general assessment, establish baseline data, and review medical history and any pharmaceutical prescriptions.
<b>Motivational Coaching</b>	Up to four (4) coaching sessions per month with a health educator to set goals, assess progress, provide ongoing education, eliminate barriers, solve problems, and provide encouragement.
<b>Weight Management Education</b>	Eight (8) sessions (up to 30 minutes each) per year with a health educator to provide specific information on diet, exercise, relaxation skills, and other solutions for weight management.
<b>Tobacco Cessation Education</b>	One (1) pre-quit session (up to 50 minutes) per quarter with a tobacco cessation expert, plus coaching sessions as described below with a health educator, to assess motivation and develop strategies and coping skills for successful tobacco cessation.
<b>Pre- and/or Post-Bariatric Surgery Program</b>	Up to eight (8) telephone sessions (up to 30 minutes each) with a health educator (registered dietitian, registered nurse, or certified personal trainer). Sessions are designed to specifically prepare and educate the member on improving nutrition prior to surgery and on appropriate nutrition and exercise after surgery.

## Support Services

<b>Health Status Questionnaire (HSQ)</b>	The online HSQ is taken at the beginning of the coaching program, at the end of the year, and each year thereafter.
<b>Educational Materials</b>	Program materials include: <ul style="list-style-type: none"> <li>• One (1) weight management or tobacco cessation manual provided at no charge when registered for coaching program</li> <li>• Supplemental diet and exercise guides related to specific medical conditions provided at no charge</li> <li>• One (1) mental imagery or relaxation skills module provided upon request—when related to a specific medical condition or need—at no charge (limited to one module per year)</li> </ul>
<b>Customized Planning and Analysis Services</b>	The member chooses one (1) of the following per quarter: <ul style="list-style-type: none"> <li>• Customized seven-day meal plan</li> <li>• Customized seven-day fitness routine</li> <li>• Three-day diet analysis</li> <li>• Restaurant menu analysis (up to three menus)</li> <li>• Fitness analysis</li> </ul>
<b>Web Services</b>	No-cost subscription to Healthyroads.com <sup>®</sup> , including: <ul style="list-style-type: none"> <li>• Interactive tools, health status trackers, message centers, and appointment scheduling</li> <li>• Discounts on more than 2,400 products, with free shipping</li> <li>• Access to educational resources such as health care articles from <i>Physicians' Desk Reference on Dietary Supplements</i> and other sources</li> </ul>
<b>Member Outreach Campaign</b>	Member outreach campaign includes: <ul style="list-style-type: none"> <li>• Welcome letter and program description</li> <li>• Up to two (2) welcome telephone calls to encourage participation</li> <li>• Monthly electronic newsletters</li> </ul>
<b>Wellness Consultant</b>	The Healthyroads Wellness Consultant supports an employer group's wellness programs, including wellness plan design and participation on the employer's wellness committee.
<b>Employer Reports</b>	Client-specific member utilization and aggregate HSQ and health improvement reports are provided.

## Awards and Rewards

<b>Get Healthy! National Awards</b>	Healthroads annually selects national winners for most improved personal health with prizes ranging from a new car to shopping sprees.
<b>Get Started! Reward</b>	After completing both the kickoff and general sessions, one (1) coaching session, and the HSQ, the member receives a Get Started! Kit, which includes a Healthyroads cookbook, four (4) Healthyroads nutrition bars, a pedometer, exercise bands, a Healthyroads relaxation skills booklet and CD, a Healthyroads stress card, and a 30-day supply of multivitamins.
<b>Share Results! Reward</b>	At the end of each year, an e-mail reminder is sent only to members who qualified for the Get Started! Reward, offering them a \$35 "free stuff" product voucher if the member completes the HSQ again. Vouchers can be redeemed with online or telephone orders, with free shipping on all orders.