

Hummingbird Coaching Services chosen by LifeSynch to enhance Health Coaching Services

CINCINNATI – Sept. 29, 2009 – Hummingbird Coaching Services is providing its proven online <http://www.hummingbirdcoaching.com/default.aspx?tabid=7201> [health coaching] to LifeSynch, to deliver integrated health and wellness services for LifeSynch’s customers.

Hummingbird pioneered the delivery of behavioral health coaching online in the late 1990s. Based on the science of <http://www.hummingbirdcoaching.com/default.aspx?tabid=7206> [Positive Psychology], its online and telephonic services combine trained experts in behavior modification with the latest communications technology.

Hummingbird has a reputation for high engagement rates and long-term results, augmenting health and productivity expert LifeSynch’s ability to engage members in wellness coaching. The online offering is designed to complement LifeSynch’s existing telephonic and tailored wellness services.

The new, cost-efficient model increases the opportunity to involve and engage more people, coordinate all wellness services and create a better user experience. LifeSynch’s participants may interact with coaches as frequently as they like through telephonic and web-based modes. Such personalized and frequent communications with the same coach builds trust and loyalty, leading to lasting <http://www.hummingbirdcoaching.com/default.aspx?tabid=7203> [behavior change].

“The partnership between LifeSynch and Hummingbird is modeling the future for health and wellness companies,” said Dan Clark, LifeSynch vice president of product development. “Our clients are recognizing that increased engagement rates and benefits of online health coaching, offered alongside other LifeSynch wellness programs, helps employees better manage their health and increase their productivity.”

Clark added that LifeSynch wanted to expand its capabilities online to take behavioral coaching to the next level. Online and mobile strategies — email, instant/text messaging, and online journaling — make the program scalable and cost effective. Such variety also increases communication, strengthening the coach-client bond and yielding sustainable behavior change.

Earlier this year, LifeSynch announced Norfolk Southern Corp. had chosen LifeSynch to provide a full suite of wellness, health and productivity solutions.

LifeSynch, formerly branded as Corphealth, is a Humana company that synchronizes the power of the mind and body to enhance health and productivity for consumers, employers, consortiums, and health plans. The company offers behavior and behavioral change solutions including integrated medical behavioral health services, behavioral pharmacy management, and wellness and employee assistance/work-life programs to

more than 9.4 million commercial and non-commercial members. LifeSynch is headquartered in Texas, www.LifeSynch.com.

Hummingbird Coaching Services has provided one-on-one health coaching since 1997. Their <http://www.hummingbirdcoaching.com/default.aspx?tabid=7215> [proprietary coaching model] and online delivery platform is used by major employers, health plans and pharmaceutical companies to drive behavior change among employees and patients; www.hummingbirdcoaching.com.

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