



Doubling Patient Compliance Through Enhanced Engagement



A FRAMEWORK FOR HEALTH SYSTEMS

A recent study reveals the impact of enhanced health coaching to help improve patient engagement, compliance, and overall health

Better Health. Lower Costs.

It's an age-old story. The challenge to get patients to engage with treatment plans that help them better manage chronic health conditions. The time and costs involved when they drop out. The good news is that a recent study examines a strategy that's proven to increase compliance by as much as 112%.



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Enhanced health coaching takes a comprehensive approach to address this challenge. The strategy that Avidon Health created includes many touchpoints that combine the human touch with advanced technology to provide 1-to-1 support. Steeped in research that explores what really motivates patients, enhanced health coaching:

1. Drives compliance
2. Improves health outcomes
3. Lowers overall healthcare costs

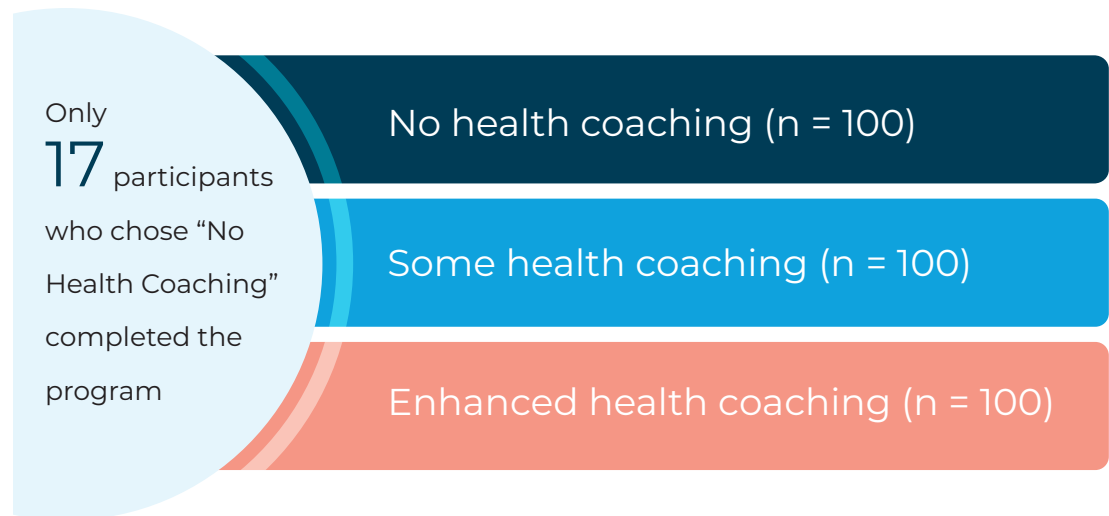
Filling the Gaps

While past studies have shown how traditional health coaching provides a scalable model to improve adherence,¹ less is known about how this can be applied to health-related course completion. There is a gap in the review of literature regarding its impact to improve the completion rate of evidence-based health programs.² This study focuses on that gap, and the role enhanced health coaching can play in improving results for everyone involved.

1. Thom, D.H., et. al. (2015). The impact of health coaching on medication adherence in patients with poorly controlled diabetes, hypertension, and/or hyperlipidemia: a randomized controlled trial. *The Journal of the American Board of Family Medicine*, 28, 38-45. doi: 10.3122/jabfm.2015.01.140123
2. Bailey, C., et. al. (2015). Evaluating the evidence on employee engagement and its potential benefits to NHS staff: a narrative synthesis of the literature. Health Services and Delivery Research, 3.

The Effectiveness of Enhanced Health Coaching

The goal of the study was to explore how an innovative engagement process would impact the completion rate of health-related programs. In a prospective, cohort-nested, case-control study, 300 participants were categorized into three engagement groups:



Total Number of Coaching Sessions	No Health Coaching (n = 100)	Some Health Coaching (n = 100)	Enhanced Health Coaching (n = 100)
1	0	76	82
2	0	39	42
3	0	2	17
4	0	0	12
Participants who completed the Health Program	17	28	36

112% increase in completion rate through enhanced health coaching.

