Psychologically-based online lifestyle and disease management programs for helping employees break deep-seated unhealthy habits
The Biggest Problem in Employee Wellness ... and How to Solve It

Every year, employees struggle with unhealthy habits that cost their employers a fortune – in absenteeism, lost productivity, increased risk of diabetes and chronic disease, and higher medical claims.

Unfortunately, the six unhealthy habits at the root of most chronic illness and disease are usually the most difficult to change for anything more than a short period of time.

The reason these habits are so hard to eliminate is that they are usually emotionally based and are stored in an area of the brain that resists standard behavior modification techniques.

For instance, unhealthy eaters with high blood pressure or diabetes may tell their coach they want to lose weight ... but keep snacking on candy and junk food. And most non-exercisers who join a gym usually slip back into their old “coach potato” attitude in just a few short weeks.

The proprietary SelfHelpWorks cognitive behavioral training process doesn’t just change what people do, it changes their beliefs and deepest subconscious thoughts about themselves — which is why it succeeds where standard behavior modification techniques have failed.

If your wellness program isn’t “moving the needle” significantly with your employees who need it most, SelfHelpWorks online video courses are likely the missing link. In just a few weeks participants experience a powerful transformation in mindset, enabling them to maintain genuine, lasting behavior change and a higher quality of life.
Company Background & Clients

SelfHelpWorks was established in 1999 for the purpose of developing and delivering scalable online versions of evidence-based cognitive behavioral training courses that had been taught live in hospitals, clinics and large corporations since 1979. The company is now the leading provider of video-based digital (online) interventions for reducing behavioral health risk.

SelfHelpWorks interventions are primarily used and/or offered by hospitals and clinics, health plans and leading corporate wellness vendors, often under private label. The company serves the needs of over a thousand end-client organizations in all, and its online interventions have touched the lives of more than a million participants over the years.

Product Overview

The SelfHelpWorks interventions consist of pre-recorded video training sessions featuring live instructors, supported by interactive quizzes and multimedia support tools including a companion mobile app. Each intervention is curriculum-driven, just like an e-university course. The interactive online video-based format and our proprietary PersonalCoach™ software work in harmony to deliver a user-friendly, empowering, personalized coaching experience.

Interventions are currently available for:

- Tobacco addiction
- Obesity and unhealthy eating
- Physical inactivity
- Stress and low resiliency
- Alcohol abuse
- Poor sleep
- Diabetes management

The interventions are the perfect companion or alternative to live or telephonic coaching, and can be quickly and easily scaled across multiple locations. They can be easily integrated into an existing wellness portal or implemented as a stand-alone solution. Detailed reporting, white labeling options, promotional collateral and live user support are available at no cost.

Participants can log on 24/7 from virtually anywhere including the privacy and comfort of home or office. All that’s needed is Internet access via a computer, tablet or smartphone.

Programs

Each individual program consists of a curriculum-driven online video-based course with applicable support tools and services.
LivingEasy – Creating Calm & Resiliency
The eight (8) session LivingEasy™ course addresses the stress-promoting beliefs and thoughts that cause much of the drama, trauma and distress that people may experience in their life and relationships. This program works to transform the perception of the events and relationships identified by participants as causing them the most distress, into experiences that cause less impact and even a source of empowerment. This course is led by Diane Hambrick MD and includes pre-recorded video training and coaching sessions, actualization activities, and tools including mobile companion app and support e-mails.

LivingHealthy – Shop, Cook, & Eat for Health
LivingHealthy™ is a seven (7) session educational online course that focuses on the basics of nutrition and healthy eating. The course covers food preparation and organization, mindful eating, how to navigate the supermarket and read food labels, portion control, and tips for eating out. It is taught by award-winning nutritionist, Diane Machcinski, M.Ed., R.D. and includes instructional videos, interactive quizzes, assignments, supplemental reading materials and support tools.

