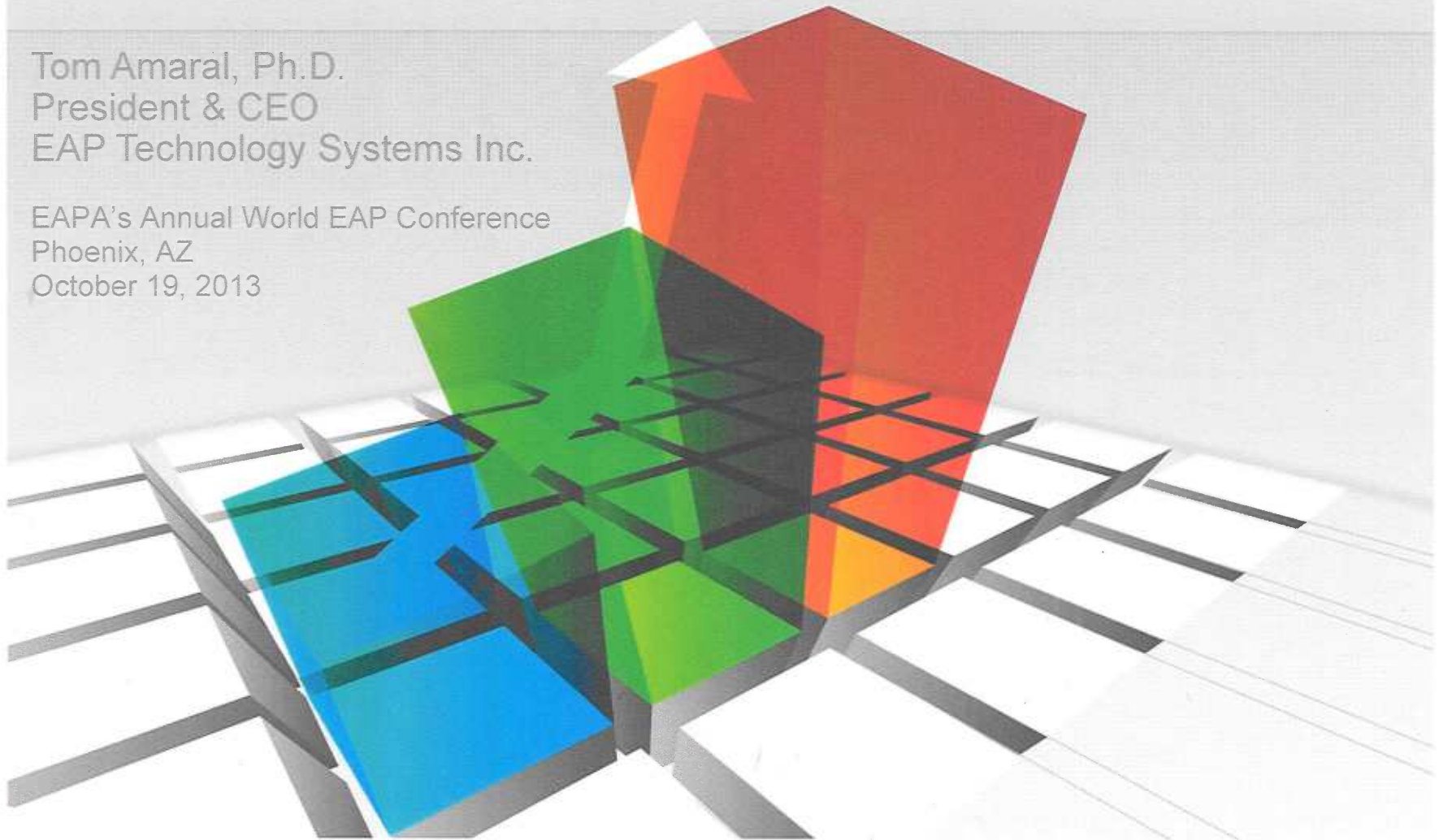


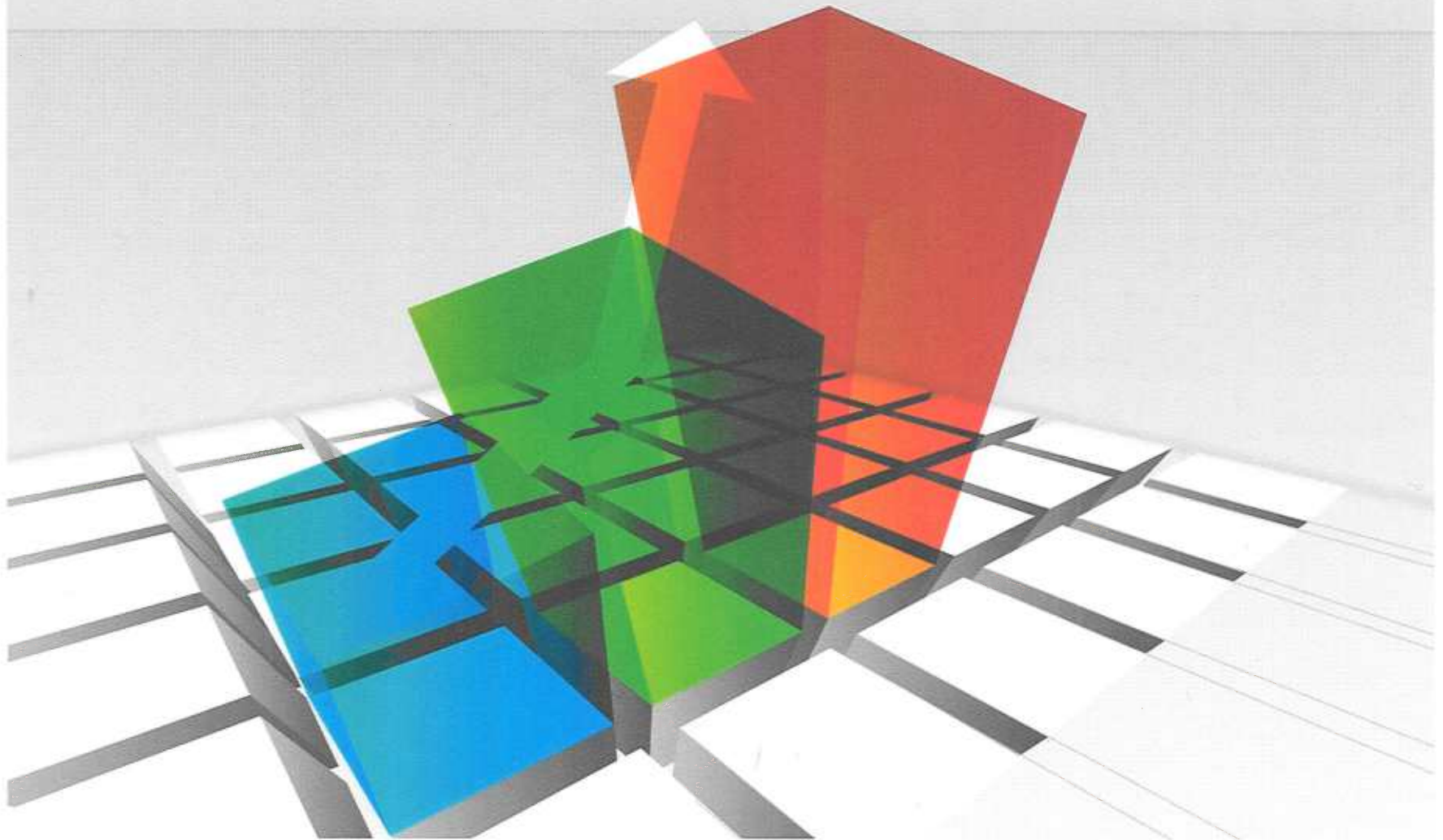
# Three Levels of Investment in EAPs and Their Resulting ROI

Tom Amaral, Ph.D.  
President & CEO  
EAP Technology Systems Inc.

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# How to Increase the EAP Investment?



