

Empowering Veterans to take charge of their health



Program mission

- Provide the tools and motivation to help Veterans take charge of their health and encourage healthy habits
- Demonstrate how to engage in healthy behaviors that promote well-being
- Help to prevent illness and reduce the burden of chronic conditions
- Currently available through 41 VA Medical Centers

Solutions and outcomes

The TLC program is an evidence-based lifestyle behavior change coaching model, which is conducted over the phone. The program:

- May eliminate the need to visit a medical center or community based outpatient clinic for their wellness coaching
- Gives Veterans the freedom to participate when and where they desire, with a 78% program engagement rate
- Helps Veterans address a number of behaviors like maintaining a healthy weight, managing stress, increasing physical activity, eating wisely and limiting alcohol
- Provides the tools and guidance to allow Veterans to help themselves start and maintain a healthy lifestyle

Program impact



In 2021, Optum Serve enrolled 4,658 Veterans into the program and Veteran satisfaction rate has been consistently over 92%.

The power of one



“Overall, the program is great. I’ve learned a lot about sleeping, eating and exercising. The coach, John, is very knowledgeable and provides great assistance in helping me on this journey.”

Want to learn more?

Veterans should contact their local VA Medical Center or connect with their primary care provider to receive a referral. (A referral is required to enroll in the program.)

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