



**EAP IS NOT A  
FOUR-LETTER  
WORD**

June 30, 2020

# TODAY'S PRESENTERS



Sean Fogarty



President and CEO, CuraLinc  
Healthcare



Denise Heybrock, LCPC



Assistant Vice President, Health  
Transformation Team, Aon



David Pawlowski, LCPC, CEAP



Vice President, Administration,  
CuraLinc Healthcare

# POLL

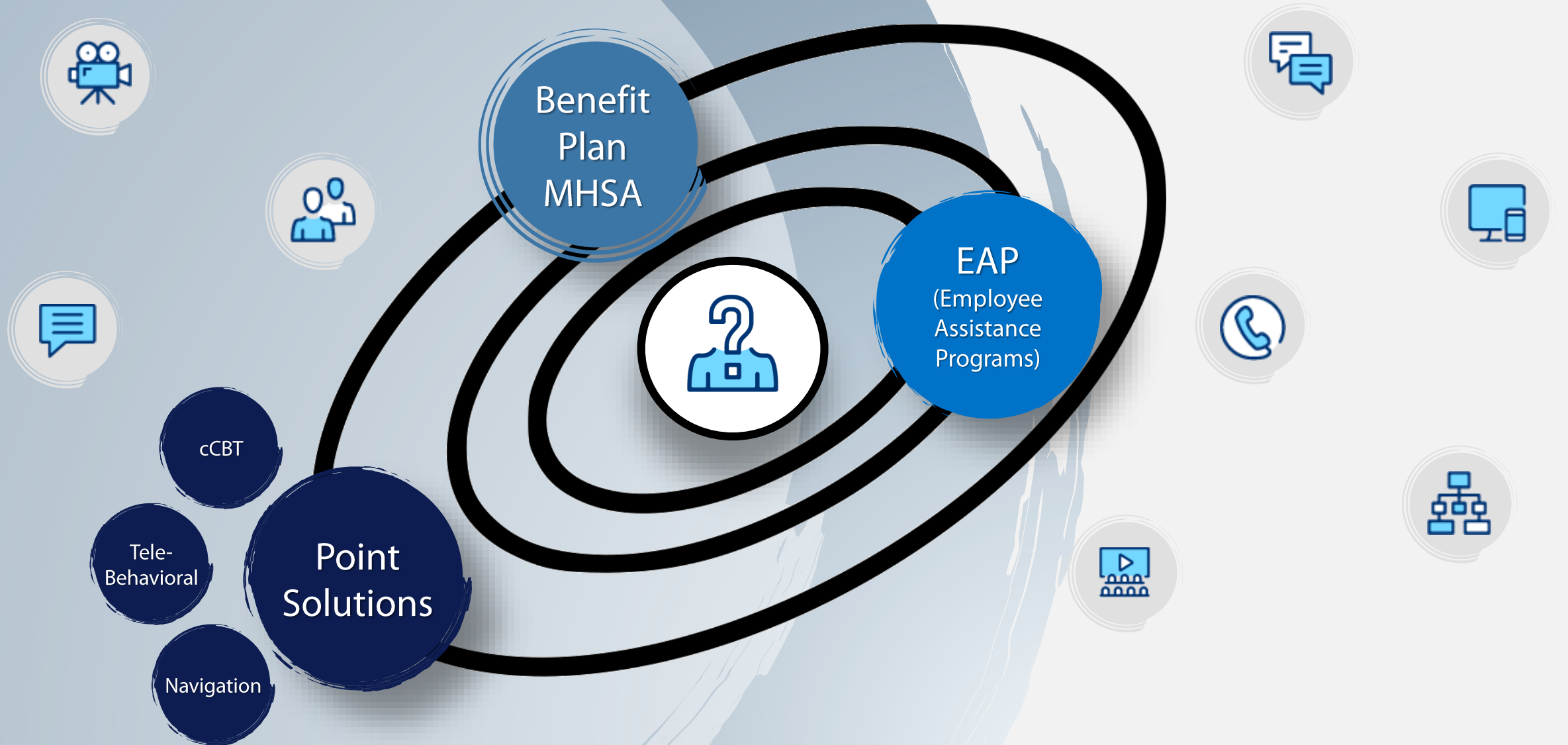
- Introduction
- Mental Health Universe
- EAP 101
- EAP Advantages
  - Engagement
  - Access and Choice
  - Clinical Care Delivery
- Outcomes, Impact and ROI
- Innovation
- Wrap-Up and Q&A



# TODAY'S AGENDA

EAP is Not a Four-Letter Word

# MENTAL HEALTH UNIVERSE



# EAP 101

## Key EAP Features

### Resources for Employees

- In-the-Moment Support
- Mental Health Counseling
- Work-Life Benefits
- Technology Suite

### Resources for Employers

- Crisis Response Services
- Training and Organizational Development
- Management and Policy Consultation

## EAP Delivery Options

- Specialty or Stand-Alone
- Embedded (LI, LTD, PEO, etc.)



