

TESTIMONIAL



Products and Services
WebMD Behavior Change Platform:

- > Health Coach
- > HealthQuotient

Summary

- > 50-year-old employee in large manufacturing company sought to lose weight and lower blood pressure
- > Used health management tools offered by his company and WebMD to achieve goals

Results

- > Participant lost over 40 pounds
- > Lowered blood pressure 10 points
- > Increased energy levels

WebMD Health Coach and HealthQuotient are part of the WebMD Behavior Change Platform—an integrated collection of online and offline tools designed to help users achieve healthier outcomes and lower medical costs. For more information, please contact whsinfo@webmd.net.

Health Coach Motivates Employee To Get Healthy

Tom Kennedy is used to putting in a full day at work. As a mechanic for G&K Services in Phoenix, Arizona, Tom spends dozens of hours each week operating heavy machinery and working with intricate equipment. But like many Americans, Tom is also working on a more personal goal: losing weight.

Since 1989, Tom has struggled to shed excess pounds and keep them off. Despite attempting multiple diets and weight-loss programs over the years, Tom kept finding himself in a yo-yo weight-loss pattern, often highlighted by insignificant and short-lasting results.

“I had literally tried every diet,” Tom says. “Even with support from my family, I just couldn’t lose the weight.”

In early 2008, Tom learned about a new health coaching service his company sponsored through WebMD Health Services. The idea behind the program was to partner at-risk employees with a certified health coach who would encourage and assist employees in changing unhealthy behaviors. Eager to see results and feel healthier, Tom went online to his company’s Intranet site and completed the WebMD HealthQuotientSM Health Risk Assessment.

HealthQuotient identified Tom as an at-risk individual, and recommended that he not only lose weight but also lower his high blood pressure. To help him achieve these goals, HealthQuotient securely transferred his assessment information to a WebMD Health Coach. A few days later, Tom and his assigned health coach, Shane, began their journey together.

Initially, Shane devised an action plan for Tom based on the results from HealthQuotient. Tom and Shane met over the phone monthly to discuss the plan, modify it based on how Tom was feeling, and narrow-in on the risk factors that had the greatest impact on improving Tom’s health.

After about 18 weeks, Tom finally began to see the results he had sought for almost 20 years. As of July 2008, Tom has lost over 40 pounds and lowered his blood pressure by 10 points.

“The Health Coach program is by far the biggest motivational tool I have come across in a long time—and the greatest tool for me,” Tom insists. “I find myself not wanting to disappoint my coach, so I keep pushing myself to stay on top of my goals. Now I’m dropping weight and keeping it off!”