

CASE STUDY: Insurance Services Company

Health Coaching Expenses Cut by 30% While Participation Increased by 67%



AVIDON HEALTH

The Challenge

An insurance services company offered tailored solutions and full-service wellness programs, including health coaching, to their clients. They needed to maintain a high-quality personalized coaching experience for participants while reducing the administrative burden and expenses of the coaching program.



They wanted a solution that is:



Scalable: The company wanted to reduce cost but maintain or grow coaching program participation levels.

Engaging: The company serves a diverse group of individuals with unique health and wellness needs. The company needed to streamline processes while improving participant engagement and satisfaction.

The Solution

The insurance services company switched to a wellness coaching program managed by Avidon Health and powered by the Engagement Rx digital coaching platform, to improve engagement and program adherence.

While using **Engagement Rx**



99.5%

of members stated they would recommend their health coach to a friend or family member.

To learn more about what Engagement Rx can do for your wellness program, [let's talk.](#)

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How it Works

With Engagement Rx, coaches can automate many time-consuming processes including onboarding, communications and appointment booking. They can also leverage an extensive library of wellness content to send to participants and create individualized experiences that help disrupt chronic conditions and break unhealthy habits.



PREVIOUS
In-house coaching staff resources



**30%
MORE
COST**

1700

COACHING
SESSIONS
DELIVERED

engagement **Rx**



CURRENT
One full-time coach



**30%
LESS
COST**

2849

COACHING
SESSIONS
DELIVERED

"We switched to Avidon for the health coaching component of our client wellness programming at the beginning of 2021 and the impact has been significant. **Costs for the coaching went down by almost 30% while the number of coaching sessions delivered increased more than 60%.** Avidon is easy to work with, and coaching participant satisfaction is excellent: more than 99% of anonymous survey respondents said they would recommend their health coach to a friend or family member."

– Danielle, Sr. Wellness Consultant, Insurance Company

Outcomes

Nearly **90%** of the company's benefit participants stated that the health coaching was very much central to achieving at least one of their health goals.

"My coach helped me identify and achieve health goals I would not have been able to define or reach on my own. She taught me how to define larger goals, break them down into doable pieces, identify potential obstacles, and stay motivated even when I slip." – Coaching participant

The Engagement Rx-powered coaching program helped drive positive health outcomes with **eight in 10 program participants saying that coaching increased their confidence in achieving their health and wellness goals.** All while saving the benefit organization tens of thousands of dollars in administration and operational costs.



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