LivingLean – Gaining Power over Food
LivingLean® is a fourteen (14) session course led by cognitive behavioral training expert and SelfHelpWorks founder, Lou Ryan. The first 5 lessons are core learning sessions, the rest are support sessions. LivingLean is designed to change the mindset regarding food and eating, as well as to create a context for a healthy lifestyle. People who are chronically overweight tend to make emotional, rather than rational, decisions about what, when, where and how much to eat. In just a few days course participants usually start thinking and feeling differently about food, their health, and the possibilities that are available to them through living a lean, healthy lifestyle. The assignments, combined with tools such as PersonalCoach™, allow participants to transform these feelings into actions designed to create permanent change in the root cause of their weight problem - their emotional and psychological connection with food. The course includes pre-recorded video training and coaching sessions, actualization activities, and tools including mobile companion app, support audios, and support emails.

LivingFree – Breaking Tobacco Addiction
LivingFree® is a twelve (12) session course designed to help participants stop smoking. The first 5 lessons are core learning sessions, the rest are support sessions. Participants will discover new knowledge, skills and techniques that change the way they think about tobacco, why they smoke, and how to quit. These techniques most likely are very different from any approach they have tried before. The course is designed to eliminate the cognitive and emotional barriers that have kept them from succeeding in the past and is supported by SelfHelpWorks’ proprietary support tool, PersonalCoach™. Led by cognitive behavioral training
LivingSmart – Managing Alcohol Use
LivingSmart™ is a twelve (12) session course to help participants stop or reduce the drinking of alcohol. The first 5 lessons are core learning sessions, the rest are support sessions. Participants will learn how to become ex-drinkers without feeling deprived. The course teaches participants to take control, eliminate the psychological roadblocks, and change their emotional relationship with alcohol. Led by cognitive behavioral training expert and SelfHelpWorks founder, Lou Ryan, the course includes pre-recorded video training and coaching sessions, actualization activities, and tools including mobile companion app, support audios, and support emails.

LivingFit – Learning to Love Exercise
LivingFit™ is a twelve (12) week walking program designed to help participants ease into exercise and enjoy daily physical activity so that it becomes a regular part of life. The course is divided into three distinct four-week segments, each designed to serve a specific purpose that takes the participant to a new level of activity. The course includes weekly educational videos and motivational articles, useful tips and guidelines, goals and activities with daily exercise tracking, personal journal, a library of easy-workout videos, and a 2,000-minute challenge for those who wish to participate.

LivingWellRested – Solving Sleep Problems
LivingWellRested™ is an eight (8) session course led by renowned sleep expert, Dr. Michael Grandner, and cognitive behavioral change expert and SelfHelpWorks founder, Lou Ryan. People who have insomnia have spent months, if not years, practicing certain thought patterns, beliefs, and unhealthy habitual behaviors that have perpetuated their sleep problems. LivingWellRested provides the information and tools needed for participants to understand sleep and insomnia, recognize the thinking patterns and behaviors that have fueled their sleeping problems, and change their unhealthy thinking patterns and behaviors in ways that will make sound sleeping a nightly occurrence. The course includes pre-recorded video training and coaching sessions, audios and visualization exercises to reduce anxiety and increase relaxation, a mobile companion app, support emails and a daily sleep improvement journal that allows intelligent software to coach each individual specifically on their challenges as it monitors their progress towards the goal of a sleep efficiency score of 85% or higher.

LivingWell – Diabetes Management
LivingWell™ is a video-based online course that educates and empowers people with diabetes to live a happy, healthy, productive life in spite of their illness. This is a nine (9) week interactive
curriculum-driven series designed to educate participants about their condition and inspire them to make organization, self-monitoring, medical adherence, exercise and healthy eating a normal part of their life. In addition to pre-recorded video sessions and reading materials the course includes journaling, progress tracking, useful checklists and reminder emails. The weekly pre-recorded video training and coaching sessions are accompanied by over 80 brief educational articles and tips, the Daily D’s, to help participants learn about the practical elements of diabetes and its management. This course is led by Janice Baker, a Registered Dietician, Certified Diabetes Educator and Medical Nutrition Therapist with over 20 years' experience in the field.

