

WELLCOACHES CORPORATION



Standard-bearer for  
professional coaches in  
healthcare



## Vision

**Wellness coach** – background in exercise, nutrition, medicine, or mental health; helps clients build efficacy, healthy lifestyles, and optimize health and well-being

**Health coach** – nurse or case manager; helps clients manage complex medical situations alongside lifestyle change



**Jim Whitehead**  
Indianapolis, IN  
Executive Vice President  
**American College of Sports  
Medicine (ACSM)**

*The coaching model is a catalyst for the transformation of the medical model to one where physicians work in partnership with highly-skilled health and wellness coaches to help people get fit, eat well, manage stress, and live life to the fullest. ACSM is leading Exercise is Medicine, a national coalition to promote physician health, alongside physician education and reimbursement for visits to help motivate patients to pursue healthy lifestyles.*

## What we do

**Wellcoaches Corporation** is setting the standard for professional coaches in healthcare and building the professions of health coach and wellness coach, in strategic partnership with the **American College of Sports Medicine (ACSM)**.

Wellcoaches has three divisions – a coach training school, a corporate business, and a consumer business.

Wellcoaches intellectual property includes its broad United States patent **7,376,700** on web-supported personal coaching on health withstood eight years of scrutiny by the patent office, was granted in 2008, and will expire November 2021. The patent is relevant where organizations have teams of coaches who use client web files, such as personal health records, that enable features such as data sharing with coaches or other healthcare providers, secure communication, storage and use of assessments, tracking, records, and behavior change tools, and access to learning materials.

### Coach Training School [www.wellcoach.com](http://www.wellcoach.com)

Since fall 2002, Wellcoaches and its thirty plus faculty and mentor coaching team have trained 3,500 coaches in 32 countries, and presented to more than 2,000 professionals at conferences and in workshops. Wellcoaches now trains approximately 1,000 coaches per year and has built the largest community of coaches in healthcare worldwide.

The ACSM, a Wellcoaches shareholder, endorses and promotes the Wellcoaches coach training programs and new coaching professions, and assists Wellcoaches in meeting the highest standards for coach certifications.

Through our coach training curriculum, publications, workshops, conference presentations, and research studies, the work of Wellcoaches is helping to establish the foundation of coaching psychology in healthcare. Wellcoaches founder, Margaret Moore, cofounded the annual McLean Hospital/Harvard Medical School [Coaching Conference](#) and is a co-director of the new McLean Hospital/Harvard Medical School [Institute of Coaching](#). She led the publication of the Lippincott Williams Wilkin/Wellcoaches [Coaching Psychology Manual](#), the first coaching textbook in healthcare.

**Employee Assistance Coaching or EAC® [www.eac-wellcoaches.com](http://www.eac-wellcoaches.com)**

Wellcoaches launched the EAC program to enable employees to access the services of an elite group of consumer-driven certified wellness coaches, particularly executive wellness coaches.

The Wellcoaches EAC program is distinct from most other coaching models in corporate health promotion based on what we describe as laser coaching. These models are characterized by brief interventions (10-15 minutes) often delivered in a call center format.

Our wellness coaches develop long-term partnerships to help people master well-being, starting with an in-depth and pivotal sixty minutes per year helping clients develop a wellness plan and 30 (up to 45 minute) sessions weekly, monthly, or quarterly as needed.

We ask executives to go first and work with [executive wellness coaches](#) to help them walk the walk, be role models, and provide cultural permission for self-care – critical to support roll out and high levels of participation.

Wellcoaches launched the [FamilyStrong™](#) family wellness coaching program in to enable employees and their spouses to develop and implement family wellness plans and support their children in living healthy lifestyles.

**Wellness Coaching for Consumers [www.wellcoaches.com/clients](http://www.wellcoaches.com/clients)**

Professional coaches help athletes, sports teams, and executives perform at their best. Now, health, fitness, and wellness coaches do the same thing for the rest of us who want lasting improvement in our health and well-being.

Wellcoaches has a business license program to support certified wellness coaches and 200 licensed Wellcoaches offer services to coaching clients (consumers).