# History of EAPs and ROI

## **The Key Question:**

Are EAPs a “cost” or an “investment”?

## **History of Confusing Terms:**

Cost-savings, cost-benefits, cost-offset and cost-effectiveness

## **Definition of ROI:**

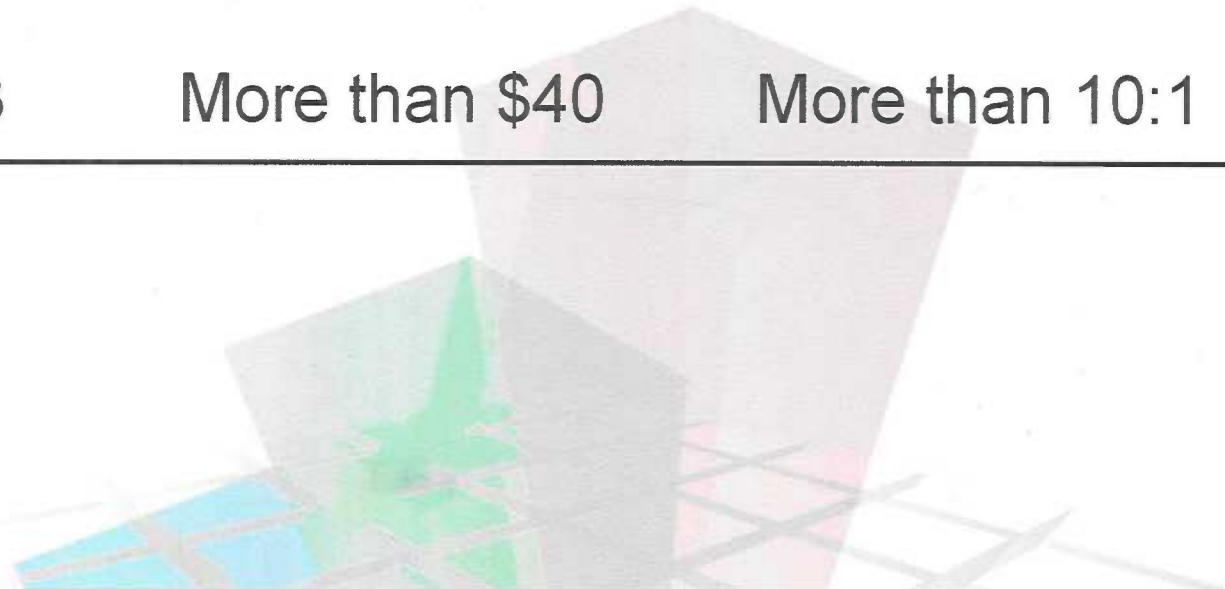
Return on Investment =  $\frac{\text{Gain from Investment}}{\text{Cost of Investment}}$

