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GUEST ARTICLE: BENEFIT CORPORATE WELLNESS



Health Coaching, Well-Being, and Social Connection

As we continue to navigate through tumultuous times, it's important to nourish our health through community and connection. Isolation not only makes us feel lonely but can also adversely affect our health. Studies have shown that lack of social connection can be a greater detriment to health than obesity, smoking, and high blood pressure.*



Strong social connection can lead to a 50% increased chance of longevity. It strengthens our immune system, helps us recover from disease faster, and may even lengthen our life. Research by Steve Cole shows that genes impacted by social connection also code for immune function and inflammation.** BeneFIT Corporate Wellness has designed its programs to include the “personal touch,” to ensure that those who participate in programs such as health coaching connect with a person, not just an app on an electronic device. Our wellness programs encourage socialization through team challenges, health presentations and events, and even encourage volunteering and community engagement in program design.

Health coaching provides thoughtful, personal feedback and helps build trust and self confidence in the coaching client. While the industry is moving more toward technology and devices, it's incredibly important to maintain that personal, one-to-one connection. BeneFIT Corporate Wellness integrates technology into its services while preserving the human aspect – because the human connection and community are so vital to health and well-being.

Some examples of how this integration works include:

Personal health coaching: Participants and coaches work telephonically, enabling an honest exchange of ideas and motivational dialogue. All are able to express themselves freely!

60 West Broad St. • Suite 306 • Bethlehem, PA 18018 • P: 610-317-0130

Our affiliation with these national organizations is a value-added benefit for our members.



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Weight Management: Our Worth the Weight program has a group format, where members can openly share their experience and ask questions. The group dynamic lets participants know they aren't alone and offers a safe and supportive environment.

Smoking Cessation: Personal coaching is combined with other methods of tobacco cessation treatment to help participants understand the reasons behind their habit and learn new behaviors.

Wellness Challenges: These fun activities bring employees together, either in teams or individually, to reach their goals. Challenges foster communication, team building, and healthy competition!

While technology has its place in the scope of wellness services, the human touch adds depth and empathy to what otherwise could be robotic services. According to Harvard Medical School, scientists have found that connecting with others helps relieve harmful levels of stress, which can adversely affect coronary arteries, gut function, insulin regulation, and the immune system. Another line of research suggests that caring behaviors trigger the release of stress-reducing hormones.**

How do you bring these advantages to your workplace? Begin to strengthen your employees' social connections and your employee community by offering activities and programs that contribute to overall health and well-being. Both employees and employers will reap the rewards.

*<https://www.science.org/doi/abs/10.1126/science.3399889>

** <https://www.psychologytoday.com/us/blog/feeling-it/202003/social-connection-boosts-health-even-when-youre-isolated>

***<https://www.health.harvard.edu/staying-healthy/the-health-benefits-of-strong-relationships>