

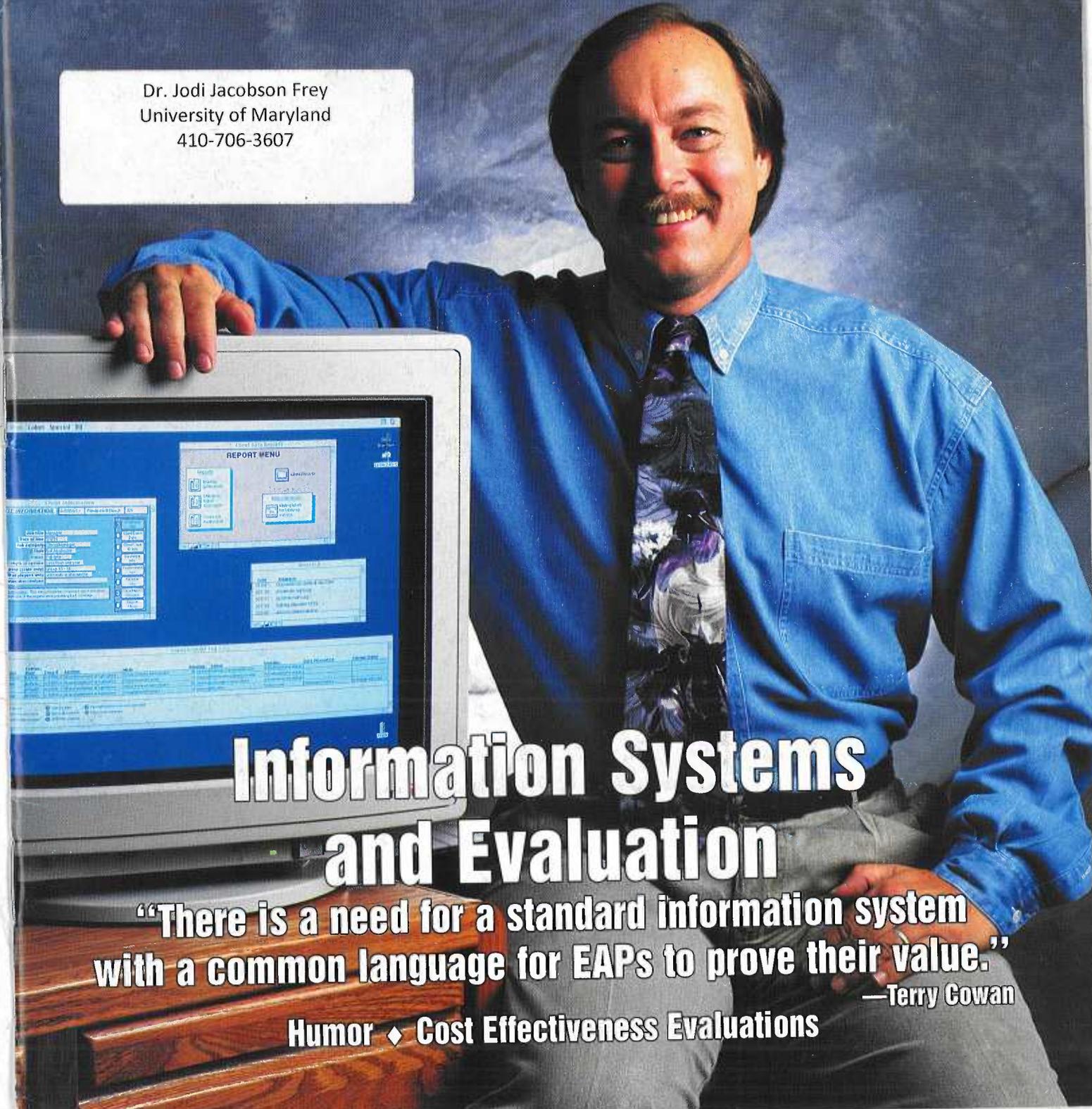
# Employee Assistance

SOLUTIONS TO THE PROBLEMS

SEPTEMBER 1992

VOL.5, NO.2

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



## Information Systems and Evaluation

**“There is a need for a standard information system with a common language for EAPs to prove their value.”**

—Terry Cowan

**Humor ♦ Cost Effectiveness Evaluations**

# The best strategy is often

Retreat

For over 150 years, the Brattleboro Retreat has offered employee assistance professionals unique treatment options for individuals with psychiatric and addictive diseases.

Just as no two people are exactly alike, no two cases are either. That's why the Brattleboro Retreat offers a unique treatment continuum that utilizes a full range of services, each of which can be tailored to the specific needs of an individual.

