

THE CUSTOMER EXPERIENCE

Chronic condition support

Your Health First® provides comprehensive and personalized coaching support for individuals with chronic conditions. Once a customer is identified as having a chronic condition, the personal health team measures the severity of the person's condition and their willingness to change. Based on those details, the customer is either led through a self-guided experience or is assigned a personal health advocate for live support. The participant can use both live and self-guided support if desired.



Coach supported

Letters/Postcards/Emails/Text

- › Welcome¹ (focused on engagement)
- › Engagement²
- › Appointment Reminder³
- › Missed appointment³
- › Unable to contact³

Phone calls

- › Engagement
- › Coaching sessions
- › Appointment reminders
- › Specialist coordination

Available tools & resources

- › Toolkits for tobacco, weight and stress programs
- › Condition specific workbooks
- › Treatment decision support tool and various booklets with DVDs
- › Educational materials
- › Referrals to online programs and tools

1. Letter or email.
2. Email - or, Postcards will be mailed if an e-mail address is invalid or not on file
3. Letter, email or text
4. Email only



Self guided

Letters/Email

- › Welcome¹ (direct to self-help tools)
- › Engagement⁴ (focused on online programs)

Tools

- › Online health educational articles and videos
- › Podcasts covering hundreds of health topics
- › Treatment decision support

Online programs

- › Take charge of your chronic condition through coaching on Asthma, COPD, CAD, Diabetes, and Heart Failure
- › Improve your mood through coaching on depression and anxiety
- › Improve your lifestyle by reducing your stress, weight, or becoming tobacco free
- › Enhance your wellness by improving your emotional health, nutrition, and physical activity

Access to live support

- › Available at any time
- › May be recommended if need arises

Together, all the way.®



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