# EAP ADVANTAGES

Engagement, Access and Care Delivery



# ENGAGEMENT

## Three Pronged Approach



Communication



Integration



Technology

Role of the Provider

Role of the Employer

Best Practice Recommendations

## CASE STUDY

### Communication

Tailored Mental Health and Wellbeing Campaign  
Customized Promotional Toolkit Sent to All Locations  
Alignment of Content with Annual Wellbeing Calendar

### Integration

Partnership with Client's Musculoskeletal (MSK) Initiative  
Referral to EAP Incorporated into Workplace Violence Processes  
Integration with Leave of Absence to Support a Healthier RTW  
Program Overview for the Benadmin Call Center Team

### Technology

Strong Presence and SSO on Benefit Portal and Intranet  
Electronic Blasts to Employees with Interactive Links to Access Care  
SSO and Flyers on Other Providers' Platforms  
Impactful Mobile App Download Campaign





# ACCESS

# CARE DELIVERY

Around-the-  
Clock  
Immediate  
Clinical  
Support

Choice of Care  
Delivery  
Modalities

Clinical  
Assessment  
from Licensed  
Mental Health  
Counselor

Personalized  
and Optimized  
Treatment Plan

Advocacy and  
Guidance

Post-Case  
Clinical Follow-  
Up

## CASE STUDY

John  
35 Years Old  
Depression

Never Sought Treatment Before  
Accessed EAP via Text Therapy  
Transitioned to In-Person Counseling  
Issue Resolved  
Post-Treatment Invitation to cCBT

# CARE DELIVERY BEFORE AND 'AFTER' COVID

	1/1-3/10	3/11-5/30	6/1-6/15
<b>Face-to-Face Counseling</b>	79%	7%	22%
<b>Video Counseling</b>	2%	56%	42%
<b>Text Therapy</b>	4%	12%	9%
<b>Telephonic In-the-Moment Support</b>	11%	21%	23%
<b>Assessment and Referral to MHSA</b>	4%	4%	4%

CDC Categorized COVID-19 as a Pandemic on 3/11

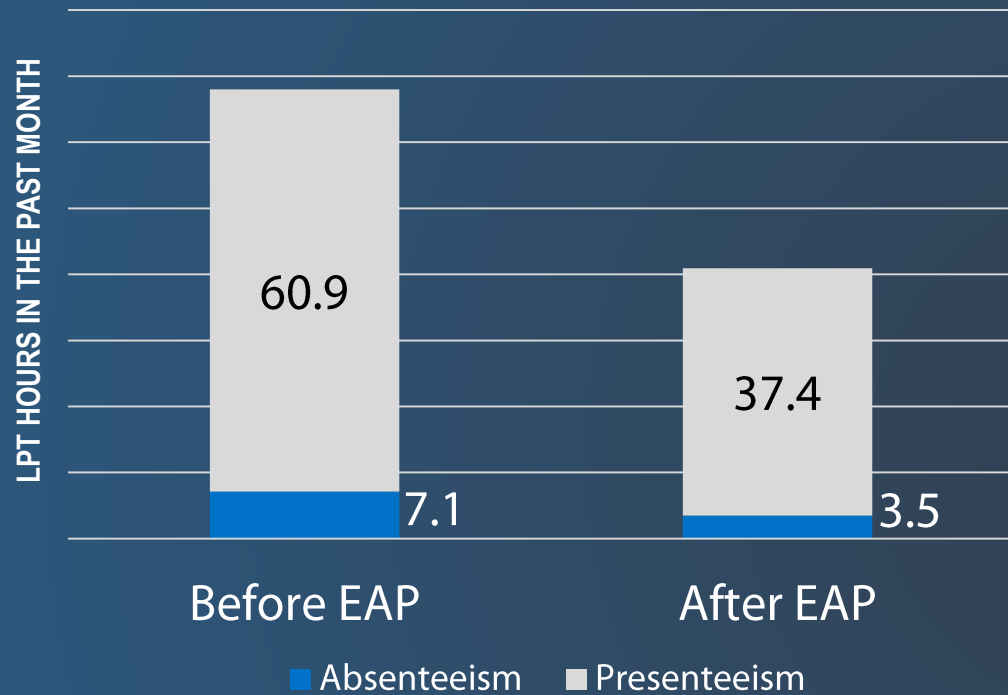
Telephonic ITM Cases Were Offered (and Declined) Ongoing Treatment

