

Employee Assistance

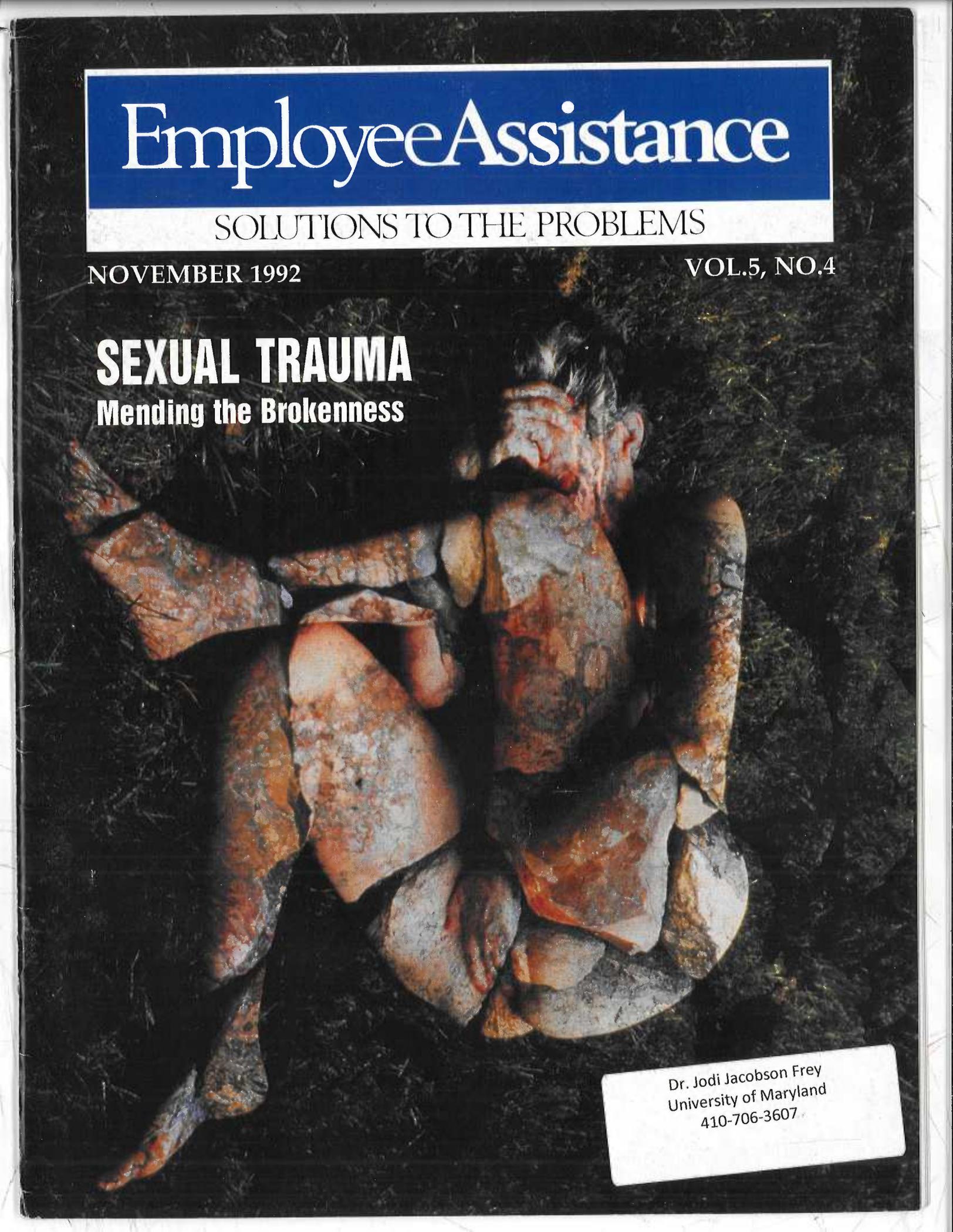
SOLUTIONS TO THE PROBLEMS

NOVEMBER 1992

VOL.5, NO.4

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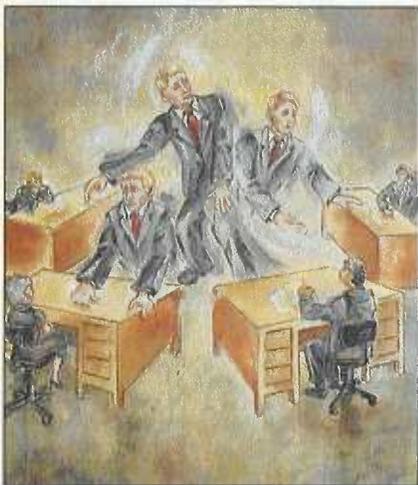
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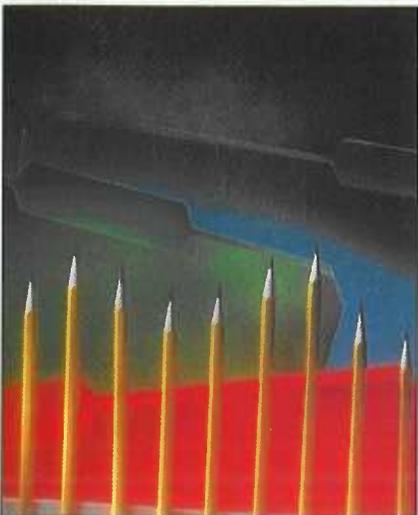
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Cover illustration by Ariel Orr Jordan in affiliation with Adult Survivors of Child Abuse treatment centers of Bellflower, Calif., an organization whose range of services includes an acclaimed art therapy program.

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Robust Marketing Can Lead Way Back

I keep material I want to write about in a Manila folder in my desk. This morning I opened a file and headlines dropped out: "Hospital Chairs Accused of Much Cheating on Insurance," "Fair Oaks Sister Hospital Targeted in Probe," "The Humana Flap Could Make All Hospitals Feel Sick," "HCA Hospital Plans to Sell 22 Facilities," and others. It's not bad enough that managed-care companies are decreasing admissions, but now the news media also have been reporting on psychiatric improprieties. In addition to that, Michael Ford, President of the National Association of Alcoholism Treatment Providers (NAATP), reported at the recent Behavioral Healthcare Conference that 300 to 400 treatment centers have closed their doors during the past three years.

Just what are the chemical dependency and mental health facilities doing to fight back? They are advertising. They are attending EA trade shows. They are marketing like never before. They are continuing to do quality, cost-effective treatment.

Now, what are the EAPs doing to stave off the onslaught of managed care, private insurers and utilization-review companies? Some EAPs are merging with insurance carriers or other providers; others are joining with managed-care companies and others are marketing, marketing, marketing.