Our continuum of care includes inpatient hospitalization for psychiatric and addictive disorders, residential, partial hospitalization, intensive outpatient, intervention and traditional outpatient treatment.

We also have multiple treatment locations throughout New England so that the employees you assist can be conveniently cared for.

**Call us at 1-800-345-5550**

To learn more about our program options and how they can help the employees you serve, call us today.



**Brattleboro  
Retreat**

A nonprofit hospital and treatment center • Affiliate of Dartmouth Medical School  
75 Linden Street, P.O. Box 803, Brattleboro, Vermont 05302

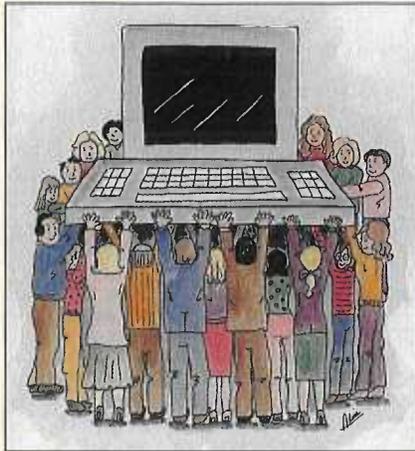
Circle 1 on card.

# Employee Assistance

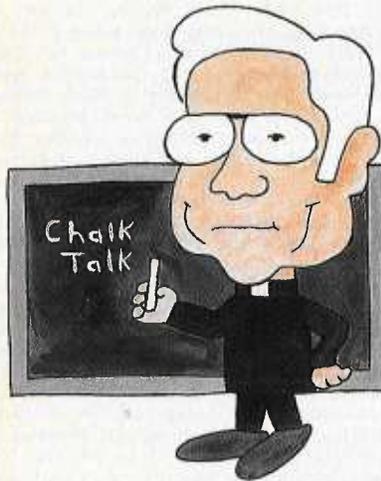
SOLUTIONS TO THE PROBLEMS

SEPT. 1992

VOL. 5, NO. 2



Page 9



Page 17



Page 20

## FEATURES

- Proving the Value of EAPs . . . . . 9**  
*Building a database of EA information may be a step toward more efficient and effective service. In an effort to prove effectiveness, a computerized information system is imperative.*  
**by Terry Cowan**
- Divine Comedy . . . . . 17**  
*In a style only Father Martin has, he drives home the point that laughter is the best medicine of all. As recovering people regain a sense of humor, they learn to look at the inconsistencies of life with a comical edge.*  
**by Father Joseph Martin**
- The Most Successful Wellness Programs are Comprehensive and Integrated . . . . . 20**  
*Building a successful wellness program requires a study of needs and creating a perfect fit between the program and the work and home lives of the employees the program serves.*  
**by John C Erfurt, Andrea Foote, Don R. Powell and Max A. Heirich**

## COLUMNS

- Insight ■ By Paul M. Roman, PhD . . . . . 6**
- Perspective ■ By Bradley K. Googins, PhD . . . . . 13**
- Periscope ■ By Steve Fedorko, PhD, and Mark McKinney, PhD . . . . . 29**

## DEPARTMENTS

- Commentary . . . . . 4**
- Meetings . . . . . 8**
- News . . . . . 15**
- Product Literature . . . . . 26**
- Classified . . . . . 31**
- Advertising Index . . . . . 34**

Cover photograph by John Langford Photography. Shot on location in Austin, Texas.

*Employee Assistance* (ISSN #10421963, USPS #003237), (registered trademark)—published monthly. Volume 5, Number 2. Subscription rate for *Employee Assistance* is \$77.00 for one year. For foreign subscriptions: Postage and handling per year—for Mexico—add \$13; for Canada—add \$20; all others—add \$30. Stevens Publishing Corporation, at 225 N. New Road, Waco, Texas 76710, phone (817) 776-9000. Second-class postage paid at Waco, Texas 76702 and additional mailing offices. **POSTMASTER: send address changes to *Employee Assistance*, P.O. Box 2573, Waco, Texas 76702.** Every effort is made to ensure accuracy; however, publisher assumes no responsibility for errors in circle numbers, Fast Facts processing, authors' opinions or sources stated (when not those of the publisher) and new product releases provided by manufacturers. All rights reserved.





## An EA Information System

Other corporate departments do it. EA professionals do it on some level anyway. Why not pool our data and strengthen our case for the efficacy of EA programs? I'm talking about a broad database for employee assistance professionals.

Confidentiality is key, but consider the possibilities: access to information on thousands and thousands of cases—demographics, statistics, data on referral, effectiveness, costs, outcome and others. When the chief financial officer asks, "What have you done to earn your salt this year?" we cannot only give him our data, but we can compare our numbers to several others throughout our industry or our geographical area.

