



# **HealthCoach4Me and You:** **Helping You and Your Patients to Take Charge of Your Health**

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**HealthCoach4Me<sup>SM</sup>** 

My health. My lifestyle. My program.

# Objectives

- Discuss impact of chronic disease in the US
- Discuss how non-adherence affects chronic disease
- Review the Transtheoretical Model of Behavioral Change
- Discuss the elements and benefits of Health Coaching
- Navigate through GSK's HealthCoach4Me website
- Discuss how HealthCoach4Me can assist in impacting behavioral change and outcomes for you personally and professionally

# **We all have goals. . . but how do we get there? It's about changing behavior!**

**I want to live longer !**

**I want to Stop Smoking**

**I want to be stress free**

**I want to get in shape**

**I want to manage my chronic disease**

Why is behavior change so important?

50% of a person's health status is a result of a behavior and if we can change that behavior we can drastically impact a consumer's health status-CDC

# Chronic Conditions: A Rising Challenge

- There is a need to address chronic conditions<sup>1</sup>
  - Chronic diseases are among the leading causes of death in the US
    - Heart disease
    - Cancer – all types
    - Stroke
    - Chronic respiratory disease (COPD)
  - The number of patients with chronic conditions continues to rise
    - In 2005, almost half of all Americans lived with at least 1 chronic condition
- Medical costs for those with chronic conditions account for more than 75% of the nation's \$2 trillion medical care costs<sup>1</sup>

1. Centers for Disease Control and Prevention. Deaths: Leading causes for 2005. July 2009. <http://www.cdc.gov/nccdphp/overview.htm#>. Accessed July 10, 2009.

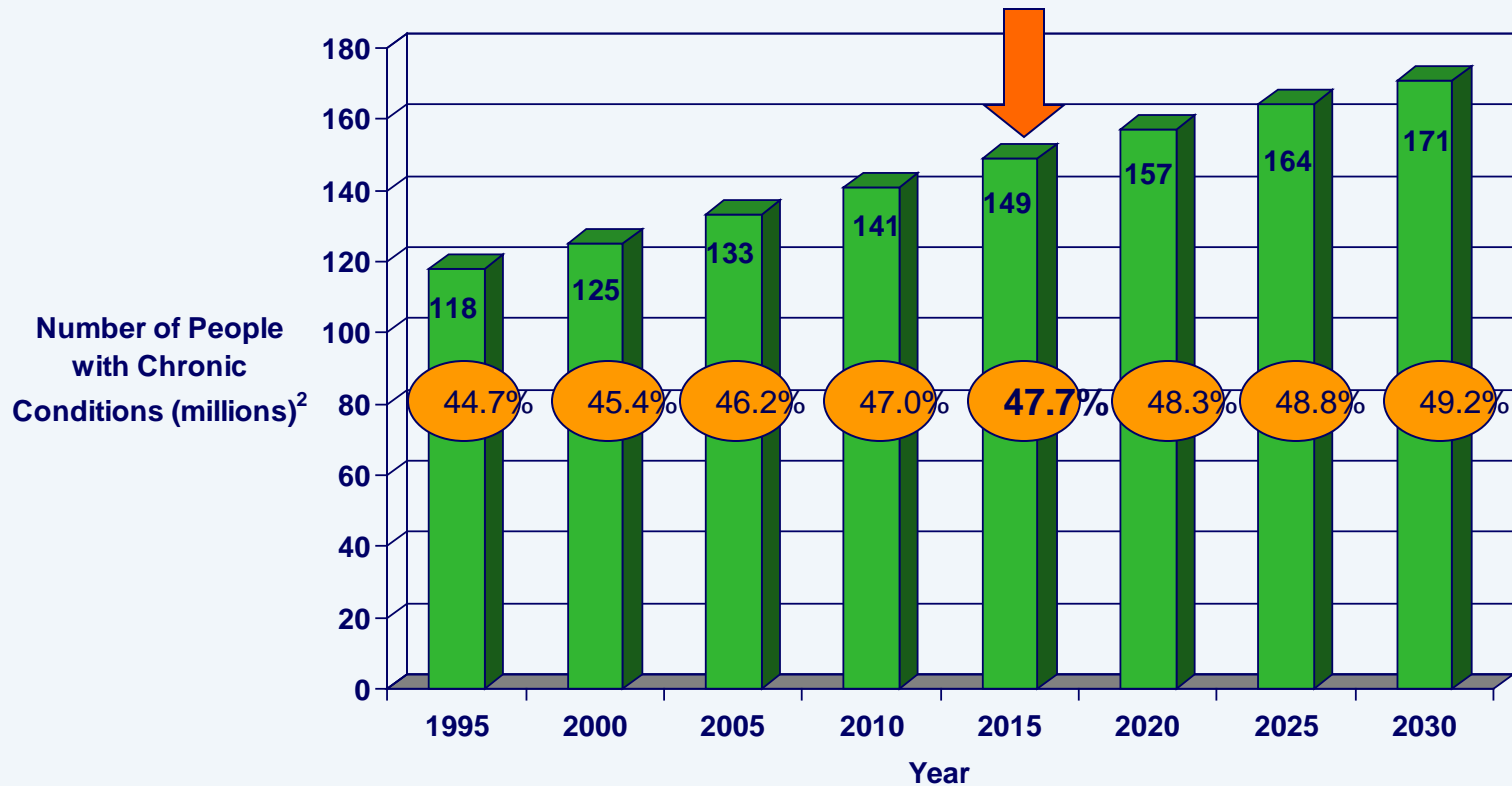
# Chronic Conditions: Use of Healthcare Services