Digital Behavioral Health (cCBT) Utilization Increased 3x After 3/11 [Not Included in Case Breakdown]

# OUTCOMES, IMPACT AND ROI



# LOST PRODUCTIVITY TIME (LPT)



Aggregate Data from 15 EAP Providers

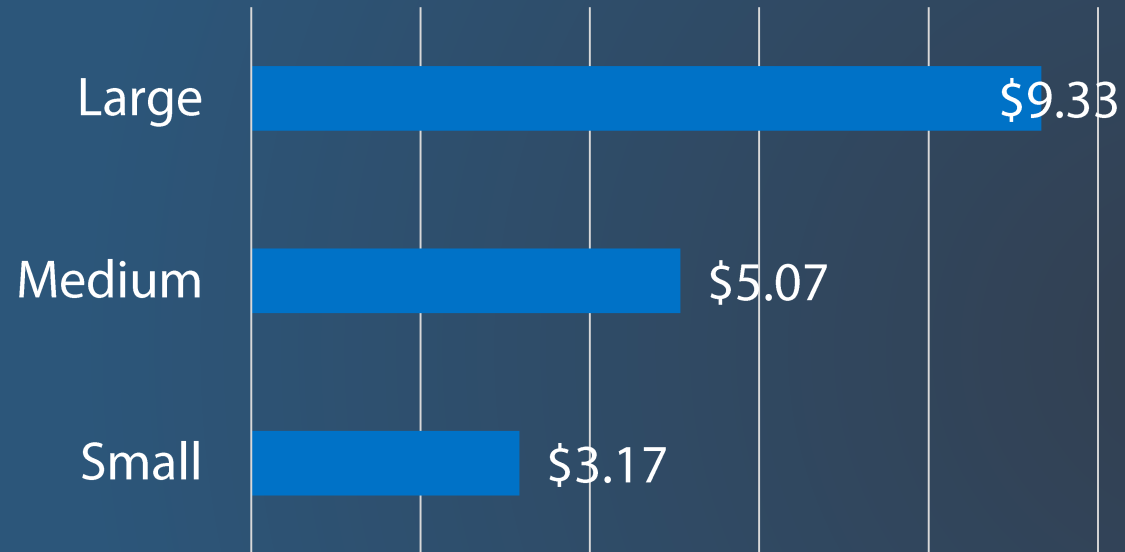
Average 'Healthy' Employee Has 25.6 LPT Hours per Month

## EAP IMPACT ON PRODUCTIVITY

'EAP Counseling is Good for Business'  
Mark Attridge, PhD, MA (2020)

# ESTIMATED WORK OUTCOME ROI

By Size of Employer



Average Break-Even Utilization Rate is Around 1%

Calculator Tool that Includes Both Work and Health Outcomes at [EAPROI.com](http://EAPROI.com) (Attridge, 2019)

## EAP IMPACT ON COSTS

'EAP Counseling is Good for Business'  
Mark Attridge, PhD, MA (2020)

# EAP INNOVATION



# INNOVATION LANDSCAPE

## Objectives

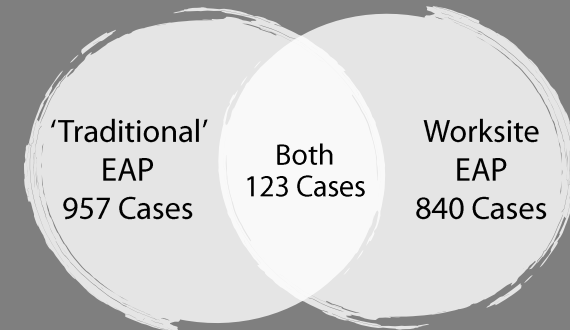


## Categories

- Technology
- Navigation
- Worksite
- Specialization

## CASE STUDY

Technology  
4,400 Employees  
Young Population  
Robust System of Health Care Benefits



In the first four years after extending the EAP to the worksite, 1,674 employees accessed clinical services through the program. From among the 840 employees who participated in counseling at the worksite, 91% had not used the EAP before.

