

EAP ASSOCIATION

EXCHANGE

JULY/AUGUST 1995

VOL. 25 NO. 7

EAPs and Managed Care

What Lies Ahead

Perspectives, Trends, and
Developments

The Integrated
Product

A Recipient's View



Dr. Jodi Jacobson Frey
University of Maryland
410-706-3607

Meet the 1995 Annual
Conference Track Co-Chairs
and Host Committee!

EAPA's
Emergency
Preparedness
Plan

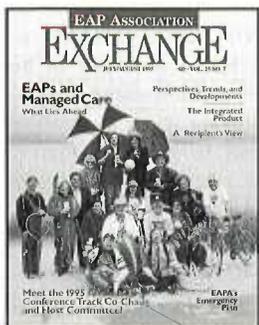
TABLE OF CONTENTS

FEATURES

- 8** SEATTLE: MEET THE TRACK CO-CHAIRS AND THE HOST COMMITTEE FOR EAPA'S 24TH ANNUAL CONFERENCE
- 14** THE BEHAVIORAL HEALTH INDUSTRY—HISTORICAL PERSPECTIVES, CURRENT TRENDS, AND FUTURE DEVELOPMENTS
by Monica Oss
- 18** THE INTEGRATED PRODUCT: PARTNERSHIP OF THE 90S
by John Burke, CEAP
- 20** EMERGING TRENDS IN PUBLIC/PRIVATE PARTNERSHIPS
by Stewart Bloom, MSW, LCSW, and Michael A. Freeman, M.D.
- 22** HEALTH CARE REFORM: CRISIS OR OPPORTUNITY FOR EAPs?
by Charla Parker, MPA, CEAP
- 24** THE MANIFEST DESTINY OF EAPs (1995 EDITION)
by Jesse Bernstein, CEAP
- 26** A SERVICE RECIPIENT'S PERSPECTIVE ON MANAGED BEHAVIORAL HEALTHCARE
by Darby Penney
- 27** EAPA UNITED KINGDOM CHAPTER DEVELOPS PROFESSIONAL STANDARDS FOR INTERNATIONAL EAPs
by Kay Springer
- 28** WHEN DISASTER STRIKES: EAPA'S EMERGENCY PREPAREDNESS PLAN
by Sandra Turner, CEAP

DEPARTMENTS

- 2** PRESIDENT'S MESSAGE
Management by Objective
- 4** FROM THE COO
Eli Lilly Awards Grant to EAPA for "In Good Company" Workshop
- 6** **New Department**
POINT/COUNTERPOINT
Will Managed Care Companies with EAPs Maintain Established EAP Quality Standards?
- 7** LETTERS TO THE EDITOR
- 30** CONFERENCES AND WORKSHOPS
- 31** INTERNATIONAL NEWS
EAPA—Going Global or Being Global?
- 32** ON THE LABOR FRONT
Cooperation Leads to Fertile Ground
- 33** CERTIFICATION UPDATE
EACC Reviewing Requirements to Qualify for the CEAP Exam
- 34** PUBLIC POLICY
DOT's SAP Guidelines Have Arrived
- 36** REGIONS AND CHAPTERS
- 38** INFOTRACKS
- 40** VIDEO REVIEWS
- 41** EXCHANGE INDICES
July 1994 - June 1995
- 47** 1995 ANNUAL CONFERENCE APPLICATION



About the cover: Seattle meets just about everyone's taste for something fun to do. Come join us for the 24th EAPA Annual Conference?

PRESIDENT'S MESSAGE

Management by Objective

by George E Cobbs, Jr., CEAP, EAPA President

Survival in the behavioral health care field has been very tough for EA professionals of the 1990s. Managed care has changed the way we have operated in the past, but has not provided very much guidance on how to operate in the future. This issue of the *Exchange* has been prepared to give our members the best available information about this current market.

In the old days, employees with benefits could access their benefits when needed. Through structured EAPs, many people found the life changes they were seeking with the help of treatment and therapy. More often than not, the client got better.

There were some abuses of the system, however, and managed care can take some credit for bringing about corrections. Unfortunately, some of those corrections make it appear that the clients of the '90s are being penalized for the abuses of the '80s.

The benefits employees have today are valued benefits, and people are choosing their jobs more carefully to gain certain benefits. Some employees have had a rude awakening to find that the value is not always as it appeared to be. On paper, these benefits exist but in actuality much of the value of the benefit has been reduced. What these employees find is that in order to access these reduced benefits, they have to jump through lots of hoops. Many become disgusted and fail to pursue the provisions outlined for them. In these cases, does the client get better?

For EA professionals to be effective in this changing atmosphere, they must learn to master adversity. Keeping the client's welfare of utmost importance, the EA professional has to learn to operate in this managed system. During these changing times, EA professionals must keep the main EAP goals—the welfare of the client and the employer—from being lost in this system.

Jobs Well Done

I would like to offer my congratulations to Ted Mapes, Walter Reichman, Ron Winter, and the rest of the EACC and the special committee for doing such a great job in developing recommendations for resolv-

ing some major issues concerning the educational requirements for the CEAP. Labor and friends of labor had been quite concerned about how this educational requirement would affect their status in the Association. What the EACC and the Labor Committee came up with appears to be a win-win solution.

By the time this article appears, the District I Conference will be over. I want to acknowledge the contributions of so many EAPA members and staff who worked so hard to make the conference a success. Congratulations to all of you and thanks.

