

## New study proves Cognitive Behavioral Coaching is effective at reducing stress and improving well-being

With stress levels around the world on the rise, many people are wondering what they can do to prevent mild stress from escalating into a clinical mental health diagnosis. Those interested in being proactive about their mental health don't have many treatment options. While evidence-based therapy is effective, it's incredibly difficult to access. Not only is therapy expensive, but there is a considerable shortage of qualified providers—leading to long wait times and making it less ideal for those experiencing mild symptoms. That's where Cognitive Behavioral Coaching (CBC) is able to make a significant impact.

The study, *Effectiveness of a Cognitive Behavioral Coaching Program Delivered Via Video in Real World Settings* recently published in [Telemedicine and e-Health](#), shows that CBC can be highly effective at reducing mild symptoms of stress and improving mental well-being. Even more noteworthy: those who started in the high stress range improved 95 percent of the time and also saw the largest amount of improvement. CBC draws from proven clinical techniques such as Cognitive Behavioral Therapy (CBT) to provide people with skills to cope, adapt, and improve their mental health. Reducing stress levels can directly impact an individual's productivity, absenteeism, presenteeism, and turnover, making CBC programs a smart investment for both individuals and employers. Also, by decreasing stress levels, CBC may prevent symptoms from further escalating into the clinical range, which means avoiding more extended and costly treatments down the line.

### The study found that:

- 83% of the coaching participants saw an improvement in well-being, and 76% saw an improvement in perceived stress levels.
- Participants who started with particularly high stress levels got better at even higher rates—95% showed improvement in both stress and well-being.
- 95% of participants rated their experience with Lyra's coaching program "Very Satisfied" or "Satisfied."

## How did the study work?

The study conducted by Lyra Health on their coaching care program included 1,079 people experiencing mild levels of stress. Participants had access to the coaching program as part of Lyra's broader mental health benefit provided through participants' employers. This is one of the first CBC studies conducted outside of a lab in a "real world" setting, making the results even more impressive and applicable.

