



Creating Positive Behavior Change

# VIDEO-BASED COURSES

Powerful online courses to help you break deep-seated unhealthy habits and achieve lasting behavior change



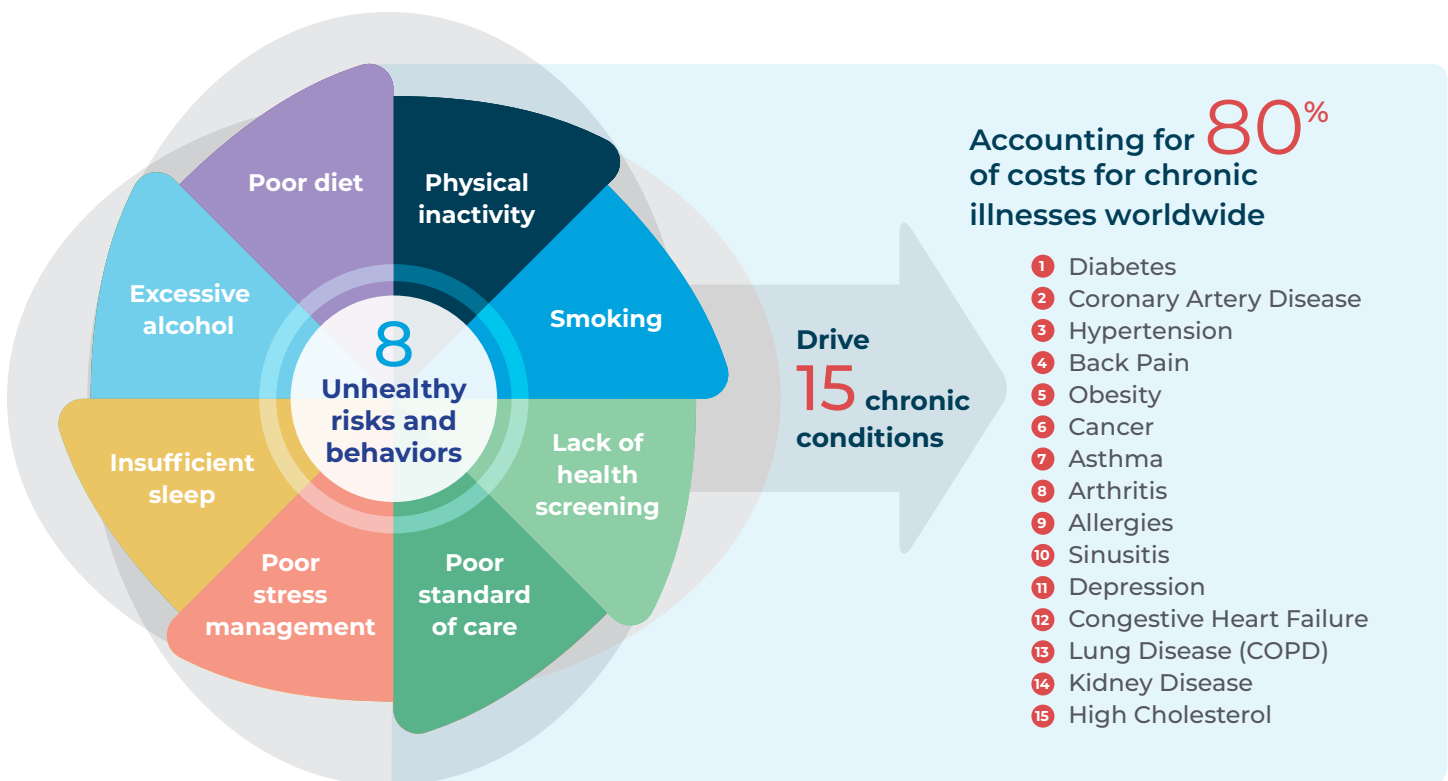
# You and your loved ones pay a hefty price for unhealthy habits.

Bad habits result in health conditions that cost you and your loved ones a fortune—in lost time, higher medical bills, and a lower quality of life. Unfortunately, these habits are difficult to change because they are tied to emotions stored in an area of the brain that resists standard behavior modification techniques.

## **We don't change what people do. We change how they think.**

Our proprietary process gets to the root of unhealthy habits, changing people's beliefs and deepest subconscious thoughts. If you are struggling to break free of an unhealthy habit you want to get rid of, our video-based courses are the missing link.

In just a few short days or weeks, you can experience a powerful transformation that enables you to maintain genuine, lasting behavioral change and a higher quality of life.



