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## trend: health

*By Laura Tiffany*

Maintaining your health is no longer a one-a-day vitamin, a once-a-year checkup and a thrice-weekly workout—it's a 24/7 concern. Consumers want control over and convenient access to their own health information. New gadgets, tools and online services are the means to this democratization of information—and entrepreneurs are at the forefront.

### WELLNESS COACHES

For people seeking a lifestyle fix rather than a meal plan or workout regimen, wellness coaches focus on the whole shebang—stress, time management, diet and fitness—to encourage personalized, sustainable, healthy behaviors. Both individuals and corporations hire wellness coaches, who can charge anywhere from \$60 to \$150 an hour, says Margaret Moore, 50, founder of Wellesley, Massachusetts-based coach training and certification program Wellcoaches Corp. Wellcoaches, which is accredited by the American Council on Exercise, trained only 100 coaches in 2003; it trained 1,000 last year and is on track to increase those figures by 20 percent this year.