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First-Of-Its-Kind Integrated Health Coaching Platform Decreases Waste in Corporate Wellness Programs

Employers can now offer employees personalized wellness incentives, allowing employers to pay for service as their employees use it

PORTLAND, Ore. – Traditionally, employers who offer health coaching only offer personalized wellness coaching to their highest-risk employees, but often find that it is not widely utilized resulting in poor results and wasted resources. With the launch of its newly expanded health coaching program, [hubbub health™](#), an industry-leading corporate wellness solution, allows employers to pay a per-employee cost for health coaching, and only for employees who opt in. The new feature provides employers with a cost effective, easy-to-use solution for creating a culture of workplace wellness.

hubbub's unique coaching program fully integrates with the hubbub platform, allowing employees to access hubbub coaches directly for effective communication. Also available within hubbub are biometrics screenings results and wellness challenges for employees, and analytics for employers. hubbub has found that creating a one-stop-shop for wellness leads to better employee engagement and improved health outcomes.

"Benefit consultants and human resource managers we work with have told us they're tired of wasting their precious resources on ineffective health coaching, and asked us to build something different for their companies," says Brian Berchtold, chief wellness visionary at hubbub. "Through our newly designed health coaching program, we empower employers to offer coaching to the people who want it. Our philosophy is to coach the ready, leading to better outcomes."

Health coaches at hubbub live by the [Play Two Win™ coaching methodology](#), which for the first time is fully implemented into a wellness program. Dave Buck, creator of the Play Two Win™ method, has seen great outcomes using this technique to train executive, business and life coaches nationwide.

"People are taught to work, but are born to play. Using the Play Two Win philosophy, we use the inherent nature of play to allow them to achieve their goals in a fun, engaging way," says [Dave Buck](#), co-founder of Coachville and creator of the Play Two Win™ method. "hubbub's use of this philosophy to improve health coaching is really ground breaking in the wellness field."

To learn more about hubbub's Play Two Win coaching program, and ACA reasonable alternative requirements for wellness programs, visit [hubbub's "What We Do" page](#). To learn more about the benefits of wellness coaching, watch a replay of hubbub's recent ["Everyone Needs a Coach" webinar](#).

About hubbub health

There's a real science behind healthy behavior change that lasts. At hubbub, we've developed a customizable corporate wellness program that seamlessly uses technology, activity trackers, targeted incentives and game mechanics to turn things we all need to be doing—like drinking more water or taking the stairs—into motivating challenges that help people achieve a healthier lifestyle. hubbub is a member of the Cambia Health Solutions family of companies, a total health solutions company headquartered in the Pacific Northwest. To learn more, visit hubbubhealth.com or twitter.com/hubbubhealth.