- People with chronic conditions are the heaviest users of healthcare services<sup>1,2</sup>
  - 96% of home health visits
  - 88% of prescriptions
  - 72% of physician visits
  - 76% of inpatient stays

1. Medical Expenditure Panel Survey [MEPS], 1998. [www.partnershipforsolutions.org/problem/index.cfm](http://www.partnershipforsolutions.org/problem/index.cfm). 2. Partnership for Solutions. Chronic Conditions: Making the Case for Ongoing Care. December 2002. [www.partnershipforsolutions.org/DMS/files/chronicbook2002.pdf](http://www.partnershipforsolutions.org/DMS/files/chronicbook2002.pdf).

# Nonadherence and Chronic Conditions

- The number of people with chronic conditions is rapidly increasing
- In the US, 88% of prescriptions filled are for chronic conditions,<sup>1</sup> yet many people are nonadherent and do not take their medication correctly



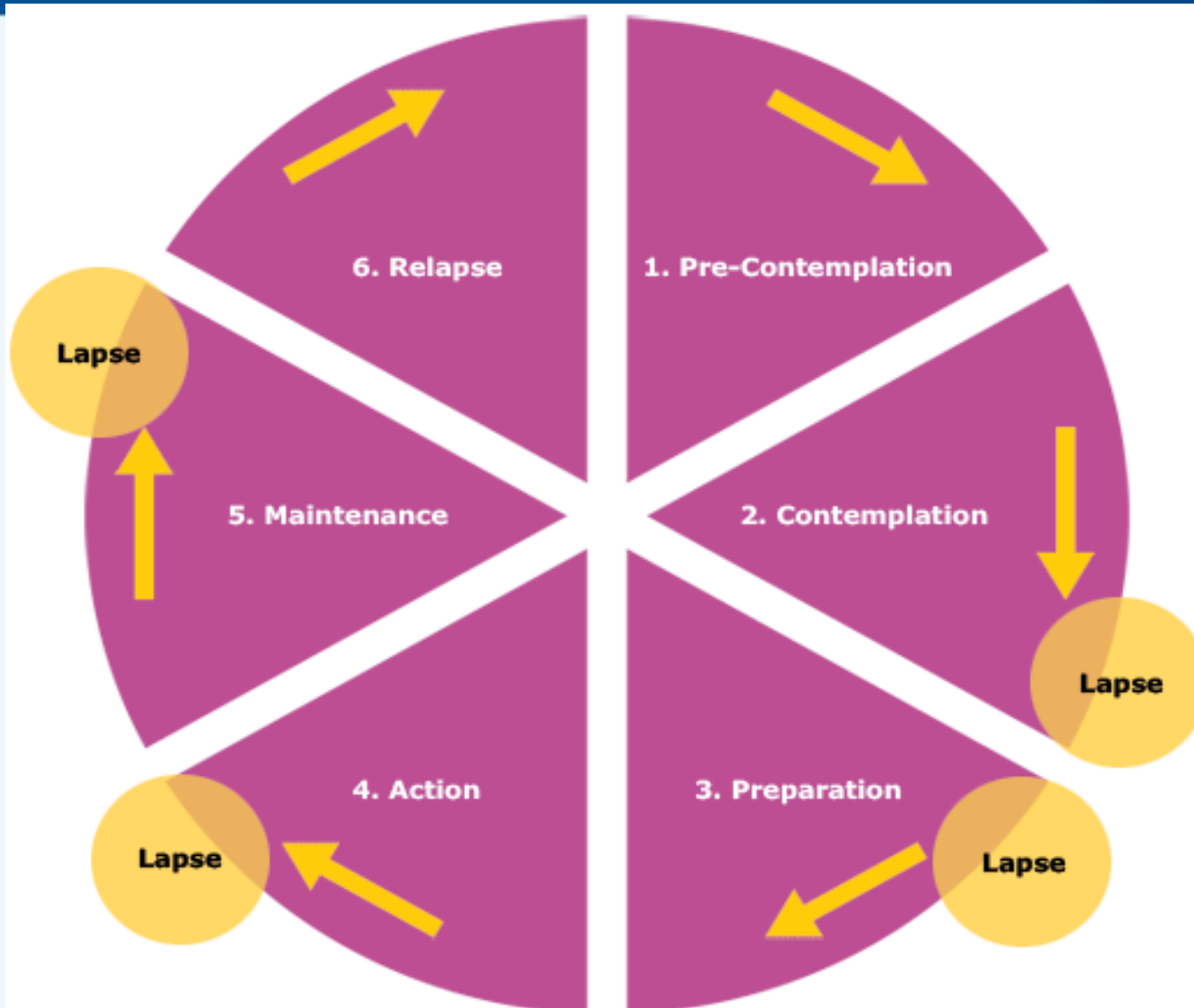
1. Anderson G., Horvath J. *Chronic Conditions: Making the Case for Ongoing Care*. Johns Hopkins University Partnership for Solutions. December 2002: section 2, page 15. 2. Wu S-Y, Green A. *Projection of Chronic Illness Prevalence and Cost Inflation*. Rand Corporation. October 2000.

# Improved Outcomes Are Possible

- Various studies indicate that for chronic diseases, comprehensive healthcare management interventions can achieve<sup>1-3</sup>
  - Reduced medical costs
  - Reduced hospitalizations
  - Improved treatment adherence
  - Improved clinical outcomes

1. Rubin RJ, Kietrich KA, Hawk AD. Clinical and economic impact of implementing a comprehensive diabetes management program in managed care. *J Clin Endocrinol Metab.* 1998;83:2635-2642. 2. Riegel B, Carlson B, Kopp Z, et al. Effect of standardized nurse case-management telephone intervention on resource use in patients with chronic heart failure. *Arch Intern Med.* 2002;162:705-712. 3. Dinelli DL, Higgins JC. Case management of asthma for family practice patients: a pilot study. *Military Medicine.* 2002;167:231-234.

