2012 CLIENT OUTCOMES REPORT

2009-2012 Data
January 2013
Wellness Coaches USA is excited to release this summary of our “2012 Employer Outcomes Study” which details our employee “engagement” and “health risk factor improvement” results from 2009-2012. These results, achieved through the implementation of our proprietary “engagement focused” onsite wellness coaching methodology, sets what we believe to be the industry standard for the very definition of workplace wellness success – that is, truly large-scale improvement in employee population health risk factors.

Our proven capability to consistently achieve such outstanding improvement flows from our potent integration of the two most critical requirements for employee population wellness success; (1) exceptionally high employee engagement levels year over year and, (2) a state-of-the-art, highly effective onsite, face-to-face wellness coaching process.

Outcome Summary Parameters

Client locations included in this analysis are only those that utilized our onsite coaching services during all of the past 4 years (2009, 2010, 2011 and 2012). There were 275 of such locations (in 30 states throughout the country), with a total of approximately 40,000 employees eligible for our services. Our 2012 results not only show improvement over the outstanding outcomes we achieved since 2009, but demonstrate our ability to consistently improve upon and maintain both our client’s population engagement levels and health risk improvements over the years.
CHART ONE: “Lives eligible for onsite coaching” represents all employees located in the facilities for which we provided coaching services.

“Number of Employees Coached” represents the total number of eligible employees who engaged in one-on-one coaching interactions.

WCUSA coached 90% of all eligible employees from 2009-2012.

CHART TWO: Shows the average number of one-on-one and face-to-face interactions for all employees engaged in our onsite coaching per year from 2009-2012. This number excludes interactions that occurred in group sessions such as seminars, competitions, lunch-and-learns, group stretches, etc.

WCUSA averaged over 12 interactions per employee coached from 2009 to 2012.
CHART THREE: Of the approximately 90% of employees coached each year, the following categories represent the average percentage of employees who engaged, each year, in 1-3, 4-6, 7-9, and 10+ one-on-one and face-to-face wellness coaching interactions.

64% of all employees coached had four or more interactions on average per year from 2009-2012.

CHART FOUR: Represents the “to-date” (i.e. since the start of our services) number of employees who showed improvement at the end of 2009, 2010, 2011 and 2012 for each of the five primary risk factors listed. The risk factors included in the chart are limited to the 5 that we routinely collect in our StageCoach coaching software.

Over 43,000 health risks have been improved as of the end of 2012 for the 35,400 EEs coached in 2012—an average of over 1.2 health risks improved per EE coached.
Charts five through ten represent a further breakdown of the data presented in chart four.

The bio-metric data contained in charts five through seven was actually measured by our coaches and recorded in our coaching software; the data in charts eight through ten was as self-reported to our coaches during coaching sessions.

**CHART FIVE:**
By the end of 2012, 48% of those EEs who lowered their BP lowered it from above 140/90 to below that.

**CHART SIX:**
By the end of 2012, 65% of those EEs who lost weight lost five or more pounds.
CHART SEVEN: The average weight loss for all employees who lost weight was over 12.1 pounds by the end of 2012.

CHART EIGHT: By the end of 2012, 48% of those EEs who increased weekly exercise went from "0-1" to "2 or more" days per week.
CHART NINE:
By the end of 2012, 26% of those EEs who reduced their stress went from “high risk” to a lower risk category.

CHART TEN:
9,400 employees have been coached on tobacco use; 16% have quit tobacco and an additional 34% are actively working with their coach on various cessation efforts as of the end of 2012.