

CASE STUDY: Healthcare Network

How a Preeminent East Coast Integrated Healthcare Network Leverages Engagement Rx to Personalize Care Pathways



AVIDON HEALTH

The Challenge

A large-scale integrated healthcare network offered its employees a corporate wellness program, including health coaching. They faced the challenge of delivering the program to all eligible employees, upward of 42,000 participants, across a vast hospital network. They needed a solution that could engage a multitude of employees of diverse ages, health needs, economic statuses, professional and cultural populations.

They faced three main pain points:

- Program Enrollment
- Employee Engagement
- Program Adherence

The Solution

While using engagement Rx[®]



99.5%
of members stated they would recommend their health coach to a friend or family member.

The healthcare network implemented Engagement Rx[®], the digital coaching platform, to boost the participant experience along with enrollment, engagement, and program adherence. Since partnering with Avidon Health, thousands of employees have moved through the platform, with the potential for over 42,000 participants to use the program this year alone.

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

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How it Works

The healthcare network is elevating the participant experience by building personal care pathways based on individualized health goals, including sleep, stress, weight, and chronic disease management.



The network leverages Engagement Rx® to onboard, survey, and navigate participants through their personalized digital coaching journey.

The advanced platform builds participant trust and understanding by simulating the typical first conversation of a one-on-one coaching session by asking in-depth questions about a participant's [lifestyle choices, preferences, and goals](#).

With these advanced digital tools, the healthcare network can leverage automated personalized support, program reminders and an extensive library of wellness content to help participants address chronic conditions and break unhealthy habits.

Outcomes

With the help of Engagement Rx®, the healthcare network is now experiencing seamless onboarding and digital coaching appointment bookings, which has effectively increased the overall number of coaching sessions. With self-paced digital wellness programs, the network has noticed an increase in growth due to call volume and touch points.

The healthcare network plans to build out a referral program to allow various health groups within the hospital system to refer participants to wellness coaching.

www.avidonhealth.com

Contact us to learn how Engagement Rx® can elevate your corporate wellness program.