EAPs are growing stronger throughout the world, and proof of that fact was a recent invitation received through the U.S. Information Agency to participate in a teleconference broadcast from Washington, D.C. to the International Congress on Drug Dependence in Buenos Aires on June 29. Conference planners, recognizing that U.S. companies in Argentina, such as Mobil Oil, AT&T, and Johnson & Johnson, were already dealing with drug issues through their workplace EAPs, asked your Association to send a spokesperson to participate.

Ken Burgess, CEAP, manager of the EAP at Alcoa, represented the Association at my request. He was joined by Fred Garcia, Assistant Director of the Office of National Drug Control Policy. Many thanks for your efforts, Ken!

And a big thanks to the EAPA national headquarters staff who teamed up to give us the first edition of the *EAPA Substance Abuse Professionals Roster*, which is being sold as an addendum to the *EAPA Directory of Employee Assistance Program Consultants*. If you didn't get in this edition, call national headquarters for information on how you can get in the next edition.

See You in Seattle?

At this time, you should already have received your advance program for the 24th Annual Conference, scheduled to take place in Seattle November 12-15. (If not, please call Ellen Miller at 703-522-6272.) Copies were sent by first class mail to all current members in mid-July.



Judging from the comments of our Host Committee on pages 8-12 of this issue, Seattle is an exceptionally beautiful place, offering a spectacular setting for one of our most important conferences. This year, EAPA will make your trip to the Annual Conference even more worthwhile by offering three training workshops—the Elements course; a Department of Transportation training module (with special information on how to fulfill the substance abuse professional responsibilities); and "In Good Company," a special workshop, developed with the Washington Business Group on Health, explaining how to deal with depressed employees in the workplace. All are scheduled to take place *before* the conference starts on Sunday.

And please make note of the change in time and date of the Legislative Committee meeting. Finally, I'd like to reassure our members that the Board is aware of the many questions being asked about accreditation. We are gathering more information and should be able to provide answers, probably in the next issue of the *Exchange*. ☐

George E. Cobbs, Jr.

Meeting Date Change

The meeting date for the Legislative and Public Policy Committee at the EAPA Annual Conference in Seattle has been changed

New Date

Friday, November 10, 1995
9:30 a.m.

(Committee previously had been scheduled to meet on Saturday, November 11)



Coming Up In the Exchange

September-October

Assessment Tools for EAPs

November-December

Substance Abuse Treatment

Matching the Treatment to the Diagnosis

MANAGEMENT TRAINING FOR
EMPLOYEE ASSISTANCE PROGRAMS

EPIISODES IN EAP!

© MCMLXXXVIII MOTIVISION, LTD.

VIDEO WITH TRAINING GUIDE
Supplement "The Dryden File II"

VIGNETTES FOCUS
SUPERVISORS ON WORK
PERFORMANCE.

- MULTIPLE WORK SETTINGS.
- BREVITY WITH SUBSTANCE.

14:45 Min. Previews \$25 US
\$395 US plus Shipping

ALSO ASK FOR COURTESY PREVIEW OF
"EAP-AT YOUR SERVICE!" TO ENCOURAGE
SELF-REFERRALS. 8 MINUTES

Classic on Video Tape.

THE DRYDEN FILE II

© MCMLXXXVIII MOTIVISION, LTD.

HELP SUPERVISORS MANAGE
PERFORMANCE PROBLEMS.

Turns wasted time
into positive action.
"... telling scenes"
"... best I've seen"

24 Min. Previews \$25 US
\$495 US plus Shipping

Call (914) 684-0110
MOTIVISION, LTD.

2 Beechwood Road
Hartsdale, NY 10530-1622
FAX (914-684-0431)

EAPA'S BOARD OF DIRECTORS AND STAFF

EXECUTIVE OFFICERS

George E. Cobbs	President
Gregory P. De Lapp	Vice President
Carole A. Stevenson	Secretary
Linda L. Sturdivant	Treasurer
Donald W. Magruder	President-Elect
Sandra Turner	Immediate Past President
Sylvia A. Straub	Ex Officio Member

Walter Reichman Chairperson
Employee Assistance
Certification Commission

EAPA EXCHANGE

Kay Springer Editor

Published by:

EAPA, Inc.
2101 Wilson Blvd., Suite 500
Arlington, VA 22201
(703) 522-6272
Fax (703) 522-4585

To advertise in the *Exchange*, contact:

Christopher Adams
(703) 715-6786 • Fax (703) 522-1260

The Exchange welcomes the opportunity to review member submissions for publication, and to retain and use them as appropriate. The Exchange reserves the right to edit or decline submissions as necessary. Published articles by members do not necessarily reflect Association philosophy or policy.

© 1995 by Employee Assistance Professionals Association, Inc. Reproduction without written permission is expressly prohibited. Publication of signed articles does not constitute endorsement of personal views of authors.

REGIONAL DIRECTORS

Dennis J. Riley	Eastern Region
Dotty Blum	Mid-Atlantic Region
John M. Hooks	Mid-West Region
Jon R. Christensen	North Central Region
Deborah Marsala	Pacific Region
Jack Freckman	Southern Region
Charles L. Durban	Southwest Region
Roslyn M. Heise	Western Region
Aroon Shah	Canadian Region
Sally Lipscomb	International Region

SPECIAL DIRECTORS

Ying Gee	Diversity
Ted Mapes	Labor
Richard G. Wall	Internal Programs
Jim Printup	External Programs