# Stage of Change: Prochaska and DiClemente



Information from Prochaska JO, DiClemente CC, Norcross JC. In search of how people change. *Am Psychol* 1992;47:1102-4, and Miller WR, Rollnick S. *Motivational interviewing: preparing people to change addictive behavior*. New York: Guilford, 1991:191-202

# What is Health Coaching?

- A practice style used by growing numbers of health practitioners
- Includes targeted health education and health behaviour to change assistance for better health outcomes and decreased health costs
- Programs usually focus on chronic disease prevention or self-management and are additional to usual clinical practice
- The same health change techniques can be used in usual clinical practice for any desired patient health

# Introduction to HealthCoach4Me (HC4Me)

*An interactive health coaching Web site designed to help people achieve their most important health goals.*

The screenshot shows the HealthCoach4Me website homepage. At the top, there is a navigation bar with links for Home, About This Site, Health Library, and My Coaching Plan. On the right side of the navigation bar, there are links for Register now, Log in, and a search bar. Below the navigation bar, the main content area features the HealthCoach4Me logo and tagline "My health. My lifestyle. My program." on the left. In the center, there is a large image of a smiling woman with a white towel over her shoulder. To the right of the woman, the text reads "Take Charge of Your Health" followed by a paragraph: "You're busy. And busy can get in the way of taking care of yourself. But if you're ready to make some changes in your life, this site can make it easier for you to set, measure, and reach your most important health-related goals." Below this text are two buttons: "REGISTER AT NO COST" and "TAKE SITE TOUR". On the far right, there is a vertical sidebar titled "Explore Topics" with a list of health topics: Breast Cancer, COPD, Diet and Nutrition, Medicine, Vaccinations, Weight Management, and Asthma. At the bottom of the page, there are three promotional boxes: "New to Health Coaching?" with a video camera icon, "Video Site Tour" with a compass icon, and "A Site for You" with a speech bubble icon.

Home About This Site Health Library My Coaching Plan Register now Log in Search

FAQs | Site Map | Tell A Friend SHARE

**HealthCoach4Me<sup>SM</sup>**  
My health. My lifestyle. My program.

## Take Charge of Your Health

You're busy. And busy can get in the way of taking care of yourself. But if you're ready to make some changes in your life, this site can make it easier for you to set, measure, and reach your most important health-related goals.

[▶ REGISTER AT NO COST](#)

[▶ TAKE SITE TOUR](#)

VIEW ALL PROGRAMS

- Breast Cancer
- COPD
- Diet and Nutrition
- Medicine
- Vaccinations
- Weight Management
- Asthma

**New to Health Coaching?**  
This quick and entertaining video can show you what a health coach is...and how using one can help you find success.  
[Watch the Video](#)

**Video Site Tour**  
Welcome to HealthCoach4Me! This video tour will show you around and guide you to the many useful features and tools on this site.  
[Take Site Tour](#)

**A Site for You**  
Find out all you can do on HealthCoach4Me.  
[Learn More](#)

# Introduction to HealthCoach4Me

## How does HC4Me address unmet needs?

*HC4Me is a tool that allows users to become engaged in taking charge of their health, an unmet need outlined by stakeholders.*

Helps treatment plan adherence



HC4Me encourages users to follow their treatment plans, which can lead to improved health outcomes and lower overall healthcare costs.

Complements health plan resources



HC4Me supports all users focused on health, wellness, and managing chronic conditions.

Extends REACH



HC4Me extends the reach of care management beyond the sickest of the sick.

