



Do it for yourself. Not by yourself.

Getting and staying well can sometimes seem like an uphill struggle, but it doesn't have to be. With Crossover Health's health coaching, you don't have to achieve your own goals on your own.



Awesome health care. Close by.

Theme intro

This is the overarching introduction to be used in print and digital materials.

Intentional Change

Have you received health results that require you to take action, but you don't know where to start?

Do you have a health condition and you know what you need to do, but taking that first step feels like a lot to take on alone?

With your busy life, are you struggling to eat right and find time for physical activity?

Living a healthy life does demand some changes. We all have the best intentions but it can take extra encouragement to get past the temptations and barriers and hardwire new habits into your daily activities. That's the job of a coach.

Content concepts

These content blocks serve to explain in greater detail what one will experience as a Crossover member and get them excited about their new health care journey. Use one or several of these blocks on posters, postcards, flyers, emails, and social media.

Who's your coach?

At Crossover Health we have a team of people who work for you, and with you, to help you achieve your goals. The key word is team. We collaborate — each of us will reach out to a colleague when we think he or she will have a better idea of an issue or an approach and most important, we make sure you're the focus. And because we have the time to get to know you, we really are in your corner. You could say we're all your coaches.

But sometimes you need more dedicated guidance to help you start or stay on track with your health and wellness objectives, At Crossover Health, we provide coaching services to help you with your goals (and celebrate your successes with you!). These might include time with our in-house health coach, with our behavioral health coach or in our Proactive Approach to Health (PATH) programs.

Content concepts

Overcome your barriers

Barriers are just a normal part of making and maintaining lifestyle changes like weight loss, smoking cessation, improved biometrics or fitness. The best way to get over a barrier is to identify and plan for it with the help of your health coach. What do you foresee will be your biggest challenge and why? Next, start brainstorming ways of overcoming your barrier. You might do this (in part) by looking back on a time when you had to overcome a similar barrier. What worked for you then? Also, what resources and support would be helpful? With your coach's help, you can now put your plan together!

Develop emotional intelligence

Behavioral health coaching helps individuals, couples, teams, and families overcome "emotional hijacks," where strong emotions lead to responses that don't produce the results they want. If you want to get smarter about using your emotions strategically, set up some time for behavioral coaching at Crossover Health. You'll share in time honored techniques and tools that will allow you to stay focused while staying engaged in your key relationships.

Find your PATH

Proactive Approach to Health (PATH) is an eight week program addressing the most common health issues, including elevated blood pressure, blood sugar, cholesterol and weight. The program includes group discussions around diet, exercise, stress, sleep and behavior change. Previous PATH participants have seen improvements in health habits including exercise, stress management and sleep. See or speak to us at Crossover Health to find out when the next PATH program is happening, or keep an eye out at members.crossoverhealth.com.

The PATH Program Works

One Crossover Member's personal experience:

"When I decided to join the PATH program I had three goals in mind: start an exercise routine, change my diet, and reduce stress...I am happy to report that I have accomplished two out of the three goals and working on the third one (exercise)...The PATH program requires some commitment from you and this accountability drives the achievement. Also, the small-group sessions and the shared experiences made it very valuable."

Concluding content

This content can be used at the end of each piece. Be sure to include a call to action that is easily visible.

Get coached!

Want to be more intentional about making changes that stick? Make an appointment at Crossover Health by phone or through our app to find out our coaching services can help you!

650.772.6131

members.crossoverhealth.com

Collateral concepts



General imagery





Crossover Health – a benefit sponsored by your employer – is your health center, close to your office and as near as your mobile. When you become a member, you know you belong to something special. It's way more than just an appointment. It's a relationship with an awesome team of physicians, nurses, specialists and coaches who work with you to reach your health goals, celebrate your successes with you and treat you like you're in charge. Because you are.

Discover the magic for yourself at members.crossoverhealth.com



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