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WELLCOACHES AWARDED SEMINAL PATENT ON WEB-SUPPORTED PROFESSIONAL COACHING FOR HEALTH AND WELL-BEING

May 22, 2008 Wellesley, MA – [Wellcoaches Corporation](#), the leader in wellness coach training, certification, and services, was issued a U.S. patent for the invention of Internet supported personal coaching for health and well-being, the company announced today.

U.S. Patent No. [7,376,700](#) is a broad business method patent, seldom granted and only allowed after lengthy and rigorous scrutiny. This patent application has been under examination since 1999 and will be in force until 2022.

“Wellcoaches has built the foundation for professional coaches in healthcare,” said Margaret Moore, CEO of Wellcoaches, which has trained 3,000 coaches, the largest community of coaches in healthcare worldwide, who work with executives, employees, consumers, physicians, health clubs, and families. “We are committed to setting the highest standards for coaches and we are delighted that the U.S. Patent Office has recognized the innovation we conceived of in 1999 when it wasn’t obvious to use the web for one-to-one interactions: Using the Internet to enable large scale delivery of high quality one-to-one professional coaching for health and well-being.

The patent issuance is significant and timely, says Ms. Moore. “Google, Microsoft, Revolution Health, WebMD, health plans, and others are rolling out online personal health records, a much-needed Internet tool that will come alive when coaches work with people to take charge of their health.”

In 1999, the patent’s inventors, Wellcoaches founder Margaret Moore and her husband, prominent biotechnology patent lawyer Paul Clark, foretold the process of Internet-supported coaching now being widely adopted by coaches and other healthcare providers:

- Multiple coaches use a common web platform
- One coach is assigned to each client
- The client provides information on health-related concerns

- Real-time one-to-one coaching sessions are scheduled
- Coach and client agree in real-time on client's life habits to change, personal goals, and work together to help the client take steps toward his/her goals
- Coach and client transmit information via the Internet about the client's goals and progress
- Coach and client access client's health information via a secure Internet client file

Wellness coaches are trained to help people envision their ideal health and lifestyles and turn that vision into reality. Most people know what they need to do but don't get it done. Coaches are skilled partners who energize and support clients to rise above their challenges and reach their goals and visions.

In addition to building its consumer and corporate businesses, Wellcoaches will grant licenses of the Wellcoaches® brand, standards, and patent to enable industry-wide best practices, including coach training, certifications, and coaching protocols and tools.

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Read about Wellcoaches in the New York Times

<http://www.nytimes.com/2008/03/06/fashion/06fitness.html>

<http://www.nytimes.com/2008/03/06/fashion/06fitside.html?scp=1&sq=moore&st=nyt>

ABOUT WELLCOACHES CORPORATION www.wellcoaches.com
Wellesley, MA

Wellcoaches has set the gold standard and is building the professions of certified health coach, fitness coach, and wellness coach in strategic partnership with the American College of Sports Medicine (ACSM). Our coach training school has trained 3,000 coaches and now trains 1,000 per year. We connect consumers with the best wellness coaches and deliver our award-winning EAC®, Employee Assistance Coaching program, including executive wellness coaches to employers in collaboration with WorldDoc and Wells Fargo Health Solutions. Wellcoaches founder Margaret Moore ([Coach Meg](#)) co-founded the McLean Hospital/Harvard Medical School Coaching & Positive Psychology Initiative and Coaching Psychology Conference (www.harvardcoaching.org).