**GlaxoSmithKline listened carefully to the needs of consumers to develop a usable, engaging, and fun health coaching platform.**

# HealthCoach4Me Web site Walk-Through



# HealthCoach4Me Walk-Through

## Home page

*The HC4Me home page is visually appealing and contains short videos that tour the Web site and explain health coaching.*

HealthCoach4Me<sup>SM</sup>  
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## Take Charge of Your Health

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VIEW ALL PROGRAMS

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This quick and entertaining video can show you what a health coach is...and how using one can help you find success.  
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**Video Site Tour**  
Welcome to HealthCoach4Me! This video tour will show you around and guide you to the many useful features and tools on this site.  
[Take Site Tour](#)

**A Site for HealthCoaching**  
Find out a HealthCoaching...  
[Learn More](#)

Two videos highlight:

1. What a health coach **is** and **is not**
2. The **how-to** of the HC4Me site

# HealthCoach4Me Walk-Through My Coaching Plan—Overview

*A key aspect of HC4Me is the ability to develop unique, personalized coaching plans across various health and wellness topics.*

Create Your Plan

1 Health Area ▶ 2 Motivation ▶ 3 Small Steps ▶ 4 Communication ▶ 5 Get Your Plan

### Select Your Health Area of Interest

Choose an overall wellness area or medical condition where you'd like to see improvement. You may choose to add a second health area at a later time. Work on your goal for the next 3 weeks. If you want to continue to work on your goal, you may extend your time.

- Diet and Nutrition**  
Healthy Eating may help you feel better every day. It may also help with your future health.
- Exercise and Activity**  
Increasing your physical activity has many benefits both physical and emotional and gets you closer to better health
- Medicine**  
Staying healthy is important. But once in a while you can get off track with your medicine and your health. Learn what you can do to get back on track.
- Vaccinations**  
Being up-to-date on your vaccinations has many benefits. It will keep you and your family healthy.
- Weight Management**  
Reaching a healthy weight has many benefits. Learn about healthy ways to lose weight, reasons why you may be eating when you are not hungry, how to use a diary to help, and ways to get the support you may need.
- Asthma**  
By managing your asthma, you may feel better, be more active and sleep through the night.
- Breast Cancer**  
By following your breast cancer treatment plan, you are helping to manage your breast cancer.
- COPD**  
Managing your COPD may help you to breathe easier and prevent flare-ups.

▶ Next

Users can develop coaching plans across many **health** and **wellness** topics, as well as **chronic** conditions.

# HealthCoach4Me Walk-Through My Coaching Plan—Motivation

***Once users have selected their health area, they are asked to create a motivational statement that will help them reach their health and wellness goals. Helping users tie into the emotional reasons for reaching their health goal is another step toward success.***

1 Health Area ▶ 2 Motivation ▶ 3 Small Steps ▶ 4 Communication ▶ 5 Get Your Plan

## Select Your Motivation

Why do you want to reach your goal? What is it that you hope to achieve once you do? The answer to these questions becomes your Motivational Statement, a sentence explaining why you want to reach your goal. It should be personal, meaningful, and inspiring—something to make you want to stick with your plan. Your Motivational Statement appears at the top of your Coaching Plan to help keep you on track.

Here are some examples of Motivational Statements that may give you ideas for creating your own:

- I will eat healthy so that...I can lower my cholesterol
- I will manage my asthma so that...I can get through the day without people noticing my symptoms
- I will work to reach my goal weight so that...I can take the stairs at work instead of the elevator
- I will manage my COPD so that...I can work in my shop without coughing

Now create your own! (You may choose to skip this step.)

I will manage my asthma so that

Selecting a personal motivation is an integral part of developing a personal Coaching Plan.

# HealthCoach4Me Walk-Through My Coaching Plan—Small Steps

*Next, users can work towards their goals by breaking them down into small achievable steps.*

The screenshot shows the 'Create Your Plan' interface. At the top, there is a progress bar with four steps: 1 Health Area, 2 Motivation, 3 Small Steps (highlighted), and 4 Get Your Plan. Below the progress bar, the heading 'Select Small Step(s)' is followed by an 'Asthma' icon and title. A sub-heading reads: 'Select up to 2 small steps to help you work toward your goal. Click on the title of each step to learn more. Once your Coaching Plan is developed, you can always return to your Coaching Plan page to add, remove, or mark a step as being complete.'