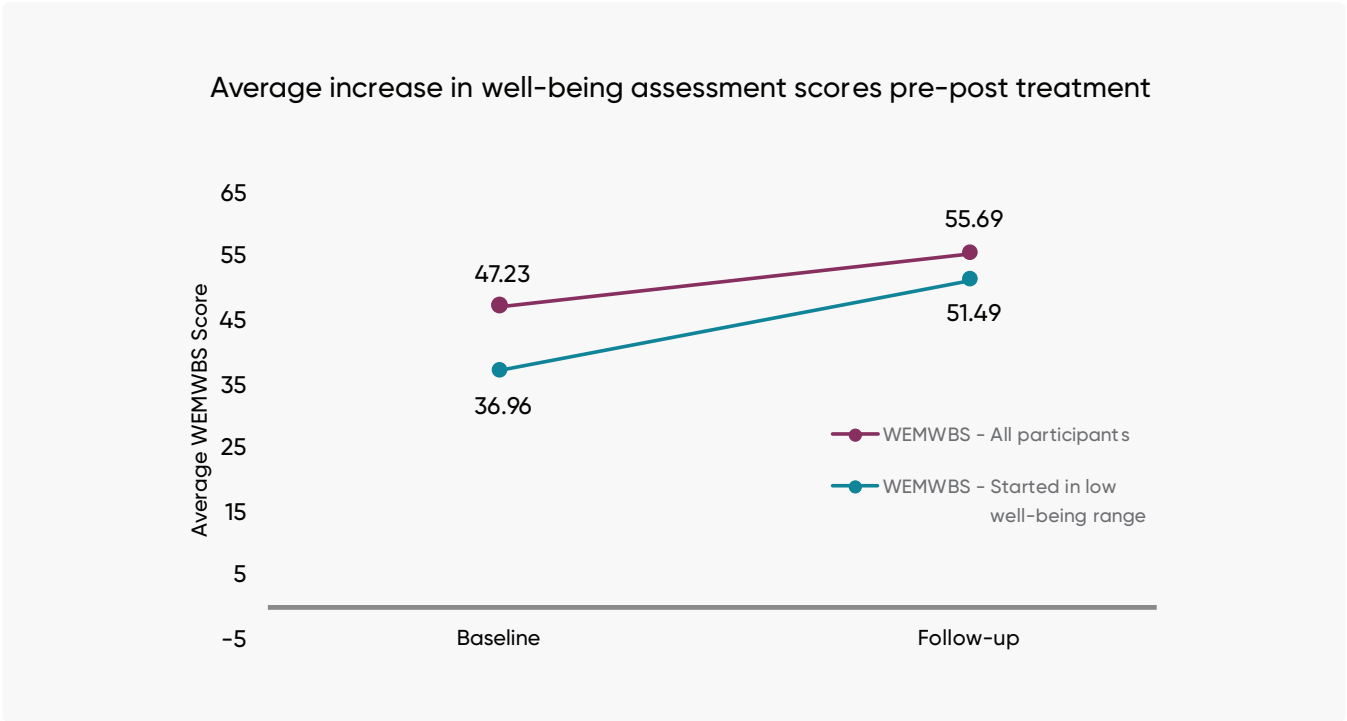
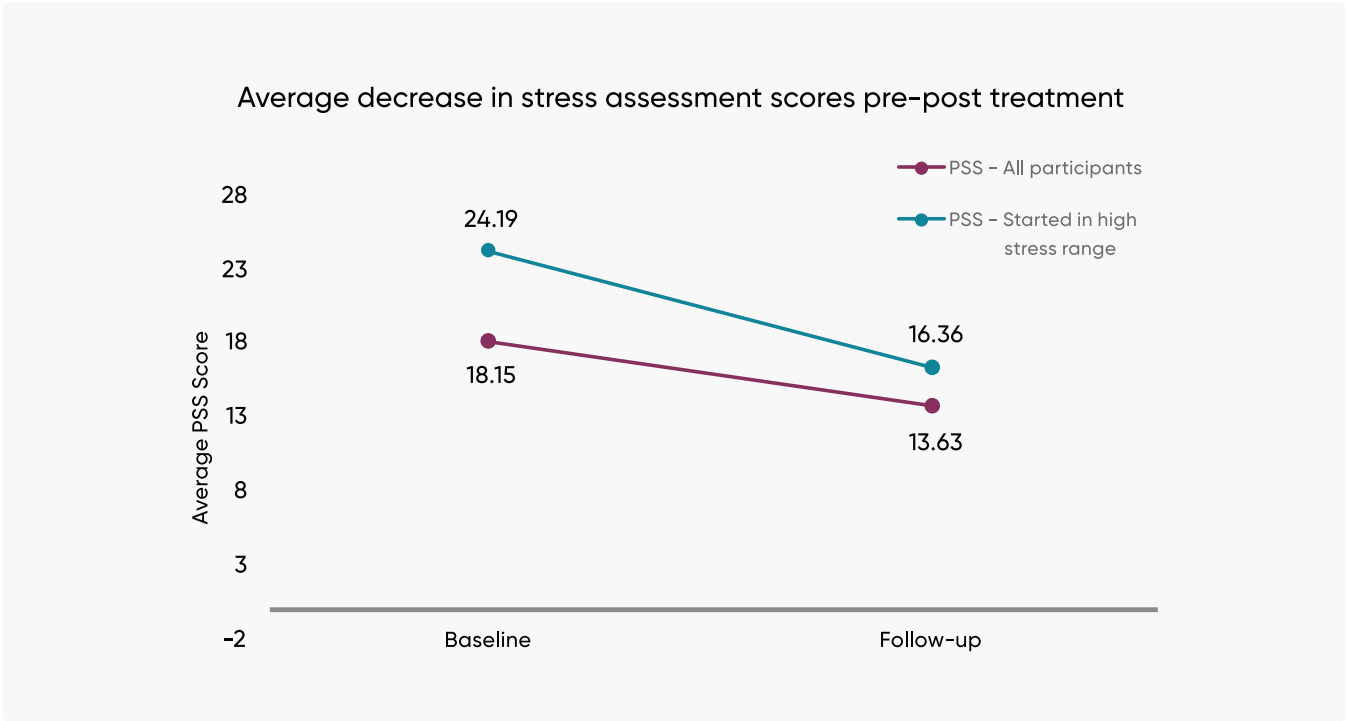
Participants connected with their coach for (up to) six 45-minute video or telephone sessions where coaches used Cognitive Behavioral Coaching techniques. Each session was tailored and personalized to focus on the specific needs of the individual. Between sessions, individuals completed digital exercises assigned by their coach to practice new skills and text messaged online. Skills taught were drawn from traditional CBT, Acceptance and Commitment Therapy, and Dialectical Behavior Therapy.

Coaches offering the CBC program are trained in accredited International Coach Federation (ICF) programs and vetted through extensive reviews and interviews for their ability to provide coaching services aligned with CBC. Historically, only 3 percent of coaches who apply to Lyra's coaching network have been accepted. Once part of the program, coaches undergo intense training in cognitive behavioral principles, attend weekly consultations, and have ongoing supervision and quality assurance.

Third-party validated clinical assessments were completed by participants before (for a baseline) and after the program, allowing Lyra Health to measure the effectiveness of the treatment. The Warwick-Edinburgh Mental Well-being Scale (WEMWBS) was used to measure well-being, and the Perceived Stress Scale (PSS) was used to measure stress. Ultimately, 83 percent of all participants saw an improvement in their well-being, and 55 percent saw reliable improvement. When you just look at participants who started in the low range of well-being, the results show that 95 percent saw improvement and 83 percent saw reliable improvement. These results show that CBC can be particularly effective for those who might be most at risk for developing clinical symptoms. Similar patterns were observed in the PSS data.

In addition to clinical assessments, satisfaction scores were also collected. On average, participants rated their individual sessions 4.91 out of five. At the end of the program, participants were surveyed on their overall satisfaction with the program. 95 percent of the participants said they were "Very Satisfied" or "Satisfied" and were "Extremely likely" or "Likely" to recommend their coach. The ability to decrease stress levels with CBC—paired with high-quality coaches, extensive training, and quality assurance—could be transformative for struggling individuals and the mental health industry.

Cognitive Behavioral Coaching has a significant impact on stress and well-being, particularly for those struggling the most



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