# Investment Level and ROI

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	Amount Invested	ROI
Level 1	\$18 to \$24	1.5:1 to 3:1
Level 2	\$25 to \$40	3:1 to 10:1
Level 3	More than \$40	More than 10:1

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## 3 Levels of Investment in EAPs



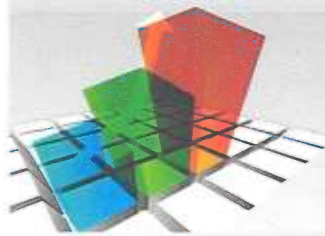
Level 1: EAP as a “benefit” program



Level 2: EAP as a “cost-savings” tool



Level 3: EAP as an “integrated health and productivity” strategy



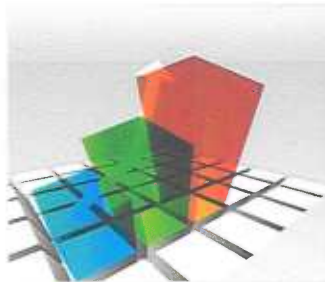
## Services Associated with Level 1

- Typically provide a short-term session model and services are often completed inside the program.
- Typically see cases with family, marital, relationship, legal or financial problems.
- Provide some organizational and non-case services.
- Work/life services are often bundled with the EAP.



## Services Associated with Level 2

- Provide ongoing management training and management consultation services.
- Often see cases with more serious problems, such as alcohol, drugs, depression, anxiety, and work issues.
- SBIRT commonly practiced.
- Client follow-up and monitoring common.
- Provide a range of non-case and organizational services.



## Services Associated with Level 3

- Focus on systematically engaging employees who have more serious personal problems and work issues.
- Casefinding through other workplace programs common.
- SBIRT consistently practiced.
- Partner and consult with other workplace programs on cases.
- A variety of systematic follow-up protocols in place.



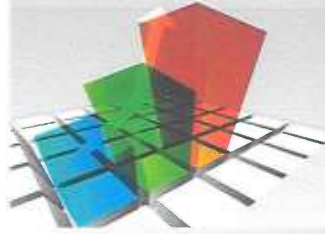
# Sample Metrics

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	Level 1	Level 2	Level 3
Utilization Rate (per 100)	1.0 - 4.0	2.0 - 8.0	3.0 - 6.0
Manager Referrals (%)	1% - 10%	10% - 30%	30% - 50%
Alcohol Cases (per 1000)	0.1 - 1.0	1.0 - 8.0	8.0 - 12.0
Depression Cases (per 1000)	2.0 - 5.0	5.0 - 12.0	12.0 - 15.0
Referrals Outside EAP (%)	10% - 30%	30% - 80%	80% - 95%

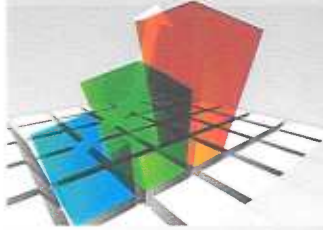
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## Level 1 Sources of Value

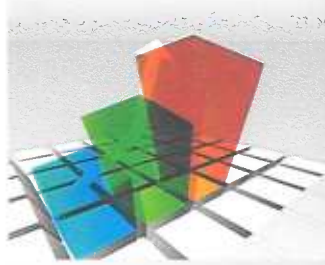
- Attracting better employees
- Increasing morale
- Reducing presenteeism
- Enhancing productivity
- Preventing future costs



## Level 2 Sources of Value

All of the sources of value from Level 1, plus:

- Decreasing absenteeism
- Increasing retention and reducing turnover costs
- Guiding appropriate use of mental health and substance abuse benefits
- Decreasing medical claims



## Level 3 Sources of Value

All of the sources of value from Levels 1 and 2, plus:

- Decreasing disability claims
- Reducing accidents and injuries
- Preventing workers compensation claims
- Additional direct and indirect benefits of partnering with other workplace health and productivity programs