

Engagement Key to Health Coaching Success, but Elusive Definitions Prevail, says Hummingbird Coaching Services

White paper, podcast by Hummingbird clarify engagement in health coaching programs

CINCINNATI – May 7, 2008 – Companies struggling to harness rising health insurance costs and promote healthy lifestyles among employees are increasingly turning to corporate wellness programs. Health coaching, in particular, is becoming “de rigueur.”

Yet there is little agreement on the definition of its key ingredient for success – engagement. If employees aren’t engaged, their lifestyle choices don’t change, and the organization has wasted its investment of time and money.

“Engagement in Wellness Programs: Definitions, Evolution and Key Factors,” is a new white paper available for download at <http://www.myhealthcoach.com/default.aspx?tabid=8053>, by Sean Slovenski, chief executive officer of Hummingbird Coaching Services. Slovenski explores the history of health coaching, its escalating popularity, and varying ways engagement is now defined, approached and measured.

In an accompanying podcast, he explains several key milestones in the history and definition of engagement.

“Understanding effective engagement is more than a question of semantics,” said Slovenski, a pioneer in the coaching industry. “It’s an important question that determines whether a wellness program is an actual success, a perceived success or a failure.”

Enrollment is not the same as engagement, Slovenski explained. Companies trying to measure program success by how many employees show up will not likely see the outcomes they’re looking for: healthier employees and decreasing health insurance costs. Engagement is actively working with a coach over a period of time – frequent contact that creates a sustained relationship, motivation and accountability.

Companies must also be aware of how different vendors and organizations define “engagement.” Health coaching companies provide statistics on engagement, employee satisfaction and success, yet these figures are based on self-reported projections, not scientific measures.

Further information on engagement, including its four key factors, is available in Hummingbird’s white paper for download at <http://www.myhealthcoach.com/default.aspx?tabid=8053> and visitors can listen to the accompanying podcast as well.

About Hummingbird Coaching Services

Cincinnati-based Hummingbird Coaching Services is a pioneer in online health coaching, providing health coaching services since 1997. Using its proprietary coaching model and online delivery platform, Hummingbird provides coaching services to businesses and celebrities such as Google, Motorola, United Behavioral Healthcare, Leeza Gibbons, and the Muhammad Ali Center. Through its innovative technology platform and coaching programs, Hummingbird provides health, parenting and life coaching to drive real behavior change in individuals. More information is at www.hummingbirdcoaching.com.

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