Science

The proprietary, evidence-based cognitive behavioral training process used in all SelfHelpWorks online programs has its roots in Cognitive Behavioral Therapy (CBT). However, unlike CBT, it is delivered in a highly structured instructor-led training and coaching format rather than in a collaborative therapy format. The process is designed to break down dysfunctional thoughts and psychological roadblocks, destroying them at their core and replacing them with self-empowerment, confidence, lasting behavioral change and a higher quality of life.

Several behavioral disciplines and techniques are synergistically employed in order to maintain efficacy and ongoing engagement. Modalities include social cognitive theory, cognitive behavioral theory, self-determination theory, the trans-theoretical model (stages of change), motivational interviewing, mindfulness, classical conditioning and positive psychology.

The bottom line is that unless you transform a person's mindset at a core (subconscious) level, their emotionally-driven unhealthy habits will almost always keep coming back. The SelfHelpWorks suite of online programs was designed specifically for this purpose.

Sample Research & Case Studies

Comparison of Annual Health Risk Assessments: Condition-appropriate SelfHelpWorks interventions were offered to members of a large national wellness program based on their Health Risk Assessment (HRA) scores. The members who completed at least one SelfHelpWorks intervention were given another HRA the following year, and the two annual HRA scores were compared. The HRA comparisons of the 60,000+ SelfHelpWorks participants yielding the following results:
Randomized Trial: In a randomized trial conducted by San Diego State University, the 6-month post-course quit rate for participants who completed at least the introduction, orientation and Session 1 of LivingFree was 38.1%. By contrast, the 6-month post-course quit-rate for the control group (American Cancer Society self-help intervention) was 13.4%.

Survey by UCLA Professor: A nutritional supplement company that was having meal plan adherence issues engaged David Heber, MD, PhD, Professor of Medicine and Public Health and Director of the UCLA Center for Human Nutrition at the University of California, Los Angeles, to evaluate the benefits of adding LivingLean to their weight loss protocol.

Dr. Heber surveyed 300 of the company's LivingLean course graduates, 46.3% of whom were male and 53.7% female. Of the 300 graduates surveyed, 256 (more than 85%) had completed LivingLean as much as 6 – 12 months previously so their results did not reflect the short-term bias typically inherent in exit surveys. **Average weight loss was 26.6 pounds.**
Detailed survey responses were as follows:

<table>
<thead>
<tr>
<th>How much weight did you lose? (pounds)</th>
<th>Over 30</th>
<th>15-29</th>
<th>9-14</th>
<th>5-9</th>
<th>Less than 5</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>11%</td>
<td>47%</td>
<td>32%</td>
<td>5%</td>
<td>5%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Helped you meet your weight loss goal/milestone</th>
<th>Completely</th>
<th>Very Much</th>
<th>Somewhat</th>
<th>Not Much</th>
<th>Not at All</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>21%</td>
<td>47%</td>
<td>2%</td>
<td>6%</td>
<td>4%</td>
</tr>
</tbody>
</table>

| Helped you keep your weight off | 11% | 67% | 12% | 6% | 4% |
| Reduced your emotional dependency | 16% | 68% | 16% | 0% | 0% |
| Improved your motivation about weight loss | 32% | 63% | 5% | 0% | 0% |
| Increased your Personal Power | 42% | 42% | 16% | 0% | 0% |
| Helped keep you on the meal plan | 47% | 42% | 11% | 0% | 0% |
| Has eliminated cravings for your Main Munches | 26% | 63% | 11% | 0% | 0% |

### Overall Impression of Living Lean

<table>
<thead>
<tr>
<th>Excellent</th>
<th>Very Good</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>64.4%</td>
<td>31.5%</td>
<td>5.1%</td>
<td>0%</td>
<td>0%</td>
</tr>
</tbody>
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Sample Participant Feedback

The comments below are a just small sampling of the feedback we continually receive in response to the open-ended “Any additional comments?” question at the end of Self-HelpWorks’ anonymous course exit surveys:

“This course changed my mindset towards and relationship with food. As a result, I have lost nearly 40 pounds so far and am still going. Thank you for providing inspiration, education and motivation.” – LivingLean (food)

