

WELLVIEW HEALTH ADVISOR MODEL & TRAINING PROGRAM

Our mission is to simplify healthcare by inspiring people and impacting lives.

CORE VALUES

- Personal responsibility
- Integrity and authenticity
- Innovation
- Passion for inspiring others

VISION

- To educate patients about personal health and health risk.
- To simplify patient access to preventative health and lifestyle services.
- To partner with patients in achieving their health goals.



MULTIDISCIPLINARY APPROACH

By utilizing a multidisciplinary approach to well-being, Wellview Health provides each participant access to professionals in their fields for the best possible advice, information, and practice. As needs are identified, the Wellview Portal empowers the Health Advisor to connect participants with behaviorally trained, clinical providers in a convenient way by scheduling an appointment in real time and building a team around the participant that may include Registered Dietitians, Personal Trainers, Certified Diabetes Educators, and Mental Health Specialists.



COACHING PHILOSOPHY

Wellview's Health Advising philosophy adheres to the International Coaching Federation (ICF) approach, which "honors the client as the expert in his/her life and work and believes that every client is creative, resourceful, and whole." The Advisor's responsibility is to:

- Discover, clarify and align with what the client wants to achieve
- Encourage client self-discovery
- Elicit client-generated solutions / strategies
- Hold the client responsible and accountable



WELLCOACHES CORE TRAINING: THE FOUNDATION

All Wellview Health Advisors and clinical providers complete the Wellcoaches Core Training. Wellcoaches delivers the gold standard of coach training, education, certification, and support. The Wellcoaches programs are high-impact, science and evidence based, and innovative. Some key elements of the Wellcoaches training are:

- Leverage the science of positive psychology to help clients apply their strengths and gain the capacity to adapt to setbacks
- Describe/apply science based theory to facilitate lasting change
- Elicit mindful self-awareness and insights
- Apply self-determination and motivational interviewing techniques to support clients to uncover the motivation needed for change
- Help clients develop self-efficacy and resilience
- Learn how and when to provide expert advice or referrals to enable learning of knowledge and skills
- Apply principles of goal-setting to help clients design engaging visions and goals that spur them to go beyond what they can do alone.



PSYCHOGRAPHIC SEGMENTATION

Psychographics involve a person's values, attitudes, personality and lifestyle, all of which factor into his or her motivation. To achieve engagement, you must understand what motivates the participant on the individual level. The psychographic segmentation training teaches advisors about the five different psychographic segments, including each segment's core desires, behaviors, descriptors, and mindset as it relates to how they approach their health. The training also includes suggested actions and how to talk to the participant to activate, connect, and engage them in a much faster and more efficient way.



WELLVIEW SPECIALIZED SOLUTIONS AND CURRICULUMS TRAINING

Wellview has developed proprietary healthy living and condition management curriculums to support our providers in delivering a personalized, concierge experience built on trusted relationships. These curriculums include conversational and educational support for: Healthy Living, Healthy Weight, Healthy Heart, Healthy Blood Pressure, Diabetes Prevention, Diabetes Control, Tobacco Cessation, and Healthy Mom Healthy Baby. Additional partnerships are client-specific and may include low back pain, telemedicine, and others.

Each curriculum includes seven evidence-based topics and are designed to include behavioral, clinical, and relational outcomes. The behavior change model allows the participant to choose topics of interest within their chosen curriculum (usually based on clinical or health risks) with advisor guidance to support goals and outcomes. The curriculum training guide is comprehensive and available to advisors in an online toolbox or in a bound printed version for easy reference.

HIRING A HEALTH ADVISOR

Job Summary:

To empower and support participants in creating an individualized wellness plan, goals, and action steps in areas of their personal health, lifestyle, prevention, and risk-reduction. Advisors will be responsible for building trust and participant engagement, supporting a roster of participants in their goals and actions steps and navigating participants to other Wellview Health services as needs are identified.

Responsibilities and Desired Qualities:

- Embodies a healthy lifestyle
- Ability to work in collaboration with a multidisciplinary team to deliver a participant driven personalized lifestyle management program
- Ability to keep educator vs. advisor roles separate
- Knowledge and understanding of behavior change theories and how to successfully implement them
- Work independently, problem solve, and multi-task
- Work flexible hours based on participant availability
- Empathetic - can identify with the feelings, thoughts or attitudes of their clients to create a personal connection
- Effective listener - can listen to understand no matter the participant's style of communicating
- Non-judgmental and not opinionated during sessions
- Integrity around confidentiality to develop trust
- Balance of flexibility with an ability to guide the conversation for most effectiveness
- Not afraid to challenge the client
- Mentor, cheerleader, accountability partner

Experience:

- Bachelor's degree
- Completion of Wellcoaches Core Coach Training program or NBHWC certified
- Minimum of one year health coaching experience

Process for Hiring:

During the first interview the intention is to get to know the candidate, learn about their past work experiences, what interested them about the Wellview position and share background about the Wellview Way and the Health Advisor role. Listening for desire to impact lives and passion to help others to be/feel better.

During the second interview the intention is to assess coaching skills and determine if the candidate is a good fit for culture.