



The Impact of Health and Wellness Coaching

The Background

- » As part of the VA healthcare team, Health and Wellness Coaches (HWCs) empower Veterans to make meaningful, self-directed changes that improve their health, resilience, and overall well-being.
- » Coaching **bridges the gap** between clinical goals and daily life — helping Veterans stay motivated, engaged, and moving forward.

The Outcomes

Ambulatory Care Sensitive Conditions¹

Compared one year prior to HWC engagement, **Veterans completing 8+ sessions experienced:**

72-79%

improvement
in colorectal screenings

70-78%

improvement
in controlled blood pressure

76-79%

improvement
in managed diabetes

Mental Health and Stress

Participation in HWC has been associated with improvements in:



- » Mental health, functioning, and health competence²
- » Perceived psychological well-being
- » Stress and anxiety levels
- » Depression symptoms³

Smoking Cessation

Veterans who engaged in HWC were significantly more likely to sustain smoking cessation and increase use of cessation medications.⁴



Access and Service Engagements

Veterans with 8+ coaching sessions were significantly **more likely to engage in physical therapy and evidence-based psychotherapies** than those with only one.⁵

Sources and Citations

- 1 Hyde, J, Douglas, Flike, K, Kloehn, A, Zeliadt, S. Health and Wellness Coaching in VA: A Snapshot of Who is Engaged and Select Outcomes. Internal VHA presentation January 23, 2025.
- 2 Purcell N, Zamora K, Bertenthal D, Abadjian L, Tighe J, Seal KH. How VA Whole Health Coaching Can Impact Veterans' Health and Quality of Life: A Mixed-Methods Pilot Program Evaluation. Glob Adv Health Med. 2021 Mar 5;10:21. doi: 10.1177/2164956121998283. PMID: 33747639.
- 3 Denneson, L.M., Trevino, A.Y., Kenyon, E.A., et al. Health Coaching to Enhance Psychological Well-being Among Veterans with Suicidal Ideation: a Pilot Study. J Gen Intern Med 34, 192-194 (2019). <https://www.doi.org/10.1007/s11606-018-4677-2>.
- 4 Zeng S, Coggeshall SS, Rosser EW, Taylor SL, Burgess DJ, Luo G, Zeliadt SB. The Role of Whole Health in Enhancing Tobacco Cessation Outcomes for Veterans: A Retrospective Cohort Study. J Gen Intern Med. 2025 Dec 19. doi: 10.1007/s11606-025-10063-1. Epub ahead of print. PMID: 41417447.
- 5 Hyde, J, Douglas, Flike, K, Kloehn, A, Zeliadt, S. The "Ripple Effect" of Focusing of What Matters Most to Patients: The Impact of Health and Wellness Coaching on U.S. Military Veterans' Engagement in Health and Well-Being Services. Annual Academy Health Research Meeting, Minneapolis, MN, June 7-10, 2025.