“The program got me off the couch and making exercise a regular part of my life. This is the first time in 20+ years that I have exercised on a regular schedule. It made me confident that even with my age, I could become fit again.” – LivingFit (exercise)

“I smoked for over 40 years and now I don’t. I have attempted to stop smoking literally hundreds of times. Sometimes I lasted an hour and sometimes a day. I have always known all the reasons to quit but you showed me a different way. Which set me FREE.” – LivingFree (tobacco)
“This was such a great program that I want all the folks in my department to take it. We are short staffed right now and the stress level is high. It would be great to empower them to handle this temporary situation.” – LivingEasy (stress & resiliency)

“I can’t believe how easy and effective this program has been in helping me to quit drinking. I’m not a group person and couldn’t find a program that fit my needs. It allowed me to take it in the privacy and convenience of my own home.” – LivingSmart (alcohol)

This program not only targets Diabetes, but also relationships, stress, and just feeling good about yourself. One thing I will take from this course is; diabetes doesn’t control me, I control me. Thanks for all the sound advice and for the support. – LivingWell (diabetes management)

“I have been a nutritionist and health coach for about 13 years and the information is very good. I loved how Lou addressed the psychology behind weight issues, making it a new type of program, vs your standard, run-of-the-mill nutrition/weight loss class/program.”
– LivingLean (food)

“The program helped me get up and get away from my desk during lunch and walk instead of just going to get my lunch and coming back to my desk and eating. I now feel better at the end of the day and have more energy to work out after work instead of just going home and sitting on the couch.” – LivingFit (exercise)

“This program completely changed my way of thinking about smoking and about self-induced habits overall. Concepts learned in this course not only helped me become an ex-smoker, they are helping me in just about every other aspect of my life. The skills learned are transferable, and I’ve downloaded the audio files so I can listen to them again and again. I would highly recommend this program to anyone who is truly serious about becoming an ex-smoker.” – LivingFree (tobacco)

“It helped me look different way on the stress situation. Helped me overcome urge to complain and take responsibility, so I was happy and people I worked with too.”
– LivingEasy (stress & resiliency)

“I loved the program, it has help me focus on a better quality of living not only about drinking but on how I deal with other people. I am in control and it’s my choice not to let life problems and emotions that are part of everyday life take control. I am in CONTROL!”
– LivingSmart (alcohol)

“EVERYONE I know would benefit from this - not just specifically as regarding diabetes, but about how to think and live life.” – LivingWell (diabetes management)

“My downfall on every diet was my need to munch and snack. I learned how to be in control of these feelings and have been very successful in getting past this obstacle.” – LivingLean (food)
“The program helped me overcome my evening couch potato lifestyle. I am now active after work and have more enthusiasm for things other than the TV.” – LivingFit (exercise)

“I honestly had not decided to quit when I started the program but it was required by my employer for insurance purposes. After the second session, I was all in! How could I not do this? It made perfect sense. I smoked for 43 years and am now into my 3rd week smoke free!! Thank You!!!!” – LivingFree (tobacco)

“I cannot believe how much this program challenged my thinking. I learned much about how alcohol was controlling my life and how I’d trained myself to be a drinker. I’m excited to enjoy the benefits of Living Smart. I’ve recommended this program to many people, not just because of alcohol, but because it is helpful with many crutches out there like food and busyness, etc.”
– LivingSmart (alcohol)

“I learned more about myself and about my [diabetes-related] issues in this short course than I had in individual counseling.” – LivingWell (diabetes management)

“Never wanted to really try to eat healthy but you changed my mind. I lost over 30 lbs. in 50 days. I can now be in charge of what I eat because I know that I have the choice. Thanks for your help.” – LivingLean (food)
### Course Delivery System

Provides sequential online delivery of video, audio and written content for the following programs (including PersonalCoach™ where applicable):

- LivingEasy – resiliency/stress
- LivingFit – exercise adherence
- LivingFree – tobacco
- LivingHealthy healthy eating (educational)
- LivingLean – food/eating
- LivingSmart - alcohol
- LivingWell – diabetes
- LivingWellRested – insomnia

