The Future of EAP: From Stigma to Well-Being
Meet the Speaker

Dr. Eugene Baker
Vice President
Employee Assistance Programs

- Responsible for the clinical quality of OptumHealth’s EAP, which serves more than 16 million members
- Provides leadership to EAP product design, sales and innovation efforts
- 34 years of experience in the behavioral health field including extensive delivery of face-to-face clinical services
The Future of EAP: From Stigma to Well-Being

- Throughout its evolution there has been stigma associated with EAP, however, the latest enhancements allow for wider focus and the positive connotation of well-being.

- Origins in occupational **alcoholism**
- Expansion supported by **safety regulations and compliance**
- Integration with WorkLife programs, but focus remains on **mental health issues**
- Brief assessment and referral
- Integration with **large managed behavioral health** organizations
- EAP as easy **access point to counseling**

- **Holistic** view of a person
- Focus on expansion of human **potential**
- **Benefits integration** occurring simultaneously
- Assessments and referrals become more robust and meaningful
- **Wellness** programming added
- EAP as a **human capital management tool**
Using EAP to Promote Workplace Well-Being

- Only 37% of employers use EAPs to promote workplace health and wellness

<table>
<thead>
<tr>
<th>How do you currently use your EAP?</th>
<th>Percentage of Employers</th>
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<tbody>
<tr>
<td>Manage critical incident stress</td>
<td>95%</td>
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<tr>
<td>Consult on workplace violence</td>
<td>80%</td>
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<tr>
<td>Support work/life</td>
<td>76%</td>
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<tr>
<td>Counsel on financial/legal issues</td>
<td>76%</td>
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<tr>
<td>Promote workplace wellness and health</td>
<td>37%</td>
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<tr>
<td>Offer regulatory compliance services</td>
<td>20%</td>
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<tr>
<td>Plan for work return (disabled or family medical leave)</td>
<td>12%</td>
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<tr>
<td>Provide onsite wellness (e.g., biometric screenings, health fairs)</td>
<td>12%</td>
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Question for the Group, Part 1

How integrated is EAP/WorkLife into your corporate wellness and well-being programs?

1. Not at all
2. Partially
3. Fully integrated
4. No intent to integrate programs
Question for the Group, Part 2

What is the biggest challenge to gaining robust utilization of your EAP/WorkLife programs?

1. Employee uncertainty or stigma regarding EAP
2. Lack of manager or supervisor program referral
3. Complex or confusing access points
4. Under-promotion/communication of the program
5. Establishing appropriate incentives for use
6. Other
Six Easy Ways to Shift EAP toward Well-Being

1. Connect the Dots: EAP and Wellness
2. Reframe Your Program
3. Think Lifecycle
4. Promote Positivity
5. Establish Champions
6. Use Your Social Networks
Connect the Dots: EAP and Wellness

- Our mind and our body are inextricably linked
- Integrating EAP, WorkLife and Wellness serves the holistic view of employee well-being

**Employee Assistance**
- Solution-focused consultation with master's-level specialists
- Telephonic counseling with licensed clinicians
- In-person counseling supported by 90,000 practitioners
- Critical Incident and Disaster Response

**Work-Life Balance**
- Refer members to pre-screened and verified resources and referrals
- Consultation with subject matter experts in child or elder concerns

**Wellness**
- Robust web-based materials and self-directed health and well-being programs
- Lifestyle screening, part of intake
- On site and WebEx Wellness trainings, information
- Plug-and-play solutions that support your company-sponsored wellness offerings

**Try This!**
- If managing multiple vendors, ensure collaboration and robust integration
- Communicate individual program benefits collectively
Reframe Your Program

- How is your program viewed? As mental health counseling? A tool for employee discipline?

OR

- A source of convenient services and a wealth of resources for well-being?

Create a culture of positivity and health

Focus on normalizing the use of the program

Consider renaming the program
Think Lifecycle: Think “When” not “What”

- Life is the constant managing of decisions, their consequences and the transitioning from one life stage to another
- Consider EAP as a tool to help facilitate life’s transitions

<table>
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<tr>
<th>Predictable Challenges</th>
<th>Less Predictable Crises</th>
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<tr>
<td>Starting a new job</td>
<td>Family Crisis</td>
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<tr>
<td>Buying a new home</td>
<td>Personal Crisis</td>
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<tr>
<td>Work stress</td>
<td>Illness</td>
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<tr>
<td>Having children</td>
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<tr>
<td>Financial stress</td>
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<td>Moving or relocation</td>
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<td>Getting married or divorced</td>
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<td>Returning to work</td>
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<tr>
<td>Childcare or eldercare issues</td>
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<td>Retirement issues</td>
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People who are happier achieve better life outcomes, including financial success, supportive relationships, mental health, effective coping, and even physical health and longevity

**Positive Interventions**
- Exercise
- Meditation
- Gratitude Journal

**Positive Communications**

“Attitude is a little thing that makes a big difference.”
—Winston Churchill
Establish Champions

- Employee perceptions drive utilization
- Create internal “champions”
  - Identify natural influencers within your organization
  - Managers and supervisors also play an important role
  - Recognize and reward your champions

Try This!

2. Sign up for specialized manager training sessions to help learn how to leverage EAP services and tools.
3. Remind managers of the unlimited 24/7 management consultations available.
Use Your Social Networks

“More companies are discovering that an über-connected workplace is not just about implementing a new set of tools — it is also about embracing a cultural shift to create an open environment where employees are encouraged to share, innovate and collaborate virtually.”

– Karie Willyerd & Jeanne C. Meister, HarvardBusiness.org

Try This!

1. Promote EAP via your intranet, company blogs, and company social networks
2. Assign a “virtual champion” who can promote awareness through social network media
3. Sponsor web-based contests on awareness of resources or EAP benefits

Summary

- Connect the Dots: EAP and Wellness
- Reframe Your Program
- Think Lifecycle: Think “When” not “What”
- Promote Positivity
- Establish Champions
- Use Your Social Networks

Bigger Steps Toward Well-Being

As you think about moving your EAP & Work/Life toward well-being what enhancements would you value most? (choose only 2)

1. Coordination and outreach with an HRA (Health Risk Assessment)
2. Deeper coordination and connection to other wellness benefits
3. Incentives aimed at changing behavior
4. Enhanced access through mobile technology (apps, podcasts, etc.)
5. More web-based and telephonic counseling
6. Supplemental onsite services
7. Further incorporation of wellness initiatives, programs, etc.
8. Lower cost
Questions?

Building Workplace Performance: Resource Guide for Managers

Take the Quiz: Positivityratio.com

OptumHealth WorkLife promotion flyer

For more information, please contact your OptumHealth Behavioral Solutions Account Executive or call (866) 427-6845 or e-mail us at engage@optumhealth.com