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## **White Paper Reveals Why Corporate Wellness Programs Fail, and What to do Instead**

New podcast and white paper by Hummingbird give guidelines for wellness program success

**Cincinnati – Oct. 18, 2007** -- Corporate wellness programs, designed to slow companies' soaring health insurance premiums by improving the health their workers, often fail to meet their mark. A new white paper and podcast from Hummingbird Coaching Services explores research into failed wellness initiatives that reveals key elements for successful wellness programs.

[“Mistakes Wellness Planners Make...and What to do Instead”](#), a white paper available for download at [www.myhealthcoach.com](http://www.myhealthcoach.com), covers industry research on failed health initiatives documented by veteran health care management consultant Walter Elias, PhD. The accompanying podcast, an interview with wellness industry pioneer Sean Slovenski, chief executive officer of Hummingbird Coaching Services, covers several key findings.

“Companies have good intentions when they institute wellness programs,” said Slovenski. “But because the term ‘wellness’ seems hard to quantify, programs often suffer from vague goal statements, under-funding and only token support at the executive level.”

These factors, coupled with inadequate communication and a number of other issues, spell doom for wellness programs. But with 75 percent of all illness and early death attributed to poor lifestyle choices, a program done right not only means better health for the workforce but greater productivity and, over time, a reduction in health care costs.

The white paper reveals practical ways to avoid common failures along with the three indicators of success for a wellness program. The podcast addresses the successful use of incentives in wellness initiatives and why individual health coaching produces such a high return on investment.

Throughout the paper, Elias gives examples of real-life issues companies faced, how they failed, and strategies to beat the odds. To download the whitepaper or listen to the podcast, visit <http://www.myhealthcoach.com/default.aspx?tabid=8038>.

### **About Hummingbird Coaching Services**

Cincinnati-based Hummingbird Coaching Services is a pioneer in online health coaching, providing health coaching services since 1997. Using its proprietary coaching model and online delivery platform, Hummingbird provides coaching services to businesses and celebrities such as

Motorola, United Healthcare, Leeza Gibbons, and the Muhammad Ali Center. Through its innovative technology platform and coaching programs, Hummingbird provides health, parenting and life coaching to drive real behavior change in individuals. More information is at [www.hummingbirdcoaching.com](http://www.hummingbirdcoaching.com).

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