### Feature Sets

- Companion Mobile App (Android and iOS)
- Push Notification Tool (self-care adherence)
- Support Audio Library
- Key to Success Cards
- Configurable trackers (weight, cholesterol, blood pressure, blood glucose, A1C, sleep)
- 15-Minute Workout Series (16 Exercise Videos)
- Health Profile
- Personal Journal
- BMI Calculator
- Exercise Tracker
- Menu Planner
- Calorie Calculator
- Nutrition Glossary
- Food Category Explorer

Not all feature sets apply to all Programs

### Support

- Automated Session Push Notifications and Program Support
- Personal Email Support (program, tech, customer service)
- Personal Phone Support (program, tech, customer service)

### Reporting

- Standard Reports; optional automated data feeds for incentive campaigns

*Program components and feature sets are subject to change due to ongoing updates and enhancements.

## Reporting Capabilities

Standard HIPAA-compliant real-time participant progress and completion reporting (individual and aggregate) will be made available online, 24/7, to your designated administrator(s).
Optional automated data feeds are also available should you wish to report participant progress to other systems, for example incentive engines or health coaching platforms.

User-Level Support

**PersonalCoach™** – At the beginning of each support session in applicable courses, the participant completes a questionnaire. SelfHelpWorks' proprietary PersonalCoach software interprets the participant's ongoing progress and mindset based on their responses, and delivers email and audio coaching support that fits their specific emotional needs at that point in time.

**Live Program Support** – Trained SelfHelpWorks personnel answer routine questions regarding program content by telephone and e-mail. Q&A's are escalated to trained SelfHelpWorks subject matter experts when appropriate.

**Live Technical Support** – In addition to online help screens, technical staff are available to provide support by telephone and e-mail for computer-related issues such as updating outdated web browsers.

**Automated Program Compliance Support** - Periodic reminder emails are delivered to inactive participants, and program support emails are delivered to participants based on preset rules. In applicable programs, follow-up emails are periodically sent to participants until the 180th day after their “breakthrough day”.

Client-Level Support

Continuous system monitoring is in place and the SelfHelpWorks technical support team is available by email and by phone. Response times are commensurate with severity of system-related issues. Live customer service agents are available to help you with general questions during regular business hours (Monday through Friday, 8am – 5pm Pacific Time). Additionally, you will be assigned an experienced account manager.

Implementation

User access is managed by eligibility file or, if you have a wellness portal you would like us to integrate with, we can do a single sign-on (SSO) integration at no additional charge.

Implementation time varies by method. As a rule of thumb, it is usually completed within 1 – 3 weeks depending on responsiveness of your team (and your vendor, if applicable).
Sample Screenshots

The best way to find out more about the overall SelfHelpWorks solution is to watch this 2-minute video.
Employer Launch Kit

Series of 3 Email Templates

- Pre-launch introduction from CEO
- Pre-launch follow-up from HR
- Launch details from HR

11” x 17” Poster Artwork
Print and hang in lunch room etc. to create awareness and engagement.

8 ½” x 11” Mini-Poster Artwork
Smaller version of the 11”x 17” poster. Suitable for printing, making copies in-house or emailing.

8 ½” x 11” Two-Page Flyer Artwork
One for each course. Suitable for printing, making copies in-house or emailing.
Pricing

The extensive use of smart technology enables SelfHelpWorks to deliver an engaging and effective ‘live’ coaching experience without the high costs of live or telephonic coaching.

To deliver greatest value, pricing is typically structured on a capitated basis across the entire population (per employee per month, or PEPM).

Per-participant pricing is also available for small businesses with less than 50 employees, or for specialized use with targeted populations.

For example, organizations with incentivized wellness programs may offer specific SelfHelpWorks programs to comply with the Affordable Care Act’s Reasonable Alternative Standards requirements.

Please contact us so we can help you evaluate your specific needs and decide what makes the most sense for you.

Need More Information?

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