



HelloHealth

HelloHealth/Jessica Bertsch
Executive Plan

Case Study



Jessica Bertsch is a Coast Guard spouse, mother of three, and founder and president of a consultancy and remote team solution business that actively works to support veterans, military spouses, and highly talented people with portable careers. In her ten years as a business owner, Ms. Bertsch has moved eight times, juggled the challenges of having a deployed spouse, and homeschooled her children during the pandemic. Ms. Bertsch is a member of the Alpha Pi Omicron Foundation Board of Directors, serving as their secretary for 2021-2023. She also founded and administers the Salute to Sisterhood scholarship, advocates for military families, and engages in her local community.

Full disclosure: Powerhouse Planning has partnered professionally with HelloHealth for the last two years.

Challenge

During the HelloHealth launch party in 2020, Ms. Bertsch realized that her physical and brain health had taken a third-row seat to her obligations as both a small business owner and a military spouse and mother. She understood on an intellectual level that the status of her health directly related to her capacity to perform at high, efficient levels in all areas of her life, but she had not made the leap to improving and practicing good health strategies. She needed someone to mentor her on her journey to health.

Solution

HelloHealth's Executive Plan was the perfect solution. With ready access to both a physician and a mental health counselor, as well as the abundant resources provided by HelloHealth, Ms. Bertsch was able to take the steps necessary to put her on the right path to improved physical and brain health, allowing her to find a healthy work/life balance. With the truly customized health plan HelloHealth created, Ms. Bertsch was able to build on what brings her joy, implement many new and healthier daily practices, and receive the support she needed to be successful.

Business Name: Jessica Bertsch,
President, Powerhouse Planning, LLC

Website: powerhouseplanning.com

Industry or Business Type: Consultancy;
Remote Team Solutions

HelloHealth Services:

- Executive Plan
- Crisis Response
- Brain Health
- Weight Loss
- Workshop

Benefits: HelloHealth provided a busy military spouse and small business owner with medical and mental health services designed to promote a healthier lifestyle, enabling her to work at peak efficiency while knowing that with a simple text her medical and brain health needs could be almost immediately met.

Testimonial Quote:

"While attending the HelloHealth launch party, I realized I needed the services HelloHealth offers. I'm worth it, and the HelloHealth Executive Plan is the best move I've made career-wise since opening my own business almost ten years ago. You lead at the level you are health-wise, and HelloHealth has helped me be the leader I want to be."

– Jessica Bertsch, Founder and
President, Powerhouse Planning, LLC

Results

HelloHealth's Executive Plan allowed Ms. Bertsch to cue into her passions and interests and put into practice what she intellectually knew: When we are healthy, we are more productive, more well-rounded individuals.

Since beginning on the Executive Plan, HelloHealth has provided Ms. Bertsch with

- A dynamic, customized health plan that changes and adapts with her
- Quick, rapid response to any physical and brain health need, acute or chronic
- Mental health strategies to strengthen brain and emotional health
- Workshop on health strategies for Powerhouse Planning's employees
- Tools to ensure health remains a top priority
- Support and encouragement to stay with the program

The Executive Plan has revolutionized how Ms. Bertsch approaches all aspects of her life, allowing her to gradually become a healthier version of herself while understanding that the health journey is lifelong and full of setbacks and successes. Ms. Bertsch is better equipped to face the unique stressors that come with being both a military spouse and a small business owner while ensuring she can juggle the many demands on her time in a way that allows her to be fully present in all her activities. The greatest indicator of success lies in Ms. Bertsch's own words: "I wish everyone could have HelloHealth's Executive Plan!"

HelloHealth reimagines employee wellness, marrying mental, emotional, physical, and professional needs.

The world has changed.

Companies are seeing burnout of key players, experiencing the impact of the pandemic on employees and the bottom line, and dealing with blurred boundaries between work and home—not to mention rising health-care costs—and a drastic change of pace.

HelloHealth seamlessly addresses those barriers to ensure that you and your employees can thrive.

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