

Chiropractors as Wellness Coaches

COMPANIES INSURED BY MAJOR CARRIERS CONTRACT TO IMPLEMENT WELLNESS PROGRAM NATIONWIDE.

Editorial Staff

In a unique arrangement, Wellness Watchers Health Coaching, LLC, has established a relationship with a national network of insurance brokers who have teamed up with Humana, Aetna, BlueCross/BlueShield Association, UnitedHealthcare and other insurance companies to promote a healthier work force. Under terms of the arrangement, doctors of chiropractic will direct employee wellness programs provided for by employee insurance benefit plans.

Glen Nelson, CEO of The Mahoney Group, said he is getting a positive response from businesses about the new program, which is paid for through the insurance premium. Nelson said he already has signed up his company, which has 300 employees in 15 offices throughout the Southwest.

Frank Benson of Benson Insurance Group, which serves 15 states in the Southeast, remarked, "As an insurance broker, I'm thrilled to see major medical companies such as Humana, Aetna, BlueCross/BlueShield Association, UnitedHealthcare and others now pay for wellness programs as part of an employees insurance benefit plan. As part of a national network of insurance brokers, I'm delighted that doctors of chiropractic have been chosen as health coaches for employers."

The health coach concept has been previously tested utilizing personal trainers, with poor results. Doctors of chiropractic are being viewed as the preferred provider because of their obvious orientation to wellness. Charles Ritz, vice president of commercial sales for Humana's Arizona operations, says one of the insurance industries biggest challenges is helping enrollees change behavior.

Benton David, president and CEO of UnitedHealthcare Arizona, said his company also provides onsite health coaches to enrollees. "Bringing wellness to the employers' work site is a wonderful way to get employees engaged," he said.

The program will equip doctors of chiropractic with the additional knowledge they need to serve their community. The program will assist doctors in getting placed with area employers that have signed up for the program with participating carriers through their broker. This will bring doctors of chiropractic directly into the workplace to teach employees about health and wellness.

According to Dr. Don Hayes, president of Wellness Watchers, "This health coach program ultimately works like a partnership between major health insurers, insurance brokers and the doctors of chiropractic who serve as the health coaches. Each has something to gain as they work to improve the health of the American worker."

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