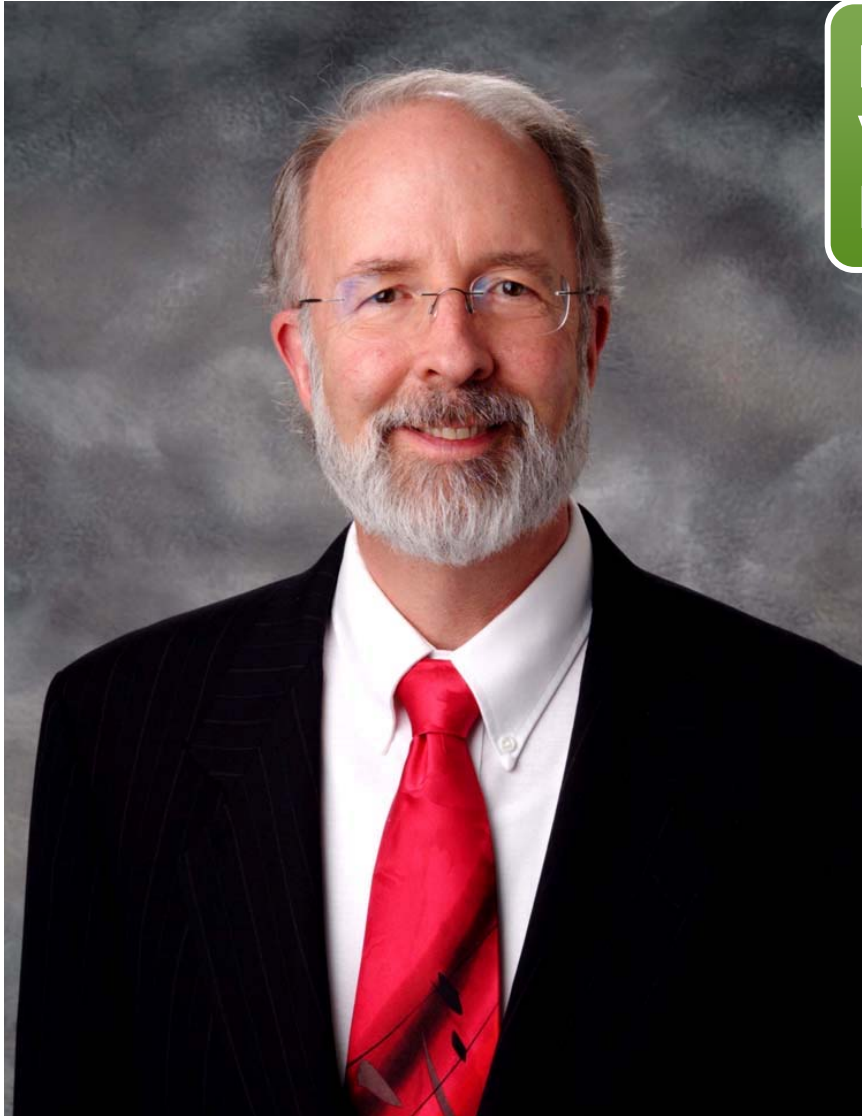




# The Future of EAP: From Stigma to Well-Being

# 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

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

Source: National Business Group on Health. An Employer's Guide to Employee Assistance Programs. 2008.  
<http://www.nationwidebetterhealth.com/docs/market-papers/hp-integration.pdf>

# 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

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- 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**



