

# EmpowerLinc Health Coaching



“Treat the Person, Not the Condition”

CuraLinc Healthcare’s Health Coaching service, provided to members under the brand name EmpowerLinc, helps employees and their families lead healthier lives through a wide array of personalized coaching programs. Members have unlimited access to Health Coaches, either by telephone or online at [www.empower-linc.com](http://www.empower-linc.com), who are dedicated to providing high-quality coaching, education and referral services.

**Most participants will call a Health Coach for one or more of the following reasons: setting a diet; establishing an exercise regimen; quitting smoking; losing weight; or having a healthy baby. The coaching services available through EmpowerLinc are not mutually exclusive, meaning that members can participate in more than one program at the same time. The following coaching programs are available to all covered members:**

- **Weight Management** Obesity accounts for more health-related costs than poverty, smoking and alcohol use combined. CuraLinc’s WellWeight program provides employees and their family members with complete weight management support to achieve optimal and lasting results. This program places a strong emphasis on personalized education and structured behavior change by using a ten-module program, based on the employee’s readiness to change.
- **Tobacco (Smoking) Cessation** CuraLinc’s WellQuit program offers participants complete smoking cessation coaching, support and assistance to help them finally “kick the habit” for good. Health Coaches work with the employee and/or family member from initiation through the Quit Date. In addition, CuraLinc offers employees a web-supported Smoking Cessation module, which contains an interactive (chat-based) coaching component.
- **Pre- and Postnatal Wellness** CuraLinc’s WellBaby service is a comprehensive pre- and post-natal program, which emphasizes early education and self-care management. Participants have access to a personal Health Coach that is educated and experienced in childbirth education; and guiding and supporting the participant’s desire to have a healthy pregnancy and healthy baby.
- **Fitness and Exercise** Regular exercise, even in small amounts, plays a large role in both physical and mental health. WellFit is CuraLinc’s fitness and exercise program. It focuses on creating a personalized fitness plan to maximize health, by providing participants with a comprehensive introduction to exercise. The program helps participants address their fitness goals through unlimited coaching, a self-paced online program and access to discounted gym memberships and free online exercise libraries.
- **Walking for Exercise** Typical Americans take 3,000-5,000 steps a day, but increasing the number of daily steps can help burn calories, lose weight, increase muscle, lower stress levels, increase energy and lower disease risk. WellWalk is a 12-week program designed to help individuals increase their level of exercise.

EMPOWER  LINC  
HEALTH & WELLNESS PROGRAMS

## What is EmpowerLinc?

EmpowerLinc, a CuraLinc Healthcare program, integrates behavioral health, a lifestyle-based Health Risk Assessment test, personalized wellness coaching and consumer-driven disease management. CuraLinc’s proprietary case management software creates holistic profiles for each member by accepting dataflows from both internal and external sources, including a TPA, pharmacy manager or disability manager. This exchange of information arms case managers with the data necessary to impact the member’s health, well-being and productivity.

## Web-Based Services

CuraLinc’s Health & Wellness website, located at [www.empower-linc.com](http://www.empower-linc.com), provides participants with a comprehensive array of web-based health and wellness resources. Because CuraLinc’s health coaches have administrative access to the site, participants can work with a coach online who has the ability to monitor their progress through any of the coaching modules. The site contains modules and tutorials for WellQuit, WellWeight, WellFit and WellWalk. In addition, the CookWell tutorial helps participants prepare healthy meals and snacks. The site also contains a ‘Team Challenge’ portal, where small groups of employees can challenge one another to lose weight, eat healthy or take the most steps.

CuraLinc Healthcare • 4930  
Oakton Street, Suite 400 •  
Skokie, Illinois 60077

CURA  LINC  
HEALTHCARE

Tel 800.490.1585 • Email  
[info@curalinc.com](mailto:info@curalinc.com) • Web  
[www.curalinc.com](http://www.curalinc.com)