Only 17 participants who chose "No Health Coaching" completed the program. Whereas participants who received "Some Health Coaching" saw an increase of 65%. And participants who obtained Avidon's "Enhanced Health Coaching" experienced a completion rate that was 112% higher.

A Closer Look at the Study

The participants in the “No Health Coaching” group had three touchpoints. First, a call was made to schedule a complimentary telephonic health coaching session. Second and third touches were follow-up calls 30- and 60-days later with voicemails left if no contact was made.

The participants in the “Some Health Coaching” group scheduled an initial coaching session to discuss best practices and education for completing the health program. After the initial coaching session, an email with education resources was sent and participants were registered for 7-days of text tips. A series of follow-up coaching sessions were scheduled to enhance guidance.

The participants in the “Enhanced Health Coaching” group also scheduled an initial coaching session. They received the same email and text tips post the initial coaching session. Additionally, they were registered for:



10-weeks
of scheduled
emails and texts



**Weekly
messages**

that incorporated further
education, such as pod-
casts and article links and
encouragement from their
health coach and texts



**Follow-up
coaching**

sessions to enhance
guidance, support,
and motivation for the
participants' healthy
behavior changes

Health program completion rates were then analyzed for the selected participants from each group for the next 60 days. While the “No Health Coaching” group was self-selected (by not booking a coaching session), the other two were separated at random once they booked their initial session. The foundational difference between “some” and “enhanced” health coaching groups was an emphasis on an innovative health behavior-change model delivered through a combination of live health coaching sessions, texts, and emails.

As a result, there was a spike in compliance rates based on not only the frequency of interactions, but the quality of the communication.

A Better Science-based Approach to Wellness

For any health coaching to be effective, it needs to be paired with a health behavioral framework. Avidon deploys a methodology called Engagement Rx™, a proprietary combination of technology, process, and content that delivers behavior change management based on constructs from Leventhal's Common Sense Model,³ Theory of Planned Behavior,⁴ and Social Cognitive Theory.⁵

Engagement Rx™ focuses on three key ingredients needed to foster, develop, and sustain long-lasting healthy behavior change—Regulation, Facilitation, and Self-Efficacy.

Regulation

encompasses goal-setting, self-rewarding, enlisting social support, and self-reflection that keeps people on track.

Facilitation

is the utilization of tools, resources, or environmental changes that makes new healthy behaviors easier to perform and repeat. These actions can also motivate patients to expand their routine, including investing in proven health protocols.

Self-efficacy

consists of the mastery of experiences, social modeling, improved physical, emotional, and mental health states as well as verbal persuasion. It is the confidence level in one's abilities; health coaching helps participants to improve self-efficacy.⁶

Numerous coaching techniques are used to yield positive and long-lasting healthy lifestyle change management. They include but are not limited to motivational interviewing, appreciative inquiry, participant autonomy, positive psychology, self-discovery, and emotional intelligence—within a holistic approach.

3. Leventhal's Common Sense Model (or CSM) (Pula, et. al., 2012; Leventhal, Nerenz, & Steele, 1984; Leventhal, Brissette, & Leventhal, 1992; Cameron & Leventhal, 2003). 4. Theory of Planned Behavior (Ajzen, 1991; Godin & Kok, 1996; Darabi, et. al., 2017; Thoma & Huebner, 2018). 5. Social Cognitive Theory (Bandura, 2001; Glanz, Rimer, & Viswanath, 2015; Chin & Mansori, 2018; Lee, et. al., 2018). 6. Cinar, A. & Schou, L. (2014). The role of self-efficacy in health coaching and health education for patients with type 2 diabetes. *International Dental Journal*, 64, 155-163. doi: 10.1111/idj.12093.

Incorporating Enhanced Health Coaching Into Your Process

As healthcare professionals, your biggest goal is to help patients address the challenges brought on by their chronic health conditions. Enhanced health coaching could be a game-changer for motivating them to take action.

