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**INTERVENT CEO and Staff Announce Publication in the  
*American Journal of Lifestyle Medicine***

**SAVANNAH, GA (July 1, 2015)** – Dr. Neil Gordon, medical director and chief executive officer, and staff of INTERVENT International announce the online publication of an article in the *American Journal of Lifestyle Medicine (AJLM)*. The article will appear in print in a future issue of the journal. *AJLM* is a peer-reviewed bi-monthly journal for practitioners seeking to incorporate lifestyle practices into clinical medicine. *AJLM* provides commentaries and research reviews on nutrition and diet, cardiovascular disease, obesity, anxiety and depression, sleep problems, metabolic disease and more.

The article, entitled “Clinical Effectiveness of Lifestyle Health Coaching: Case Study of an Evidence-Based Program,” describes the core components of the INTERVENT lifestyle health coaching (LHC) program and key steps typically involved in their delivery. These core components/steps are as follows:

Step 1 – Participant identification, risk stratification and enrollment

Step 2 – Initial/Intake assessment

Step 3 – Goal setting

Step 4 – Action plan formulation

Step 5 – Review/Revision of goals and action plan

Step 6 – Action plan implementation

Step 7 – Follow-up assessment

Step 8 – Progress reports and revision of goals/action plan

Step 9 – Maintenance

Step 10 – Outcomes assessment

INTERVENT has developed, tested and successfully implemented an affordable, evidence-based, technology-enabled, data-driven, outcomes-oriented, comprehensive LHC program. The program has been used primarily to provide services to employees of larger employers (at least 3,000 employees) but has also been implemented in a variety of other settings, including hospital, cardiac rehabilitation centers, physician practices and as part of multicenter clinical trials. The program, which targets multiple behaviors and risk factors in an integrated fashion, is delivered mainly using the telephone and Internet. Health coaches are guided by a Web-based participant management and tracking system. Lifestyle management interventions are based on

several behavioral change models and strategies, especially adult learning theory, social learning theory, the stages of change model, single concept learning theory and motivational interviewing. The program is administered by nonphysician health professionals whose services are integrated with the care provided by participants' physicians.

The article also summarizes outcomes data from numerous published studies, including randomized clinical trials and independent third-party conducted research, and documents the clinical effectiveness of this evidence-based approach in terms of modification of multiple risk factors in healthy persons as well as those with certain common chronic diseases.

Dr. Gordon, INTERVENT's medical director and CEO says: "The article provides an overview of our work over the past 20 years or so in the field of lifestyle health coaching and a summary of some of our extremely impressive published outcomes data. As stated in the article, on the basis of these outcomes data, it is evident that appropriately designed and implemented LHC programs constitute an important component of the armamentarium of interventions that can be used in the global "war" against potentially preventable noncommunicable chronic diseases. In the future, we and others anticipate that evidence-based LHC programs that have been proven effective in peer-reviewed published clinical trials will not only be deployed with increased frequency as part of employer-sponsored wellness initiatives but will also become a standard of care in daily clinical practice."

For more information, go to: <http://ajl.sagepub.com/content/early/recent>

Source: Gordon NF, Salmon RD, Wright BS, Faircloth GC, Reid KS, Gordon TL. Clinical effectiveness of lifestyle health coaching: Case study of an evidence-based program. *American Journal of Lifestyle Medicine* (first published on June 30, 2015 as doi:10.1177/1559827615592351).

### **About INTERVENT**

**INTERVENT International** is a global company that develops, licenses and provides evidence-based programs for the prevention and management of cardiovascular and other chronic diseases. The primary purpose of INTERVENT's programs is to improve individual and population-based measures of health while simultaneously reducing healthcare costs and enhancing productivity. The programs provide unique solutions for employers, health insurers, healthcare systems, physicians, individual consumers and others. INTERVENT's programs have been successfully used to serve numerous clients

on multiple continents and in a variety of languages via telephone call centers and the Internet. For more information, visit [www.myintervent.com](http://www.myintervent.com) and [www.intervent.ca](http://www.intervent.ca) or email [info@myintervent.com](mailto:info@myintervent.com).