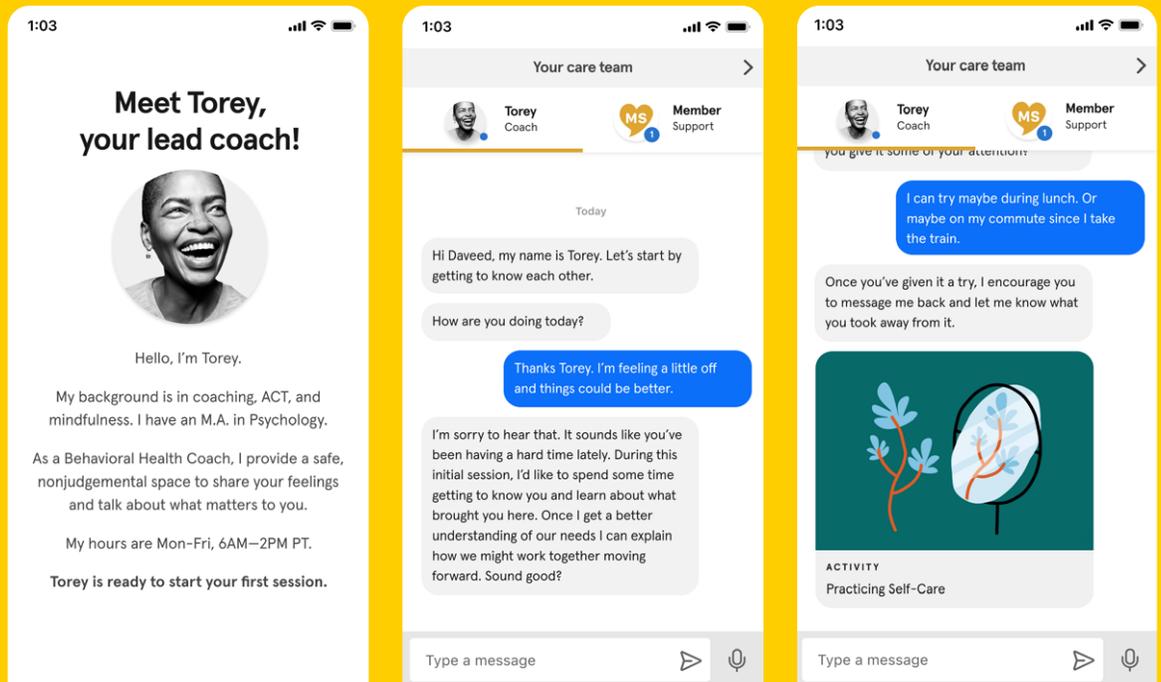


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health.

What is coaching?



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What is coaching?

Behavioural health coaching takes a goal-oriented approach in tackling a range of life’s everyday challenges, from sleep issues and creating healthy routines, to communication and stress management. At its core, behavioural health coaching focuses on action to help individuals work towards their goals.

Headspace Health offers text-based behavioural health coaching and self-guided resources, plus video-based, in-person, and telephonic counselling. With these care options, members receive personalised, quality care that flexes as their needs change. Headspace Health care coaches, supported by augmented intelligence technology, work to deliver evidence-based care that meets every member’s unique set of needs.