Avidon Health provides a cost-effective solution to deepen engagement and drive compliance. The fusion of psychology, technology and the personal touch is a formula that resonates with patients today. Engagement Rx™

engages and motivates, with an emphasis on accountability, resulting in better completion rates of health activities that enhance their health and wellness.

Additional research projects are underway to analyze larger sample sizes across various groups and multiple sites. We also continue to explore the impact of our methodology on a range of health outcomes. The design may be modified to a multiple-events case control study.

Enhanced health coaching also serves to lower costs. Patients who improve their general health, complete their treatment protocols, and make healthier choices are less likely to require expensive interventions later on, saving future strain on limited resources needed to address population health needs. Also, non-engaged patients often require more of your resources and staff to help address recurring issues than those who take proactive steps to manage chronic conditions.

As healthcare delivery continues to evolve, along with insurance reimbursement models, systems must also continue to innovate on traditional methods to create new revenue. Enhanced health coaching services provide such an opportunity.

Need More Information?

Let's talk:

<https://avidonhealth.com/contact-us/>



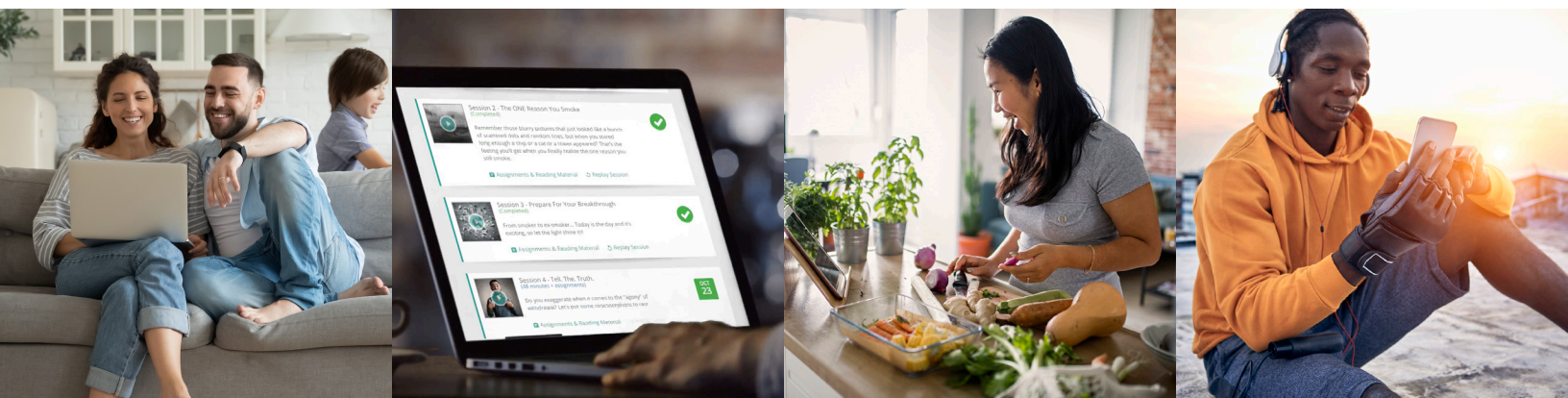
About Avidon Health

Avidon Health is a team of behavior change experts who are passionate about providing population health strategies that empower people to make positive life changes. They focus on the individual rather than the condition.

Avidon was launched in 2020 following the acquisition of SelfHelpWorks by MedPro Wellness.

With their digital behavior change courses, SelfHelpWorks empowered over a million unique users to create healthy habits. Meanwhile, MedPro Wellness helped over 100,000 participants live their best lives via real human coaching. By combining 30+ years of content, coaching, and technical expertise, they created a unified, sophisticated solution capable of addressing many of the most difficult challenges in healthcare.

Learn more at www.avidonhealth.com



96%

Would recommend our program to others

4 Million

Current lives covered

85%

Practiced better chronic care management

1 Million+

Course users

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