Background
Health coaching is a key intervention in combating the prevalence of lifestyle-driven conditions. Reviews of health coaching demonstrate its effectiveness in addressing a variety of health-related behaviors including nutrition and physical activity, as well as its positive impact on health status and markers of chronic conditions, most notably obesity, diabetes, and cardiovascular disease.1,2,7 The definition of health coaching has evolved into an ongoing, person-centered process of goal-setting, education, and self-discovery.6 However, while definitions of available coaching programs are available, little research has examined intra-individual differences in how people progress through such programs.

Objective
To examine whether individuals with different behavioral profiles differ regarding their activity and outcomes in a coaching program

Methods
Study Design: This was a cross-sectional analysis of participants offered coaching either through employer-sponsored or insurance-related wellness programming.

Study Population:
• Eight separate behavioral profiles (Figure 1) were identified by clustering individuals on demographic and health-related behaviors, focused on understanding their engagement with their health and with Humana.

Inclusion Criteria:
• Ages 18 years of age and older
• Enrolled in health coaching between 2012 and 2016
• Documented coaching interaction within the first 60 days after setting an outcome-focused goal

Identified as having one of the four behavioral profiles of interest: overwhelmed guidance seeker (OGS), participating realist (PR), selfless support seeker (SSS) or simply compliant (SC)

Continuous enrollment was not required

Limitations:
• The study sample included only those participants who were motivated to improve their health, which could introduce bias.

• Only interactions in the first 60 days were examined so results specific to interactions may not reflect the entirety of the coaching experience.

• Weight outcomes were restricted to a small subset of the larger sample and may not adequately represent the experience of the total population.

Conclusions:
• Coaching participation and outcomes were significantly different based on the behavioral profiles evaluated in this study.

• Using a tailored coaching approach that reflects the preferences of behavioral profiles can improve wellness program participation and progress.

Results

Table 1. Participant Characteristics

<table>
<thead>
<tr>
<th>Measure</th>
<th>OGS</th>
<th>PR</th>
<th>SSS</th>
<th>SC</th>
<th>P value</th>
</tr>
</thead>
<tbody>
<tr>
<td>N</td>
<td>2,128</td>
<td>708</td>
<td>506</td>
<td>200</td>
<td></td>
</tr>
<tr>
<td>Mean Age</td>
<td>48.3</td>
<td>46.8</td>
<td>40.3</td>
<td>48.7</td>
<td>&lt;0.001</td>
</tr>
</tbody>
</table>

Gender (%)

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>52.4</td>
<td>71.6</td>
</tr>
<tr>
<td>Selfless support</td>
<td>51.2</td>
<td>54.8</td>
</tr>
<tr>
<td>Simply compliant</td>
<td>51.2</td>
<td>54.8</td>
</tr>
</tbody>
</table>

Overall, Selfless Support Seekers tended to be younger. Both Selfless Support Seeker and Simply Compliant groups had proportionately more males.

Table 2. Coaching Interactions

<table>
<thead>
<tr>
<th>Measure</th>
<th>OGS</th>
<th>PR</th>
<th>SSS</th>
<th>SC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interaction type (%)</td>
<td></td>
<td>76.9%</td>
<td>70.7%</td>
<td>75.0%</td>
</tr>
<tr>
<td></td>
<td>1.6%</td>
<td>1.9%</td>
<td>2.7%</td>
<td>3.3%</td>
</tr>
<tr>
<td></td>
<td>21.4%</td>
<td>27.4%</td>
<td>22.7%</td>
<td>11.7%</td>
</tr>
<tr>
<td></td>
<td>3.3%</td>
<td>3.3%</td>
<td>3.3%</td>
<td>3.3%</td>
</tr>
</tbody>
</table>

Variation in the mean number of coaching interactions differed significantly across groups (P<0.001).

Figure 1. Behavioral Profiles

Figure 2. First Goal type by Behavioral Profile

Weight loss was the most prevalent goal type set by all participants, regardless of behavioral profile.

Reference

Wallace A, Bogard M, Kukreja V, Zbikowski S. Wellness Science and Analytics, Humana Inc., Louisville, KY

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