What is your EA program doing to keep its name and services before your market niche? EA magazine wondered about that this month, so we asked marketers from the treatment side to share what they do successfully and to make suggestions on how treatment centers and EA programs could benefit. Ron Greenfield and Richard Burnett stepped in to tell us. We also asked EAPs what they were doing. Sewell Gelberd and Michael Garfield told us in their article.

EA also looks this month at codependency (CODEP) and adult children of alcoholics (ACOA). Among the nation's more than 250 self-help groups, these two issues are burgeoning. American Demographics (M92) pegs membership in self-help groups between 12 million and 15 million members. Ted Larrison and Seth Allcorn explain codependency in the workplace this month. Attendance at CODEP and ACOA meetings at work have offered a cost-effective adjunct to treatment when problems in these areas spill over onto the job.

We focus our clinical section this month on sexual abuse and addiction and its relation to chemical dependency. Mohan Nair wrote this article.

By the time you read this our 1993 editorial calendar will be out. Although meant to point the direction EA will take next year, it is not cast in stone. If you are seeing a trend in the field, please let us know so we can follow up on it. Clear trends are, frankly, difficult to identify this year. No single direction or focus has emerged. As always, however, we can assure you that we will provide increasing editorial emphasis on how to get the job done. Our advisers and readers have pointed out that they want more articles on doing the job well; more on how to assess, diagnose and refer; more on training and more on human behavior problems.

We will be taking this issue to the Southeastern Conference on Alcohol and Drug Abuse (SECAD). Please say hello and give us your thoughts on trends and editorial directions in the coming year.

Chip Drotos

J. Chip Drotos, CEAP
Associate Publisher

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