I called Emily Twanno from Medstat the other day. Medstat compiles statistics on medical claims for 85 corporate clients including General Motors, Ford Motor, General Electric, McDonnell-Douglas and others. Twanno favors a database as well. It was Medstat, in conjunction with Richard Frank, PhD, and David Salkeuer, PhD, of Johns Hopkins, who studied substance abuse and mental health costs for inpatient and outpatient stays from 1986 to 1988 and again from 1988 to 1989. They compared those stays with the cost per employee for all other diagnoses. The hypothesis was that substance abuse and mental health inpatient and outpatient costs were skyrocketing far above those of other medical diagnoses the figures follow: from 1986 to 1989, cost per enrollee for all medical diagnoses rose 13 percent. Mental health costs rose 20 percent and substance abuse costs rose 32 percent. This includes inpatient and outpatient care. In 1988 and 1989 costs per enrollee for all medical diagnoses rose 15 percent. Mental health costs rose 6.6 percent and substance abuse costs rose 4.6 percent for inpatient and outpatient care. Further broken down, for inpatient care costs only in 1988-89: all diagnostic costs rose 5.5 percent, mental health rose 4.1 percent and substance abuse rose 2.6 percent. Draw your own conclusions.

Terry Cowan takes another look at information systems this month.

We are pleased to have an article on humor by Father Joseph Martin this month. For those of us who learned about alcoholism from his "Chalk Talks" we know of his sense of humor and its importance in doing our jobs. As C. W. Metcalf often says: "Humor prevents psychosclerosis—hardening of the attitude."

*EA* just returned from the EASNA conference in Ottawa, Ontario, in July. The EASNA Institute offers attendees a seminar format that is lengthier than most. That way the information is covered in some depth. Two-thirds of the 200 or so attendees were from Canada. Editorial advisory board member Wayne Corneil headed the program committee. *EA* also traveled to Toronto for the North American Congress. Around 400 were registered as of July 27th with around 50 percent Canadian attendees. This issue of *EA* will go with us to the EAPA conference in Atlanta this year, Oct. 30-Nov. 3. This is the largest EA conference and *EA* magazine will unveil its 1993 editorial calendar after our editorial advisory board breakfast. You will see some changes in editorial in 1993 to keep *EA* subscribers up to date on the latest in the fields of employee assistance, human resources, personnel, benefits and labor relations.

Please stop by to say hello at the shows we attend and let us know what *Employee Assistance* needs to be doing to stay on top of things. It's the dialogue that keeps *EA* the forum magazine in the field.

*Chip Drotos*

J. Chip Drotos, CEAP  
Associate Publisher

### EDITORIAL STAFF

**Publisher,** Russell Lindsay  
**Associate Publisher,** J. Chip Drotos  
**Editor,** Stephanie McIntosh  
**Managing Editor,** Carole McMichael  
**Editorial Assistant,** Jill A. Densman

### SENIOR EDITORS

**Paul M. Roman,** Center Director and Professor of Sociology, Institute for Behavioral Research, University of Georgia, Athens, Ga.; **Bradley K. Googins,** Associate Professor of Social Work, Boston University, Boston, Mass.; **Mark E. McKinney,** Clinical Director, Dr. John Hesley and Associates, Arlington, Texas; **Steve Fedorko,** Project Manager, Multi-Media Learning, Las Colinas, Texas; **James Francelc,** President, Jim Francelc and Associates, Norwalk, Conn.

