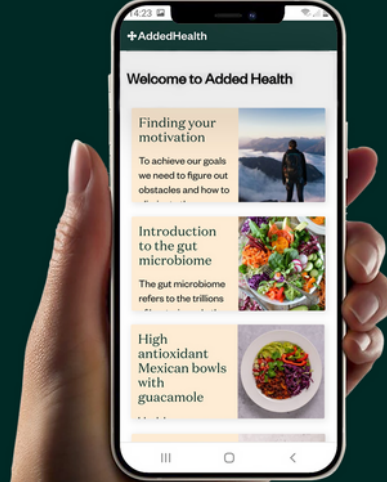


Personalised health coaching to improve outcomes



Supporting ICBs, PCNs and GPs to improve healthcare outcomes for patients with chronic conditions

What is Added Health?

Added Health is a personalised, CQC-accredited, and entirely confidential digital health coaching service offering continuous support to effect behaviour change, and embed habits, for better health outcomes. Coaching is delivered to the patient from an app using text, email, and chat.

Added Health offers sustained, personalised, human support leading to better health outcomes for the individual and less burden for the GP practices.

- A single service to address all five pillars of health: nutrition, exercise, sleep, mental wellbeing and relationships
- Latest evidence rigorously applied
- Personalised and designed around patient's lifestyle
- Novel platform to record data-rich coach-client interactions confidentially
- No conflict of interest



Fill in health questionnaire

A detailed health and lifestyle questionnaire so we can understand the patient better.



Analysis by doctors

Answers are reviewed by doctors who brief the coaches.



Meet health coach

Our coach gets to know the patient, and together set health and wellness goals.



Enter Added Health

Join the app — coaches on tap and a world of content to inform and motivate them.



Start journey to better health

Ongoing support, advice and insights to build healthy behaviours and habits little by little.

The Added Health patient experience

Patients with a specific chronic condition can be invited to participate in the PCN-sponsored, 12-week support programme delivered by Added Health.

Patients fill in a lifestyle questionnaire which is reviewed by a doctor, then are onboarded by a trained coach. Added Health coaches define a pathway with the patient, then share content and keep in regular contact to sustain motivation and embed lifestyle changes.

The impact of Added Health coaching on the healthcare system

The skill and expertise of our CQC-accredited service support the health and care system:

- Guiding patients to adapt lifestyle habits that will improve their ability to self-manage their chronic conditions
- Reducing the need for further clinical interventions
- Supporting people on NHS waiting lists to stay well or prepare for surgery
- Addressing health care inequalities with a consistent, high-quality service
- Dedicating time and expertise to help clients to integrate positive behaviour change, freeing up clinical time

Why Added Health is different

Our coaches are supported and supervised by our own team of experienced doctors, to reduce unnecessary contacts/referrals back to the patient's own GP. We do not prescribe, diagnose or seek to take over the GP role, but work alongside the existing primary care team with minimal friction. Our coaches are highly trained in Motivational Interviewing, a behaviour change technique created by Added Health's Head Coach, Professor Steve Rollnick. We are experienced clinicians, skilled technologists, and talented motivational coaches focussed on delivering behaviour change to support population-scale health improvement.

For more information on Added Health's delivery, process, funding opportunities and case studies, please go to addedhealth.com/nhs or contact Bobby Bahia on bobby@addedhealth.com