

Alcoach.chat and NHS Elect Unlock New Pathways for NHS Professionals with Scalable, Pure Non-Directive AI Coaching

Fresh off the launch of its B2C platform, Alcoach.chat announces results from its successful pilot with NHS Elect, delivering ethical, AI-powered coaching to NHS professionals.



London, United Kingdom Jun 13, 2025 ([Issuewire.com](https://www.issuewire.com)) - Participants from two NHS Trusts described the Alcoach.chat sessions as “better than most supervision I’ve had in years” and “surprisingly useful and intuitive,” revealing how digital innovation is closing a critical gap in professional development and mental wellbeing support.

Rather than focus solely on numerical outcomes, the pilot's most important success lies in its **accessibility** and **psychological impact**:

- Staff using the platform reported **greater clarity in career direction, improved communication**, and **increased resilience** after just one session.
- 90% of users chose coaching topics around **constructive leadership** and **self-awareness**, showcasing a deep appetite for reflection and growth.
- Self-assurance and confidence scores rose by **5%** post-session, confirming that users felt more capable of tackling challenges and driving progress in their roles.

"Blimey, that was very good! Better than most supervision sessions I've had in many years," reported one user.

"We're proud to be piloting ethical, pure non-directive AI coaching with NHS Elect," said [Boas Loeb](#), founder of Alcoach.chat. "Our platform offers an affordable sparring partner or sounding board for the thousands of NHS staff who currently do not have access to a human coach. Alcoach.chat opens the door to reflection, progress, and personal insight - anytime, anywhere, on their terms."

"I was a bit cynical when approaching AI coaching. But after testing the application and doing our pilot study, we are delighted with the results for frontline staff. In fact, so much so that NHS Elect is now expanding the pilot into a multi-session offering, applying lessons learned to increase its impact," said Darren Leech, Director and Executive Coach, NHS Elect.

The milestone programme marks a turning point in how coaching can be delivered in the public sector at scale, affordably, and without compromising ethical coaching principles.

Addressing a Pressing Need

Recent UK studies show that:

- 74% of UK workers report significant burnout or overwhelm due to work
- Nearly 50% of younger workers say they don't feel comfortable discussing pressures or asking for help, fearing it could impact their careers
- Traditional coaching often costs £4K-£5K per person annually, putting it out of reach for many early-career professionals

Alcoach.chat was built to address this head-on, with scalable, accessible, and private support that aligns with how this generation prefers to engage: **on demand, without pressure, and with psychological safety**.

Key Features & Benefits

- **Reflective Intelligence** – Smart, human-like questioning designed to spark insight, not give answers
- **Mini Breakthroughs** – Bite-sized, asynchronous reflections to support daily growth
- **Self-Alignment** – Prompts and patterns that help users reconnect to their values, goals, and

authentic voice

- **Fully customized to Personal Cadence** – On-demand support that adapts to the user's rhythm, not the other way around
- **A Daily Quiet Sparring Partner** – A distraction-free space for thinking, challenging, and reframing, not reacting

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