

Empowered Veterans to take charge of their health



Program overview

- Provided the tools and motivation to help Veterans take charge of their health and encourage healthy habits
- Demonstrated how to engage in healthy behaviors that promote well-being
- Helped to prevent illness and reduce the burden of chronic conditions

Solutions and outcomes

- VA Telephone Lifestyle Coaching (TLC) was an evidence-based lifestyle behavior change coaching model, which was conducted over the phone. The program:
 - Helped to eliminate the need to visit a medical center or community-based outpatient clinic for their wellness coaching
 - Gave Veterans the freedom to participate when and where they desire, with a 78% engagement rate
- The TLC program helped Veterans address a number of behaviors like maintaining a healthy weight, managing stress, increasing physical activity, eating wisely and limiting alcohol.
- The TLC program provided the tools and guidance to allow Veterans to help themselves start and maintain a healthy lifestyle.



Program impact

In 2023, Optum Serve enrolled 5,000+ Veterans into the program. The Veteran satisfaction rate was consistently over 92%.



The power of one

“Overall, the program was great. I learned a lot about sleeping, eating and exercising. The coach, John, was very knowledgeable and provided great assistance in helping me on my journey.”

– Participant

To learn more about Optum Serve, visit optumserve.com