### EDITORIAL ADVISERS

**Shells H. Akabas,** Professor and Director, Workplace Center, School of Social Work, Columbia University, New York, NY; **Sara Bilk,** CEO, Bilk Associates, New York, NY; **Brenda Blair,** Blair Associates, Bryan, Texas; **Terry C. Blum,** Associate Professor, College of Management, Georgia Tech, Atlanta, Ga.; **Tamara Cagney,** Executive Director, Health Matters, Pleasanton, Calif.; **Wayne Corneil,** Director of EEA Services, Health and Welfare Canada, Ottawa, Ontario; **Terrence R. Cowan,** Executive Director, Workers Assistance Program of Texas, Austin, Texas; **Dennis Derr,** Manager of EA Programs, Mobil, Princeton, NJ; **Lee Dogoloff,** President, Employee Health Programs, Bethesda, Md.; **John J. Dolan,** President of Marketing and Development, Managed Health Network, New York, NY; **Robert T. Dorris,** President, Robert T. Dorris and Associates, Agoura Hills, Calif.; **Alan Emery,** Management and Health Consultant, San Francisco, Calif.; **John C. Erfurt,** Co-director, ILIR Worker Health Program, University of Michigan, Ann Arbor, Mich.; **Jean Chasen Falzon,** Executive Director, National Council on Problem Gambling, New York, NY; **Barbara Feuer,** Director of EAP, Association of Flight Attendants, Washington, DC; **Muriel C. Gray,** Assistant Professor, University of Maryland, Baltimore, Md.; **John J. Hennessy,** Assistant Director of Marketing, Mediplex, New York, NY; **Samuel H. Klarreich,** Vice President, Mainstream Access Corporation, Toronto, Ontario, Canada; **Daniel Lanier,** Assistant Co-director, UAW-GM Human Resource Center, Auburn Hill, Mich.; **Keith McClellan,** Director, Corporate Health Services, Multi-Resource Centers, Southfield, Mich.; **Dale A. Masi,** Professor, University of Maryland School of Social Work; and President, MASI Research Consultants Inc., Washington, DC; **Richard E. Miller,** Associate Professor, Department of Human Services, George Mason University, Fairfax, Va.; **Sandra Nye,** Attorney-at-Law, Sandra Nye and Associates, Chicago; **Thomas J. Pasco,** Assistant Director, UAW-GM Human Resource Center, Detroit, Mich.; **William J. Perryman,** Consultant, ALCOA, Dunwoody, Ga.; **Carvel U. Taylor,** Taylor and Associates, Chicago, Ill.; **Madeleine L. Tramm,** President, Tramm Consulting Group, New York, NY; **Lee Wenzel,** Consultant, The Wenzel Group, Eden Prairie, Minn.

### PRODUCTION

**Production Director,** Greg Nystrom  
**Advertising Production Manager,** Cherie Reed  
**Art Director,** Mylynda Callahan  
**Art Production,** W. Michael Johnson, Jim Reeves  
**Typography,** Janis Dick, Brenda Dennis

### SALES

**Associate Publisher,** J. Chip Drotos, 6632 Telegraph Road, Suite 310, Bloomfield Hills, Mich. 48301; (313) 737-6890  
**Display Sales,** Debbie Dobecka  
**Classified Sales Manager,** Ruth Heard Warren  
**National List Manager,** Ron Hunn

### ADMINISTRATION

**President,** Craig S. Stevens  
**Executive Vice President,** Russell Lindsay  
**Vice President, Operations,** John Anzelmo  
**Corporate Editorial Director,** Mark Hartley  
**Circulation Director,** Dennis Bednarski  
**Circulation/Marketing Manager,** Robert Hughes

225 N. New Road, P.O. Box 2573, Waco, Texas 76702-2573  
(817) 776-9000 FAX: (817) 776-9018

---

## CREATING PARTNERSHIPS FOR RECOVERY

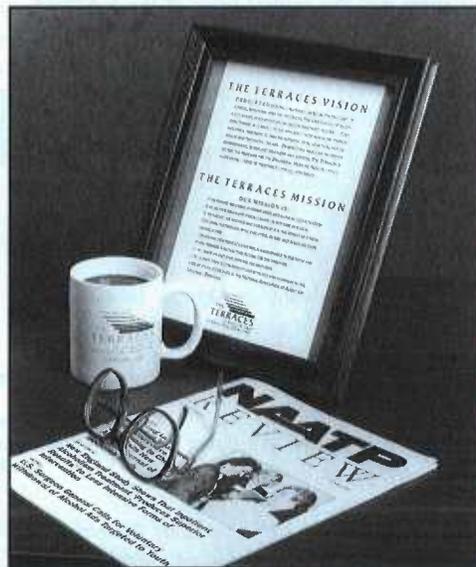
---

THE TERRACES is a treatment center for addiction medicine which provides services to chemically dependent individuals, some of whom present psychological, behavioral, psychiatric and medical problems. An established JCAHO-accredited facility, The Terraces prospectively manages the process to provide comprehensive, integrated treatment and services to adults and adolescent males.

By setting a standard for behavioral medicine, The Terraces has recognized the 1990s as the decade of the provider network. Ours, built around a clinically-driven

length of stay, utilizes the American Society of Addiction Medicine criteria for patient placement, continued stay and transfer to various treatment opportunities. Committed to the transfer of patients within this treatment network, The Terraces also incorporates package pricing and product development with appropriate PPOs, PPAs, HMOs and other healthcare reimbursement organizations.

For a copy of vision and mission statements, details about The Terraces' treatment programs and information about the benefits of becoming a partner for recovery, call 1-800-441-7345.



---

THE  
**TERRACES**  
A CENTER FOR  
ADDICTION MEDICINE

1170 South State Street • Ephrata, Pennsylvania 17522

*Accredited by the Joint Commission on Accreditation of Healthcare Organizations  
Licensed by the Commonwealth of Pennsylvania, Department of Health, Office of Drug and Alcohol Programs*

Circle 2 on card.