Plenty of media coverage is validating the integrity and value of wellness coaching, including [New York Times](#) [Newsweek](#) [WebMD](#).

Wellcoaches is promoting the persona of Coach Meg (alter ego of Wellcoaches founder) at [www.coachmeg.com](http://www.coachmeg.com) who presents widely on personal responsibility and mastery of health and well-being, using the metaphor of the DNA of Well-Beings.

### Wellcoaches Founder, Chairman & CEO



**Margaret Moore (Coach Meg), BS, MBA, [www.coachmeg.com](http://www.coachmeg.com)**, founded Wellcoaches in 2000 following 17 years as an executive in the biotechnology industry with four companies, in the UK, France, Canada, and the US, that later merged with AstraZeneca, Sanofi Aventis, and Medigene AG. Her focus shifted from the high technology side of medicine to prevention and well-being.

Margaret is a co-author of a [Harvard Medical School CME program](#) teaching physicians a basic coaching roadmap. This project, based on collaboration with Edward Phillips, MD, Assistant Professor, Harvard Medical School, has led to the [Institute of Lifestyle Medicine](#), of which Margaret is a founding advisor.

She is the lead author of the Lippincott Williams & Wilkins [Coaching Psychology Manual](#), and co-creator of the award-winning EAC® model (Employee Assistance Coaching); all providers are certified wellness coaches enabling the transformation of the EAP model to address mental and physical wellness together.

As mentioned above, Margaret cofounded the annual McLean Hospital/Harvard Medical School Coaching Conference and is the co-director of the McLean Hospital/Harvard Medical School [Institute of Coaching](#). She launched a new [metaframe for coaching psychology](#) and [YouTube](#) video.

Margaret or [Coach Meg](#) is the coach of coaches and consumers on a large scale. Listen to a 12-minute [pod cast](#) describing the Wellcoaches vision.

## Client Testimonial

Since the coaching has begun, I have been able to change my negative outlook to a positive one. Before my coaching sessions, I was so low and so depressed that I could hardly think of anything else.

The weekly goals help me improve my habits and force me to face and accomplish tasks like eating better, exercising, or getting my feelings out. By doing that I can see there are positives in life like wellness, happiness, and peacefulness.

I encourage everyone to try wellness coaching as it actually works.

It makes you well.



**Coach: Jan Renner, Jasper, IN**  
Client: Amy Erickson, Humboldt, SD



Listen to Coach Meg's breakthrough 25-minute [coaching demo](#) in a coach training class with Cindy on her binge eating. Cindy's testimonial:

*Hi Margaret,*

*I have been meaning to tell you how "life changing" my session with you was. I had a major food issue. It was a turning point for me. I sought professional help, and have been losing weight. But not just losing weight - I am committed to changing my relationship with food ... using a lot of affirmations, just made a vision board, paying attention when I start feeling anxious, and how to deal with that without bingeing. I have not binged in my normal fashion since you and I had that session. I have overeaten a few times, but not even close to what I have done in the past.*

*Thank you!! Thank you!!!*

*Cindy*

## Wellcoaches Team

**Paul Clark, MS, JD, Founder**, is a preeminent intellectual property lawyer at the Boston-based firm Clark & Elbing, which he co-founded in 1996, and was ranked the #1 biotechnology patent firm in the USA by American Lawyer. Previously he was a senior partner of Fish & Richardson, where he practiced for 18 years, heading the firm's biotechnology practice. Paul is the co-inventor of the seminal Wellcoaches business method patent on web-supported personal coaching for health, and the author of the book in progress: Coach Meg and the Realization of Rachel (overweight pediatrician).

**Jeff Cramer, Vice President, Finance & Operations** has 15 years experience in leading financial operations and administration in four high tech companies in Vancouver (Canada).

**Blaine Wilson, MS, Business Manager**, is a Clinical Exercise Physiologist and a certified Health & Wellness Coach. Blaine has been employed in leadership roles

## Coach Testimonial

Wellness coaches help clients learn to become better managers of personal health, invest daily in their health bank accounts, increase life satisfaction, and build reserves of energy, resilience, and connection.



