



Health and Wellbeing Coaching Solutions

Evidence-based Virtual Care for Polychronic Condition Management and Mental Wellbeing

Our health coaching solutions combine technology and a human touch to enable positive health behavior change to improve physical and mental wellbeing. Using NexJ Connected Wellness, health coaches promote positive health behaviors through the use of applied motivational interviewing, cognitive behavioral therapy and structured goal setting using the SMART goal framework in one-on-one health coaching sessions.

Coaching is reinforced with the delivery of personalized messages, curated health library content, and interactive workbooks. Our health coaching solutions are underpinned by a range of evidence-based processes and psycho-social models including:

- [Transtheoretical Model of Behavior Change](#)
- [The Health Belief Model](#)
- [Theory of Planned Behavior](#)
- [Positive psychology](#)

Overarching objectives of our health coaching programs include:

- [Educate participants on relevant health](#)

[conditions and healthy behaviors](#)

- [Communicate regularly with participants to increase their engagement in their own health](#)
- [Support the adoption of and adherence to healthy behaviors leading to improved overall health and wellness aligned to best practice guidelines](#)

The cornerstone of our health coaching is the trusted relationship between participant and coach. This therapeutic alliance supports participants through unconditional positive regard and encourages them towards sustainable behavior change.

Coaching within NexJ Connected Wellness is person-centered, holistic and tailored to personal preferences.

Engaging evidence-based content and personalized coaching helps to drive high client engagement — allowing them to participate remotely, digitally or over the phone in the context of their own lives.

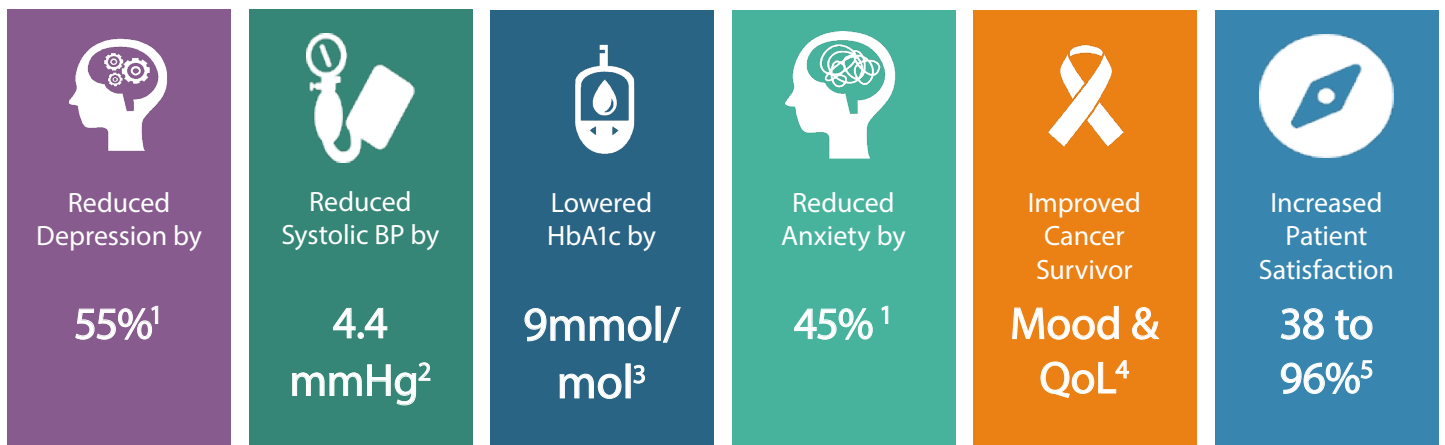
ADVANCED VIRTUAL CARE

Participant Journey



Evidence and Outcomes

At NexJ Health, we are dedicated to evidence-based interventions and supporting the best clinical research. Here is our evidence and outcomes supported by peer-reviewed publications.



Footnotes

¹ Ritvo, P., Knyahnytska, Y., Pirbaglou, M., Wang, W., Tomlinson, G., Zhao, H., Linklater, R., Bai, S., Kirk, M., Katz, J., Harber, L., & Daskalakis, Z. (2021). Online Mindfulness-Based Cognitive Behavioral Therapy Intervention for Youth With Major Depressive Disorders: Randomized Controlled Trial. *Journal of Medical Internet Research*, 23(3), e24380. <https://doi.org/10.2196/24380>

² Heart and Stroke Activate Program. (2020). <https://www.thestar.com/news/gta/2018/12/23/a-canadian-high-blood-pressure-study-sees-exciting-early-results-as-investors-bank-on-healthy-returns.html?rf>

³ Wayne, N., Perez, D. F., Kaplan, D. M., & Ritvo, P. (2015). Health Coaching Reduces HbA1c in Type 2 Diabetic Patients From a Lower-Socioeconomic Status Community: A Randomized Controlled Trial. *Journal of Medical Internet Research*, 17(10), e224. <https://doi.org/10.2196/jmir.4871>

⁴ Alibhai, S. M. H., Santa Mina, D., Ritvo, P., Tomlinson, G., Sabiston, C., Krahn, M., Durban, S., Matthew, A., Warde, P., O'Neill, M., Timilshina, N., Segal, R., & Culos-Reed, N. (2019). A phase II randomized controlled trial of three exercise delivery methods in men with prostate cancer on androgen deprivation therapy. *BMC Cancer*, 19(1), 1–11. <https://doi.org/10.1186/s12885-018-5189-5>

⁵ Neeman, N., Isaac, T., Leveille, S., Dimonda, C., Shin, J. Y., Aronson, M. D., & Freedman, S. D. (2012). Improving doctor-patient communication in the outpatient setting using a facilitation tool: A preliminary study. *International Journal for Quality in Health Care*, 24(4), 357–364. <https://doi.org/10.1093/intqhc/mzr081>