Four step cards are visible:

- Step 1:** 'I will ask for help when I need it, starting today.' Description: 'You are not in this alone—especially because help in managing asthma is available. There are so many ways to get the help you need. All you have to do is ask for it. To make it easier, look at a quick checklist that you can use to see what kind of help you may need, along with some suggestions for who can help. It's that simple!' Actions: 'Work on this step', 'Completed this step outside of HealthCoach4Me', 'Skip this step for now', 'Remove this step from my Coaching Plan'. A 'close' button is in the top right.
- Step 2:** 'I will ask the doctor to develop an asthma action plan with me this month.' Description: 'It takes a team to manage asthma—and a game plan. An asthma action plan is an important part of controlling your asthma. By working with your doctor to develop an asthma action plan, you will know what to do and when to do it.' Actions: 'Work on this step', 'Completed this step outside of HealthCoach4Me', 'Skip this step for now', 'Remove this step from my Coaching Plan'. A 'close' button is in the top right.
- Step 3:** 'I will carry my quick-relief (rescue) medicine(s) with me every day and use at the first sign of an asthma flare-up.'
- Step 4:** 'I will check my peak flow every day and follow my asthma action plan.'


Choosing up to 2 **Small Steps** at a time helps users stay focused on their progress.

# HealthCoach4Me Walk-Through

## My Coaching Plan—Communication and Support

**Communication and support features are customizable to fit the user's needs. Users can choose to receive email reminders to stay on track with their Coaching Plan.**

**Set Your Communication Preferences**

 Asthma

I would like to receive Coaching Plan reminders from HealthCoach4Me. These reminders help you stay on track as you work toward reaching your goal. You can unsubscribe at any time by unchecking this box.

How would you like to receive your reminders?

How often would you like to receive your reminders?

By choosing email or text message **communications**, users will be encouraged to accomplish their goals.

**Get Help From a Support Person**

Many people find that they're more likely to reach their goals if they get help or encouragement from someone they trust.

If you would like to involve a friend or relative in your health-related goals, HealthCoach4Me can make it easy to do so.

- Simply add the name and email address of a trusted friend below.
- HealthCoach4Me will then send your friend an email that explains what your goal is and invites your friend to write messages of encouragement.
- These messages will be posted directly to your Coaching Plan as a way to provide added inspiration and motivation!

The information you provide about your friend on this page is not stored or used in any way by GlaxoSmithKline or any other organization. Your friend's email address is used only to send an email regarding your health goal to your friend. The name and email address that you provide below is not used by GSK or any other organization for any other purpose.

(\*) indicates required field

Your friend's name: \*

Your friend's email address: \*

Send me an email when my friend replies

Users can also receive encouragement emails from a friend or family member.

# HealthCoach4Me Walk-Through My Coaching Plan—Program Details

*Users can view their Coaching Plan details, including how well the user is doing, coaching messages, and accomplishments.*

The screenshot displays the 'Asthma Program Details' interface. At the top, navigation tabs include 'Dashboard', 'Asthma', 'Exercise and Activity', and 'Add Goal'. The main content area is divided into several sections:

- Your Progress:** A progress bar shows 10% completion towards a goal due date of 04/05/2010.
- Messages From Your Coach:** A message from the coach about the importance of an asthma action plan, accompanied by a video player and a 'Next Message' button. A notification indicates 3 more unread messages.
- Your Small Steps:** A list of active steps with 'Get Started' buttons:
  - Asthma Control Test (RECOMMENDED):** A quick test to assess asthma control level.
  - I will ask for help when I need it, starting today:** A step towards managing asthma by asking for help.
- Completed Steps:** A list of finished steps, including 'I will ask the doctor to develop an asthma action plan with me this month.' (Completed: 03/15/2010).
- Asthma Gadgets:** A sidebar with various tools:
  - Asthma Control Test:** A quick test to assess asthma control level.
  - Childhood Asthma Control Test:** A quick test for children to assess asthma control.
  - ASK-12 Taking Medicine - What Gets in the Way?:** A 12-question survey to identify barriers to taking medication.
  - Peak Flow Tracking:** A tool for calculating asthma peak flow readings.