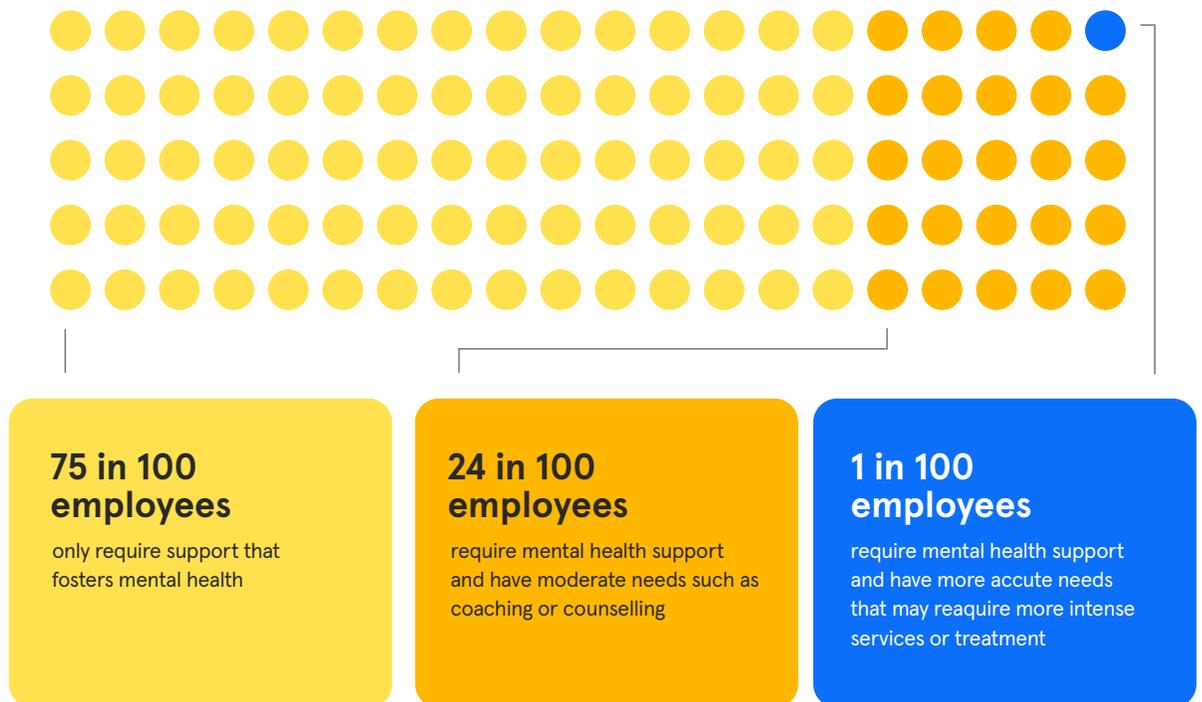
“My coach is awesome, very informative, positive, and encouraging. I always look forward to my appointments. She communicates well and sets expectations so I always know what to expect.”

— Headspace Health Member

Who is coaching for?

Coaching is great for members seeking support to address challenges in their lives and accomplish their goals.

Many people think of jumping right to counselling, but coaching can often act as the first level of care a member needs to improve their well-being. One size doesn't fit all, and finding the right care plan for an individual creates more substantial results. Research shows that, on average, 75% of employees only need support that fosters mental wellness – behavioural health coaching is just that.



How is coaching different from counselling?

While counsellors focus on treating complex psychological disorders, behavioural health coaches help members build skills to manage emotions, stress and anxiety, and incorporate self-care into their everyday lives.

Rather than digging into why a challenge is occurring in a member's life, behavioural health coaching focusses on the more immediate need to create a strategic action plan.

Behavioural health coaching is both collaborative and interdisciplinary. Coaches use tools like motivational interviewing and behavioural change theory to meet members where they are, and guide them to their own path forward. And when needed, coaches are highly trained to refer members to the appropriate clinical care. By partnering with a coach, members can better navigate life's challenges and build resilience to become their happiest, healthiest selves.

How can coaching and counselling work together?

The Headspace Health model of care operates from the experience that clinical care is most effective when paired with coaching. Our coaches are trained to escalate members into counselling services when a higher level of care is needed, while also providing ongoing support between counselling appointments.

For example, a member working with a counsellor and coach may make great progress over a few months, and then continue working with the coach alone.

In Headspace Health's integrated system, coaches collaborate with each other in addition to counsellors and clinicians to provide the right level of team-based care to members. Collaboration ensures that the coaching plan aligns with the counselling treatment plan, that there's a shared understanding of members' needs and goals, that progress can be evaluated across different levels of care, and that members can be triaged from one level of care to another when needed.

Does Headspace Health coaching really work?

There's growing evidence that text-based coaching has similar effectiveness to traditional in-person care, and may even offer additional benefits in convenience and reducing stigma.³

At Headspace Health, our data shows that members who consistently work with their coach see mental health improvements.

59%

of Headspace Health members who took Generalised Anxiety Disorder (GAD) surveys either screened negative for anxiety at follow-up, or experienced a meaningful reduction in their anxiety scores.

