

EAP ASSOCIATION

Exchange

The Magazine of the Employee Assistance Professionals Association

Providing EAP Services

A Menu Of Choices

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INSIDE: 1999 EAPA AWARDS/NOMINATIONS CRITERIA

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by Sandra Nye, JD, MSW
Published by the EAP Association

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About the Author

Sandra Nye received her JD from De Paul University College of Law in 1982 and her MSW from Loyola University School of Social Work in 1974. Ms. Nye is principal of the Chicago law firm of Nye and Associates, Ltd., concentrating in law related to human service delivery and family law. She is author of three editions of the *Employee Assistance Law Answer Book*, and of numerous articles and chapters on legal issues in human service delivery.



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Front Desk

This month's issue was coordinated by EAPA Exchange Advisory
Committee Chair John Maynard

Join the Team!

As the newly appointed chair of the EAPA Exchange Advisory Committee, I want to thank those EAPA members who have provided such able guidance and leadership to our magazine in the past. The *Exchange* carries valuable—often vital—information to our members, and it plays an important role in reminding us of our roots, while introducing us to new ideas and challenges.

The Advisory Committee sets the editorial tone and direction for the *Exchange*. I expect it to be a lively, hard-working, and rewarding committee. I invite those members who would like to be part of this group during the next two years, as well as those who have ideas for articles, issues to cover, etc., to contact me by e-mail at johnmaynard@midlife-mastery.com or by phone at 303-444-6300.

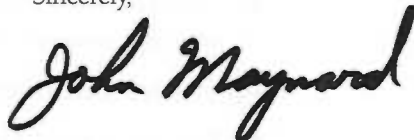
Now, a look at this issue. In the past several years, we have produced much information on the ways that EAPs are serving their clients. In this issue, we take a look at current methods of delivering EAP services. Internal, external, combined internal/external, peer-based — each was selected to meet the specific needs of the work force and the work organization.

Turn to page 8 for “Providing EAP Services: A Menu of Choices” and read a series of articles from EAPA members who describe why and how their organizations have chosen specific EAP delivery systems. Also in this issue are the results of a survey performed by our own Internal EAP Managers Committee.

The second part of an excerpt from *The Employee Assistance Handbook*, edited by EAPA member James M. Oher, starts on page 20. The article was written by Drs. Jeffrey Kahn and Seth Aidinoff and gives a comprehensive outline of mental health issues to consider when assessing a client.

Thank you to EAPA member Ken Collins for his new column, “Constructive Confrontation,” which will examine how new EAP design and service ideas fit or conflict with the field's long-established principles and practices, such as the EAP core technology. We welcome your feedback on this new column or any other article or feature of the *Exchange*.

Sincerely,



John Maynard, Ph.D., CEAP
Chair, EAPA Exchange Advisory Committee

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President's Page

What They Don't Know Can Hurt Us

by Gregory P. DeLapp, CEAP



GREGORY DELAPP, CEAP
EAPA President

In the life history of any given business entity or group, there are projects undertaken with real enthusiasm, and which hold great promise for understanding, direction, and accomplishment. We all have shelves full of such completed project reports. EAPA is no different.

One such EAPA project and completed report is known as the "LaScola Study," which EAPA funded to explore how EAPs are understood and viewed from the perspective of key labor and management decision makers. These are the decision makers who have authority over employee assistance programs, not those who work directly in the EAP. It is, in its most basic form, a survey of the customer and/or purchaser of the EAP service.

While we gave tremendous thanks to the EAPA members who dedicated their time and effort to complete this undertaking, and to WellPoint Health Networks and WellPoint Behavioral Health for their financial support of this project, whatever came of all this effort and financial backing? A dusty cover on a lonely shelf?

The other day, I dusted off the cover and re-read the LaScola Study (it was a slow day at work). By the close of page one, I had recalled that the study provided considerable insight regarding the factors considered when establishing an EAP, the perception of EAP contributions to business objectives, future directions for EAPs from the decision maker's perspective, thoughts on managing/evaluating EAPs, and the general perception of EA professionals and EAPA as an information resource organization. The LaScola Study is so full of information that it makes for compelling reading. How could *this* report get dusty?

The previous fate of the LaScola Study is symptomatic of approaches we have taken over the years at EAPA: not using the valuable information we already have in our possession, and not dealing with the reality of our marketplace. Let me explain.

If we're not understood on the workplace level, then we're not understood as a profession. Again, not good.

The LaScola Study confirmed that EAPs are entrenched in the American workplace (the study did not venture into issues of an international scope), and that both labor and management view EAPs as practical and appreciated. The responding decision makers also confirmed that they do not pay very close attention to their EAP, nor do they have a real deep understanding of it. That's a problem in my book. By extension, the survey respondents viewed EAPA as an unknown entity.

The LaScola Study gives EAPA an impetus for developing our marketing strategy. Our first challenge will be to address the fact that EAPs are highly thought of but not understood. Lack of understanding could prove to be fatal to an EAP, as some of members will attest. The study also noted that EAPs are considered inexpensive. This is good. The term "inexpensive" is rel-

ative, however, to the current business conditions (and expenses) of the survey respondents. This is not good.

If the decision makers and purchasers of employee assistance services don't understand EAPs, there is a risk that these same people won't understand the inherent problems when an EAP service is configured to be overtly clinical, primarily work-life oriented, or any number of hybrids. If we're not understood on the workplace level, then we're not understood as a profession. Again, not good.

The response to these dilemmas, as historic EAPA activity would indicate, is to talk about how awful this is, to blame each other for allowing the dilemma to develop, and to attack our own members who look, sound, or are representative of the EAP hybrids in question. Why do we do this to

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