**Gadgets and tools** are available to help users achieve their goals.

Users can update goals or steps, or check off **Small Steps** they have completed.

# HealthCoach4Me Walk-Through My Coaching Plan—Gadgets

**Multiple gadgets provide users with a choice of interactive tools and activities depending on the health or wellness topic.**

**Available Gadgets**

Expand all Close all

**Exercise and Activity** Expand

What keeps you from being more active?  
Take the quiz to identify your “trouble spots”

---

How Active Are You?

---

Activity Tracker  
A simple way to track your physical activity from day to day.

---

**Diet and Nutrition** Expand

How Healthy Do You Eat?

---

Online Shopping List

---

Food/Activity/Feelings Diary

---

**Weight Management** Expand

Are You Overweight?

---

Online Shopping List

---

Food/Activity/Feelings Diary

---

**Medicine** Expand

ASK-12 Taking Medicine – What Gets in the Way?

---

My Medicines – How Can I Get the Most From Them?

---

**Asthma** Expand

Asthma Control Test

---

Childhood Asthma Control Test

---

ASK-12 Taking Medicine – What Gets in the Way?  
Learn what is getting in the way of your taking your medicines as directed by taking this 12 question survey.

---

Peak Flow Tracking  
Calculation of asthma peak flow readings that placed person into green/yellow/red zones. Basic calculation of 80% and 50% of value entered as personal best peak flow

---

**Gadgets** provide novel and easy activities to help users reach their health and wellness goals.

# HealthCoach4Me Walk-Through My Coaching Plan—Dashboard

*As the user continues to interact on the site, the Dashboard feature allows users to view their goal progression and participate in daily tracking questions.*



- How active have you been today?
- What is your mood today?
- How are you doing today with taking your medicine, including supplements?
- User defined question

Users are able to define their own question for daily tracking.

Goals are automatically tracked for 3 weeks, and as users participate in HC4Me, their daily progress is captured in the **Dashboard**. Users can extend the 3-week time frame if they choose.

# HealthCoach4Me Walk-Through Sharing

***Not only can HC4Me help coordinate support from friends, but interactive tools make it easy to share the Web site with others.***

The “**Share**” icon allows the user to share a link to the page on the site they choose. This Share icon does not share anything about the user’s goal progress.



## Upcoming HC4Me Enhancements:

- Five new topics: Diabetes, Migraine, Heart Disease, Smoking, and Stress
- Craving Converter
- Pedometer Tracker
- Phone applications (eg, iPod applications)

**Future enhancements will continue to improve the usability and flexibility of HC4Me, making it more interactive and desirable for users.**

# HealthCoach4Me Walk-Through Health Library—Overview

*The Health Library provides a wide array of resources on health and wellness and chronic medical conditions.*

**HealthCoach4Me<sup>SM</sup>**  
My health. My lifestyle. My program.

*Browse Our Full Library!*  
Learn more about the wellness topics or medical conditions that affect you. [REGISTER NOW](#)

**Available Programs**

*Take Charge of Your Health*

- Diet and Nutrition
- Exercise and Activity
- Vaccinations
- Weight Management

*Medical Conditions*

- Asthma
- Breast Cancer

*"I Want to Improve My Health."*

You're ready to take charge of your health. But you could use some help along the way. HealthCoach4Me offers information, resources, and a Coaching Plan for each of the health programs featured here.

**How Can You Live Better with Asthma?**

Asthma is a chronic condition, which means that it's always there, even if you don't feel any symptoms. But by managing your asthma, and having a daily treatment plan, you may be able to reduce your symptoms and help prevent future attacks.