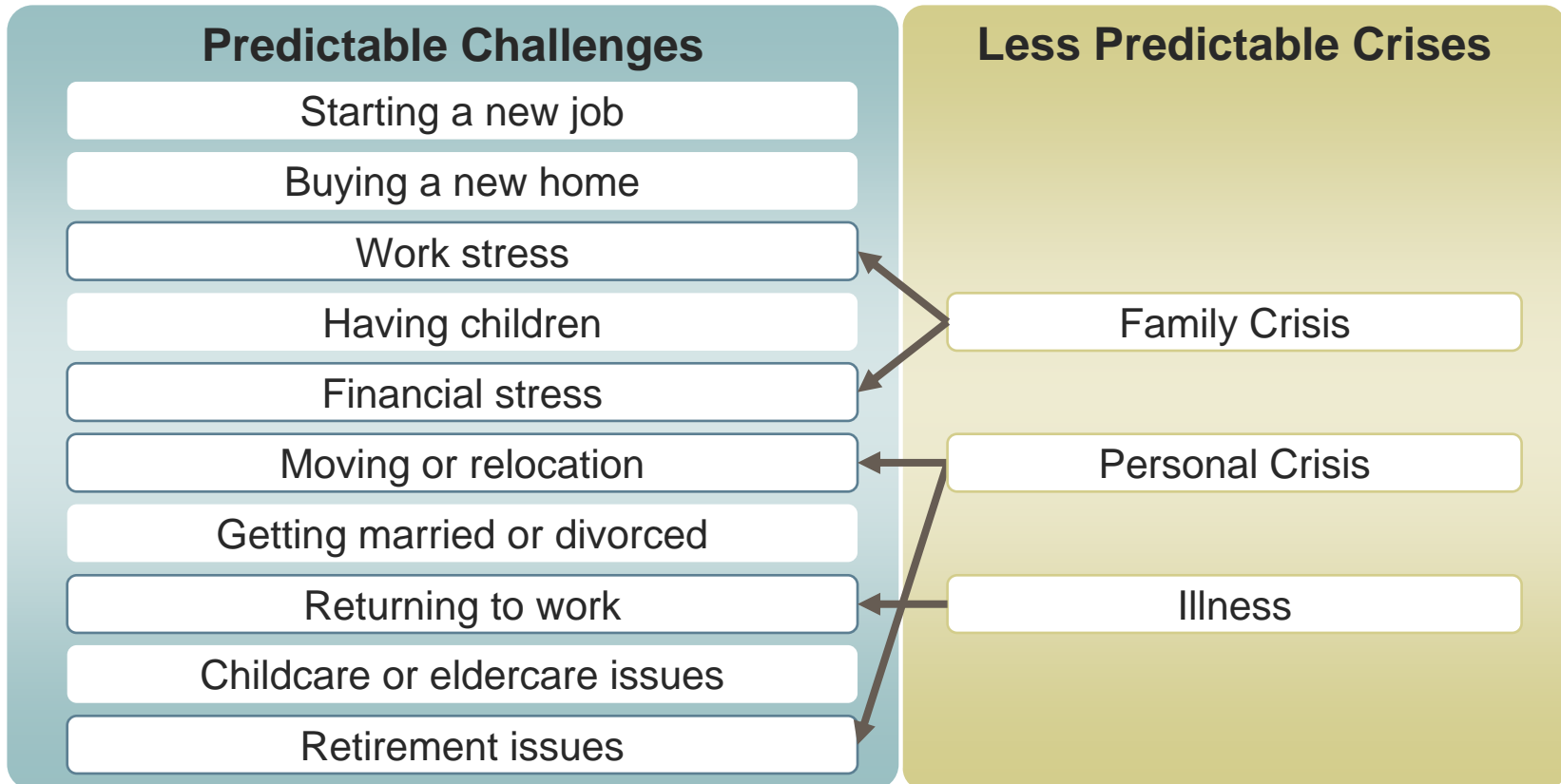
**Focus on normalizing the use of the program**



**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



# Promote Positivity

- 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

Need a little lift?

**Your Employee Assistance Program**

We can help you and your family members with a wide range of assistance, including:

- Counseling Services
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- Family Support
- Help with Relationships...and more

**We're Here To Help**

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- Balancing Work and Life Issues
- Parenting and Family Care
- Healthy Living Resources
- Household Management Referral...and more

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800-000-0000

**OptumHealth**  
Behavioral Solutions

***“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!

- 1 Distribute the “Building Workplace Performance: A Resource Guide for Managers” for immediate review and continued reference
- 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**

<http://www.mirnabard.com/2010/04/99-favorite-social-media-quotes-and-tips/#>

# 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](mailto:engage@optumhealth.com)

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