

Recognized by an independent third-party as the country's best wellness provider. The Nation's Best and Brightest in Wellness—National 2017 Elite Winner

*What makes Orriant different and effective?*

**Engage More Than Simple Tasks**

"If-then" rewards are very effective at getting people to do simple tasks like screenings and competitions. However, they are not at all effective at engaging complex behavioral changes. Engaging lifestyle changes requires the support of a professional health coach or counselor.

**Engage the Reluctant Majority**

Improving population health requires engaging a majority of the population in steady small changes. This is especially true for the reluctant majority who are often intimidated by wellness programs. People don't want to be made to feel guilty.

**Don't Chase People**

People don't like to be chased. The secret to engaging real change is to get participants to call their coach. This requires a genuine trusting relationship with their coach that brings real value to their lives.

**Leverage the Power of Someone Who Cares**

People ask, "How do you get such high levels of participation?" People respond to people who care.

**Apply the Behavioral versus Medical Model**

Too often we apply the medical model to create population change. The medical model is assessing the problem and applying an intervention. In wellness, that means assessing the needs of the population and intervening with a program to address those needs. Far more effective is the behavioral model where you meet each person where they are and help them find their own intrinsic motivation. Then, support them with a real person who can help them work through the barriers to change.

**Lifestyle Behaviors Are Hard to Change**

There is nothing more difficult in all of healthcare than to help people make long-term behavioral changes, and best practices are essential. Sure, it is much easier to do something to someone, but that's not how you get someone to change lifestyle behaviors.

**Well-being Focus**

People will work on what they deem important. They decide what areas of well-being they want to change. Well-being can be nutritional, social, physical, intellectual, emotional, occupational, environmental or financial.



*Apply the best practices of behavioral change to lots of people.*

*Robust effective wellness doesn't have to cost the employer anything.*

*We need to get upstream of the problem.*

*A culture of health at the worksite is a great support to those working on changing lifestyles.*

### **Wellness at No Cost**

Wellness strategies where most plan members are working personally with a health coach are more effective and will cost more than turning on an electronic system that hands out rewards for simple tasks. However, participatory underwriting is often used to fund the program so there is no cost to the organization. Those who choose not to participate fund the program for those who do participate.

### **Participatory/Health-contingent Designs**

The key to success is not whether you use a participatory or health-contingent wellness design. The key to changing population health is engaging a majority of your members in a genuine relationship with a real person who cares. This can be done with either design.

### **Getting Upstream**

Studies have shown that 6 out of 7 full-time workers in America are overweight or have a chronic health condition. This whole group needs help changing behavior, not just those currently experiencing claims. We need to get upstream of the problem and prevent future costs.



### **Worksite Culture of Health Is Important**

Even though newsletters, fun challenges, portals and workshops aren't as effective at changing complex behaviors as coaching, they still play an important role in creating a culture of health at the worksite. Orriant offers some of the most engaging learning experiences and fun activities available. The wellness portal and app available to participants are some of the best in the industry. Individualized support is always available to assist human resource departments and company wellness committees to create a culture of health at work. Wellness services can be offered a la carte to meet each company's specific needs.



### **A Catalyst for Engaging Other Benefits**

Engaging a majority of the workforce and their spouses in a genuine relationship with a health coach creates additional benefits. Most people do not have an ongoing relationship with a health professional whom they trust. This strategy of engaging high levels of health coaching is a whole new level of intervention in the healthcare system. This trusted relationship becomes a catalyst at engaging people to use:

- Employee Assistance Programs
- Telemedicine Services
- Transparency Tools
- Advocacy Services
- Second Opinion Programs
- And others

### **Organizations and Employees Are Aligned**

Organizations want the same things as their employees. They both want healthy productive employees, to avoid unexpected medical costs and employee satisfaction with benefits. Helping people achieve optimal health benefits both parties. Many employees say that having a health coach they can trust and that supports them in reaching their own self-directed goals is the best benefit their employer offers.

  
orriant

*Where Health Comes To Life*

Visit us at [www.orriant.com](http://www.orriant.com)

888-346-0990