In this section of the Health Library, you can:

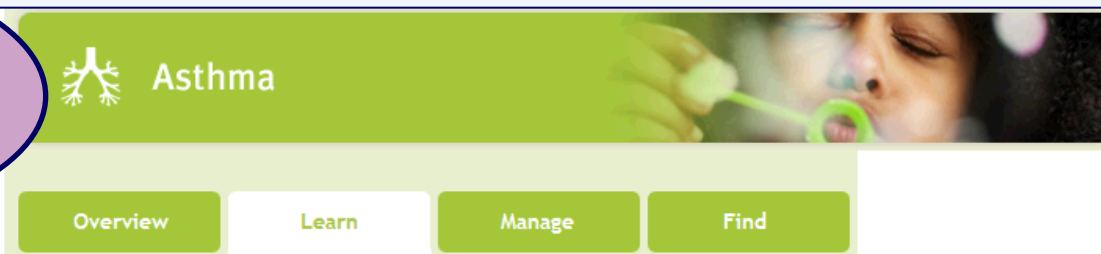
- **LEARN** more about asthma, including its triggers and symptoms
- **MANAGE** your asthma to reduce your symptoms
- **FIND** tools and resources that can offer support and solutions

The **Health Library** provides a list of available programs to choose from. All modules will allow users to **Learn, Manage, and Find** information on their topic of interest.

# HealthCoach4Me Walk-Through Health Library—Learn, Manage, Find

*The Learn tab provides easy access to information as the user explores a topic.*

Learn, Manage, and Find are used to explore what each topic has to offer.



## What Should You Know About Asthma?

There's a lot to know about asthma. Sometimes it can be hard knowing what's true and what's not. If you have questions about asthma—everything from what asthma is to how it affects your body—the resources in this section can provide answers. View, download, and print any of these titles below:

- Ask About Asthma Booklet
- Asthma Animation
- Asthma Determinants Workbook
- Asthma Fact or Fiction?
- Fall Focus on Asthma
- Goals of Asthma Care
- Spring Focus on Asthma
- Summer Focus on Asthma
- What Is Asthma?
- Winter Focus on Asthma

Click on an Asthma tool to learn more!

## Asthma Animation

Asthma symptoms may include coughing, shortness of breath, chest tightness, or wheezing.



# HealthCoach4Me Walk-Through Registration

*The user registration page is easy.*

## Create Your Profile

### Your Information

(\*) indicates required field

First Name \*

Last Name \*

Email \*

Age \*

Gender \*

How did you hear about HealthCoach4Me?

I would like to receive quarterly updates announcing new features and resources on HealthCoach4Me. You may unsubscribe at any time by unchecking this box.

I agree to the terms and conditions of this site outlined below: \*

By providing your name, email address, and other information, you are giving GlaxoSmithKline (GSK) and companies working with GSK permission to use this information to provide you with information and updates to HealthCoach4Me. GlaxoSmithKline will not sell or transfer your name or email address to any other party for their own marketing use. GSK will produce and disclose to third parties summaries that describe the utilization of HealthCoach4Me services. Those aggregate reports do not include name, email or any other information that could identify you.

For additional information on how GSK handles your information, please read our [privacy statement](#).

Aggregate reports can be produced.

*By providing your name, email address, and other information, you are giving GlaxoSmithKline (GSK) and companies working with GSK permission to use this information to provide you with information and updates to HealthCoach4Me. GlaxoSmithKline will not sell or transfer your name or email address to any other party for their own marketing use. GSK will produce and disclose to third parties summaries that describe the utilization of HealthCoach4Me services. Those aggregate reports do not include name, email address or any other information that could identify you.*

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# HealthCoach4Me Summary

## HC4Me is...

...a Web-based resource to engage users to take charge of their health.

... a Web-based tool designed to complement the quality programs already in place, helping meet the needs of busy but motivated consumers.

...a tool that combines health coaching with patient education in a fun and engaging way, and provides resources for general health and wellness and chronic conditions.



# Conclusion



When we are no longer able to change a situation, we are challenged to change ourselves.

Victor Frankl





GlaxoSmithKline

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