**Kate Larsen, Minneapolis, MN**  
Executive wellness coach,  
Wellcoaches faculty

in primary and secondary prevention programs in both Asia and the United States for over 21 years. He has extensive experience in Disease Management and its application in the community, medical and corporate levels. Blaine has authored abstracts on Quality of Life and Physical Activity in Cardiac, Pulmonary and Cancer patients and currently serves as the Chairperson of the Education Committee for the American Association of Cardiovascular and Pulmonary Rehabilitation.

**Chris Schremp, BS, CTO** has fifteen years of experience in enterprise software and high technology including building and leading large, multi-discipline, multi-site global organizations in the areas of IT, Operations, and Technical Services. His experience includes working in the US and Europe managing cross functional projects to roll out key infrastructure and platforms focused on process optimization, operational efficiency and customer care. He has worked both for a large \$1B+ enterprise software company as well as a small venture backed software firm – and has direct experience working with many Fortune 500 companies.

**Jamie Robinson, Chief Programmer**, has extensive computer programming and application software development experience across a very wide range of computer platforms. Jamie owned and operated a company for many years that developed accounting software and specialized inventory management software for certain markets, including antique malls. Jamie is the Wellcoaches Systems Architect and has developed the dynamic programming model for the Wellcoaches web platforms.

**Margot Rutledge, BS, Founder of *FamilyStrong*™**, is an accomplished business development professional with extensive experience in sales, coaching, and training. Prior to co-founding *FamilyStrong*, she worked for national and international management consulting and training firms in the capacity of sales, operations and instruction. In addition to her more recent work as a facilitator and coach, she has a background in nutrition counseling, a degree in Foods and Nutrition and became a Registered Dietitian following a Dietetic and Nutrition Internship at Massachusetts General Hospital.

**Gerald Theis, LCSW, Co-founder of Employee Assistance Coaching** program, received his Masters Degree at the University of Wisconsin, Milwaukee. He has supervised an innovative case management program at Acacia Clinic alongside a private therapy and wellness coaching practice. Jerry is a licensed employee

benefits specialist and has consulted with businesses on innovative employee benefit designs.

**Kate Larsen, BA, Executive Wellness Coach, Wellcoaches Faculty**, has been at the forefront of the personal and professional coaching industry for over a dozen years. In addition to being a certified personal trainer, Kate has trained and coached professionals and works with organizations to increase stress resilience and improve energy management. She has achieved the Professional Certified Coach (PCC) designation with the International Coach Federation and currently coaches both individuals and teams in the corporate environment.

Kate's coach training includes completion of the Coach Training Institute, CoachU and Corporate CoachU. Kate is also an Executive Coach for the Ken Blanchard Company. She is the author of the self-coaching book: *Progress Not Perfection: Your Journey Matters*.

**Bob Tschannen-Moran, BA, MDiv, IAC-CC, Wellcoaches Faculty**, also President of LifeTrek Coaching International, received an undergraduate degree from Northwestern University, a Master of Divinity degree from Yale Divinity School, coach training from Coach U, CoachVille, and FastTrack Coaching, as well as training in Appreciative Inquiry and Nonviolent Communication. He is an International Association of Coaching Certified Coach (IAC-CC). Before founding LifeTrek in 1998, Bob served as a Protestant minister for 20 years.

Based in Williamsburg, Virginia, Bob writes and produces LifeTrek Provisions, a weekly electronic newsletter with some 50,000 subscribers in 134 countries. LifeTrek publishes two coaching newsletters for Wellcoaches and continues to advance our core curriculum. Bob is an author, along with Margaret Moore, on a seminal paper: Relational Flow, a theoretical model for the intuitive dance of coaching, and co-author of the Lippincott Williams & Wilkins/Wellcoaches Coaching Psychology Manual.

**Sheryl Marks Brown, BA, Strategy Consultant**, has over 20 years experience as a leader and consultant in the development of associations, certifications, and corporate programs in the fitness industry. Sheryl is the former Executive Director and a founder of the American Council on Exercise, the largest nonprofit certification organization for fitness professionals. It was Sheryl's idea to launch the Wellcoaches coach training school in 2001.

