



AdvantageHealth *In The News*

March 2008

New Service News

AdvantageHealth adds Pathways™ Lifestyle Coaching for high-risk employees.

AdvantageHealth Provides Pathways™ Lifestyle Coaching To Clients

As health care costs continue to climb, employers are focusing more and more on improving the health of their high-risk employees. AdvantageHealth has responded to this need by creating its own in-house Lifestyle Coaching program called Pathways™. "This was two years in the making as we researched best practices to ensure Pathways™ is a best-in-class Lifestyle Coaching program," explained AdvantageHealth Co-founder Kristine Keykal. "We're pleased with the reception Pathways™ has received within just a few months of promoting the program". Pathways™ Lifestyle Coaching is supervised by Karin O'Connor, RN, Health Education Coordinator with AdvantageHealth.

Pathways™ Lifestyle Coaching staff work one-on-one with high-risk participants, empowering them to make long-term, healthy changes. This includes building confidence and skills they can use long past the end of the program. Participants are coached from six to twelve months on readiness to change, short/long term goals, motivation, triggers, coping skills and relapse prevention. Employers receive aggregate reports highlighting program outcomes, participation, satisfaction and self-efficacy.

Currently, five focus areas are available: Physical Activity, Nutrition, Weight Management, Stress Management and Smoking Cessation. AdvantageHealth began coaching participants almost immediately upon rollout of the program and has seen significant interest in the program from a handful of their larger clients. Employers looking to provide one-on-one lifestyle coaching to their employees can now turn to AdvantageHealth's Pathways™ Lifestyle Coaching program.

AdvantageHealth Corporation is dedicated to providing best-in-class health promotion resources to businesses, community organizations and educational settings. AdvantageHealth manages a variety of national, award-winning health promotion programs and offers a wide array of wellness services such as:

- Wellness Program Management and Consulting
- Preventive Screenings & Assessments
- Targeted Behavior Change Programs
- Wellness Seminars
- Group Exercise
- Specialty Programming

For more information on AdvantageHealth, please call 612-823-4470 or visit www.advantagehealth.com.

7900 International Drive • Suite 200 • Bloomington, MN • 55425

phone 612.823.4470 • fax 952.883.3271

www.advantagehealth.com