70%

of members who initially screened positive for depression (PHQ survey) at intake had meaningful improvement at follow-up, too.

Data also shows the value of our collaborative care model. Our evaluations show improvements across all types of care – meaning that coaching and counselling are equally likely to improve outcomes.

4.8/5

What's more, members are also satisfied with their experience. Within our coaching services, we continuously see high coach ratings of 4.8/5.

³ doi.org/10.2196/jmir.7023.
⁴ JMIR Formative Research, 2021. "Association Between Care Utilization and Anxiety Outcomes in an On-Demand Mental Health System: Retrospective Observational Study."
⁵ Evaluation of an On-Demand Mental Health System for Depression Symptoms: Retrospective Observational Study, JMIR Formative Research, 2020



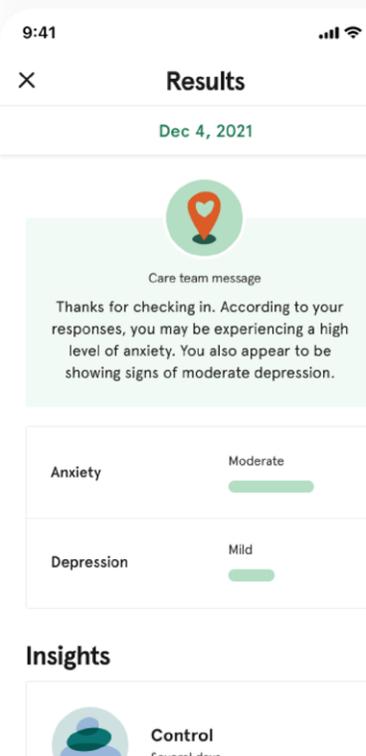
Anxiety & Depression Check-in

What are they?

A check-in is where you answer a few multiple choice questions about how you've been feeling. You'll get to see a summary of your results when you're done.

How do they help?

They let you and your care team track your progress over time and make any necessary adjustments to your care plan.



Insights

Control
Several days

How are coaches trained?

invest in cultural competency and ongoing training for care providers, and the entire company, on subjects like LGBTQ+ identity, racial trauma, veterans, traditionally underserved groups, economically disadvantaged groups, and more.

Headspace Health coaches have advanced degrees

Our coaches have an advanced degree (Master's or higher) in a field related to mental health and/or an accredited coach certification. In addition, they have at least two years of experience and six months of direct supervision under a qualified, credentialed, and/or licensed supervisor.

Trained to assist on all of life's challenges in a virtual environment

Our Care Team provides multidisciplinary training, support, and mentorship based on a foundation of inclusion, diversity, belonging, equity, and access.

Diversity, Equity, Inclusion, and Belonging (DEIB) on our Care Team

Headspace Health's diverse Care Team is here to support any member of any community. Our programme emphasises culturally responsive and identity-affirming care rooted in a member's environmental and societal realities. Coaches develop an awareness and integration of their own intersecting identities, and in turn, help their members to do the same, through social justice and health equity frameworks.



Torey
Coach



Anne
Coach



Marc
Coach

What does the future of coaching look like?

At Headspace Health, we're always focussed on making sure we're delivering the best possible care and support for our members. Looking forward, this means:

INVESTING IN TRAINING

Our behavioural coach training institute has a ten-month programme that aims to transform students through the self-discovery of their unique strengths, values, meaning, and purpose, so that they can guide members in doing the same work. Our programme reflects the strategies needed to help people prioritise their mental and emotional well-being in our rapidly changing world, and we continue to evolve the programme with best practices to meet the needs of our members.

QUALITY ASSURANCE

Headspace Health is focussed on shaping meaningful behavioural health coaching work that's rewarding for members and coaches. We've expanded our QA team to evaluate coach work and provide feedback on a more personalised, consistent basis. While helping coaches celebrate their individual successes and hone their skills, the QA team also works with other teams to improve care collaboration for a better experience for both members and providers.

Interested in learning more about Headspace Health's behavioural health coaching and broad spectrum of mental health solutions?

Contact us [here](#).

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