## Coach Testimonial

Dear Margaret,

I want to thank you for creating the Wellcoaches organization. You have no idea how much being involved with Wellcoaches has springboarded me on to a path of self-discovery and enlightenment that I would have never been inclined to experience on my own.

With every client I talk to my life becomes enriched by the coaching process. I think I get more out of a coaching session than my clients do!

You have been a tremendous influence in the lives of a countless number of people. So thank you for your continued vision, enthusiasm, energy, and support.

Sincerely,

**Diane Lambert**  
**Certified Wellness Coach**  
**Cleveland, OH**

**Laura Klein, BS, MBA, Marketing Consultant** has been in the business of empowering women for over 20 years. In her nine years at Reebok International, Laura was a leading force in the worldwide women's fitness market developing revolutionary programming and marketing strategies.

Laura provides strategic counsel and develops business and marketing plans for leading companies and professional organizations in the health and wellness arena, most recently in the coaching field. Laura is driven by a mission to change the future of fitness by introducing coaching for lifelong transformation.

Laura holds a BS degree from the University of Vermont, an MBA in Marketing from Northeastern University and has completed professional coach-training programs through the Coaches Training Institute and Wellcoaches Corporation.

**Walter Thompson, PhD, FACSM, FAACVPR, Founding Advisor**, ACSM Liaison is Professor of Kinesiology and Nutrition at Georgia State University and the past Chairman of the American College of Sports Medicine's Committee on Certification and Education from 1998-2001. Walt is a member of the ACSM Board of Trustees. Walt oversees the coach certification process.

**Michael O'Donnell, PhD, MBA, MPH, Founding Advisor** is the founder, editor-in-chief, and President of the [American Journal of Health Promotion](#), and Wellness Director at UPMC. Michael's publications include over 100 articles, book chapters and columns, books and workbooks. Dr. O'Donnell is chairman of the executive committee of [Health Promotion Advocates](#), a nationwide public advocacy group recently organized to build health promotion into the national political agenda.

**Steven Jonas, MD, MPH, MS, Founding Advisor**, a Harvard-trained M.D., is an expert in health promotion and preventive medicine, and Professor of Preventive Medicine at the Stony Brook University School of Medicine. Steve is author, co-author, editor, or co-editor of 30 books on health policy, health promotion/disease prevention, and exercise/sport for both academic and lay audiences. Steve is Editor-in-Chief of the [American Medical Athletic Association Journal](#), a member of the editorial board of the [ACSM Health & Fitness Journal](#), and co-author with Dr. Edward Phillips of the text book *Exercise is Medicine(R): The Clinician's Guide to the Exercise Prescription* (Lippincott, Williams and Wilkins, 2009). It supports the new American College of Sports Medicine program, "Exercise is Medicine(R)," designed to make physical activity a

standard part of medical care and disease prevention practice, by helping health professionals to learn how to effectively provide the exercise prescription in the clinical setting. Steve played a key role in the development of the Wellcoaches vision and coach training manual.

**Edward Phillips, MD, Collaborator** is Assistant Professor of Physical Medicine and Rehabilitation at Harvard Medical School, director of outpatient services at Spaulding Rehab Hospital, and co-author with Margaret Moore of a [Harvard Medical School CME program](#) on prescribing lifestyle medicine, intended to teach physicians a basic roadmap for facilitating patient behavior change. He is founder and director of the [Institute of Lifestyle Medicine](#).

**Contact us:**

[www.wellcoaches.com](http://www.wellcoaches.com) - Corporate home

[www.wellcoach.com](http://www.wellcoach.com) - Coach training school

[www.coachmeg.com](http://www.coachmeg.com) – Coach Meg site

[www.wellcoaches.com/clients](http://www.wellcoaches.com/clients) - Wellness coaching services for consumers

[www.eac-wellcoaches.com](http://www.eac-wellcoaches.com) – Executive Wellness Coaching and Employee Assistance Coaching for corporations

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