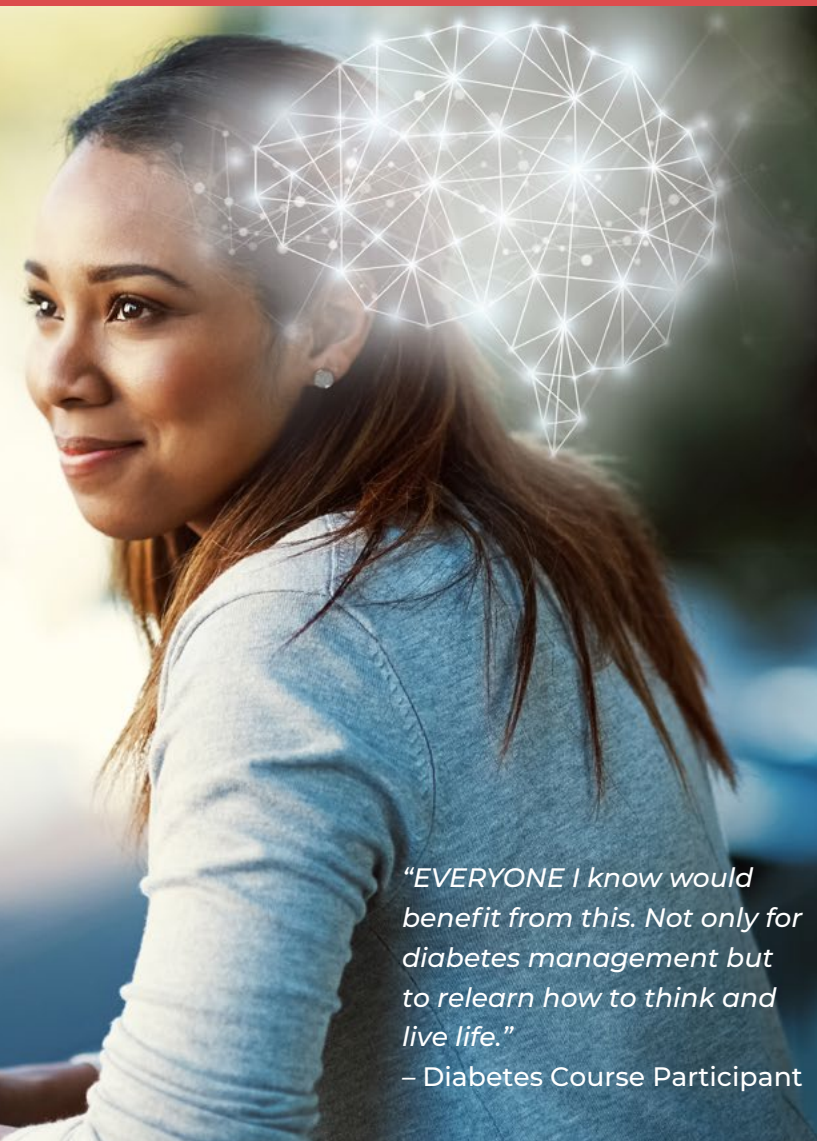


# It's not rocket science. It's behavioral science.

When you take one of our online video courses, you benefit from a powerful training approach that combines Cognitive Behavioral Therapy (CBT) with health coaching techniques.

Delivered in a highly structured, instructor-led format, each course helps you retrain your brain so you can break through self-defeating thoughts and psychological roadblocks.

Course length varies from a few days to a few weeks, specifically targeting your needs and providing you with the knowledge, skills, and tools needed to live your best life.



*"EVERYONE I know would benefit from this. Not only for diabetes management but to relearn how to think and live life."*

– Diabetes Course Participant

## **Our interactive multimedia learning experience includes pre-recorded video sessions, quizzes, exercises, and digital tools.**

- ▶ **Personalization:** The system delivers communications and tools including smart software to track and support your specific emotional needs.
- ▶ **Support:** Motivational emails and reminders keep you on track, while help screens and trained personnel quickly answer routine questions for you.
- ▶ **Access:** You can log on any time you want from the privacy and comfort of home or office. All you need is Internet access via computer, tablet, or smartphone.

### **Video courses are currently available for:**

- |                       |                           |
|-----------------------|---------------------------|
| ▶ Weight loss         | ▶ Stress management       |
| ▶ Physical fitness    | ▶ Tobacco use             |
| ▶ Sleep problems      | ▶ Alcohol use             |
| ▶ Diabetes management | ▶ Substance use disorders |

# Course Descriptions



## Living Substance-Free | Eliminating Substances

**Identify emotion-based triggers and break the cycle of addiction**

Duration	9 Sessions
Overview	Participants expose the negative thoughts that have undermined and sabotaged past efforts to live free of substance use. The process retrains the brain to think about substances and using the way it's supposed to—the way it did prior to emotional attachment.



## Stress Management & Resiliency | Stress Reduction

**Create calm and build resilience**

Duration	8 Sessions
Overview	This course addresses the stress-promoting beliefs and thoughts that cause much of the drama, trauma, and distress people experience. The course helps people change the way they respond to stress by retraining their brain's habitual, impulsive reaction to the recurring stressful situations.



## Getting Active | Fitness

**Learn to love exercise**

Duration	12 Weeks
Overview	Participants ease into exercise and learn how to enjoy daily physical activity. Video-based sessions, along with walking or other activity, retrain the brain to see exercise in a new light, so participants want to do it regularly and embrace the benefits.



## Quitting Nicotine | For Smoking, Vaping, & Chewing

**Quit tobacco for good**

Duration	12 Sessions
Overview	Participants discover new insights, skills, and techniques that change the way they think about tobacco, why they smoke/vape/chew, and how to quit. These techniques most likely are very different from any approach tried before and retrain the brain to eliminate tobacco cravings and barriers to success.

# Course Descriptions



## Eat Healthy, Live Lean | Weight Management

### Overpower unhealthy eating habits

Duration	14 Sessions
Overview	This course helps people rediscover how to think about food. Subconscious thoughts that have undermined and sabotaged past efforts to eat healthy are exposed and replaced, resulting in healthy choices that produce lasting weight loss.



## Managing Diabetes | For Pre-Diabetes Too

### Manage diabetes confidently and effectively

Duration	9 Sessions
Overview	Participants master the three critical areas of successful diabetes management—emotional, physical, and educational—so they can lead a normal, fulfilling life. The goal is to educate participants in a way that transforms diabetes from dreaded enemy into trusted guide, making organization, self-monitoring, medical adherence, exercise, and healthy eating a normal part of life.



## Controlling Alcohol | Alcohol Management

### Gain control over drinking

Duration	12 Sessions
Overview	Participants will learn how to become ex-drinkers or limit their alcohol intake without feeling deprived. The course teaches participants to take control, eliminate the psychological roadblocks, and change their emotional relationship with alcohol.



## Sleeping Soundly | Healthy Sleep Habits for Insomnia

### Rest and perform better

Duration	8 Sessions
Overview	Participants find the insights and tools needed to understand sleep and insomnia, recognize thinking patterns and behaviors that fuel their sleeping problems, and change unhealthy thinking and behaviors to make sound sleeping a nightly occurrence.



# How Do The Courses Impact People Like You?



96%

## Stress Management & Resiliency Course

of participants said the course helped them deal with stressful situations more effectively. "Thank you very much - great program - completely changes how you look and deal with things in life."



93%

## Tobacco & Nicotine Cessation Course

of participants said the course motivated them to improve their health. "I smoked for over 40 years and now I don't. I have attempted to stop smoking literally hundreds of times. Sometimes I lasted an hour and sometimes a day. I have always known all the reasons to quit but you showed me a different way. Which set me FREE."



86%

## Diabetes Management Course

of participants said the program helped improve their motivation to manage their diabetes. "This program not only targets diabetes, but also relationships, stress, and just feeling good about yourself. One thing I will take from this course is diabetes doesn't control me, I control me. Thanks for all the sound advice and for the support."



91%

## Weight Management Course

of participants were able to meet their objectives related to food and eating. "This course changed my mindset and relationship with food. As a result, I have lost nearly 40 pounds so far and am still going. Thank you for providing inspiration, education, and motivation."



81%

## Healthy Sleep Habits Course

of participants would recommend the course to others with sleep difficulties. "This program has helped me deal with anxiety, along with sleeplessness. I am sleeping better. I've learned how the subconscious affects our daily lives!"

## HRA Comparison

Annual health risk assessment comparisons of 60,000+ participants before and after taking at least one course.

47% reported lower stress levels

77% increased daily activity<sup>1</sup>

33% quit smoking

57% lowered BMI by more than 5%<sup>2</sup>

53% reduced drinking

<sup>1</sup> Refers to those initially considered inactive.

<sup>2</sup> 62% who were obese lowered their BMI (average 12% reduction).