# TEXTCOACH™ (TEXT THERAPY)

Extends the Impact Radius of the EAP

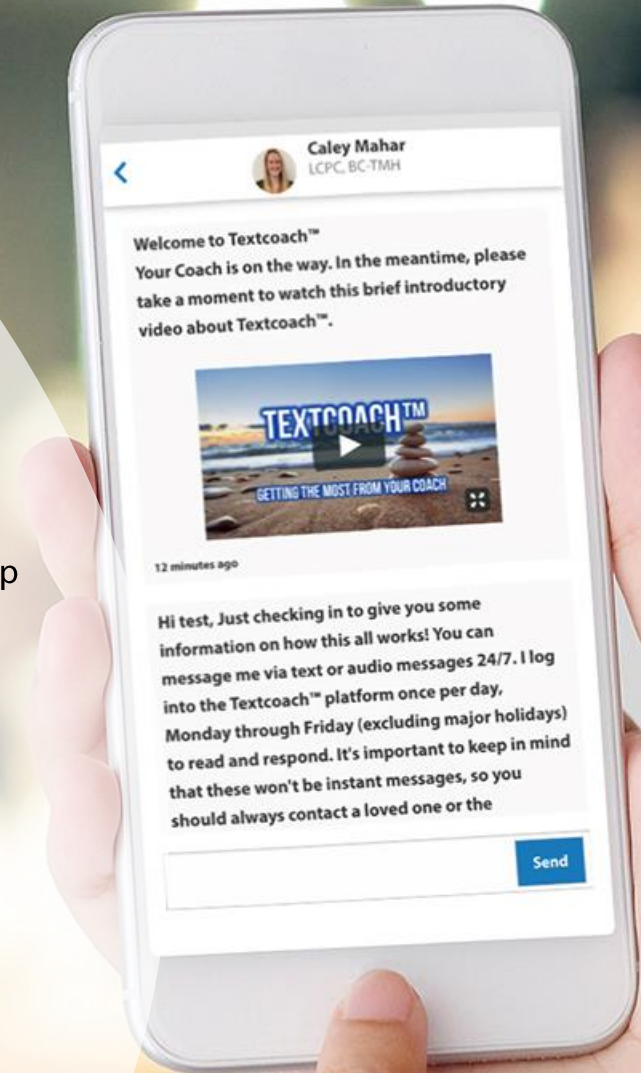
Access

- Available via Desktop or Mobile
- Fully-Integrated within CuraLinc's Clinical Model

User Experience

- Create Profile and Choose Presenting Issue or Focus Area
  - Anxiety, Burnout, Coping, Depression, Drug/Alcohol Concerns, Mindfulness, Relationship Issues, Resilience, Social Isolation, Stress, Trauma
- Match with a 'Coach' (a Licensed Mental Health Counselor) Based on Presenting Issue or Focus Area
- Begin Texting Immediately → No Appointments, No Wait Times
  - Asynchronous Text (+) Voicenotes, Tip Sheets, Videos and Resources
  - Coaches Engage with Users (at a Minimum) Daily
  - Effective, Convenient and Stigma-Free

Included at No Cost within Every CuraLinc EAP Model; Also Available as a Stand-Alone Product



# MENTAL HEALTH NAVIGATOR

LEVERAGE SCIENCE AND DATA TO GUIDE EMPLOYEES TO PERSONALIZED MENTAL HEALTH SUPPORT

## Business Case

- 43% of Adults with a Mental Health Disorder Do Not Seek Treatment (NAMI)
- Inbound-Only Programs Will Always Have a Utilization Ceiling
- Many of Today's Digital Solutions Do Not Offer an Evidence-Based Diagnostic

## Assessment

- 18 Questions → 3-4 Minutes to Complete
- Diagnostic Includes the DASS (Depression Anxiety Stress Scales), WOS (Workplace Outcomes Survey) and AUDIT (Alcohol Use Disorders ID Test)
- Designed to Mirror Elements of CuraLinc's Telephonic/Video Clinical Diagnostic

## Algorithm Stratifies Participants into Risk Corridors

## Personalized Navigation to Care

- Individual Report with Interpretation and Recommendations
- Link to Schedule Appointments with Licensed Mental Health Counselors or Utilize Digital Care Modalities

## Engagement

EAPs don't take a 'one size fits all' approach to engaging employees.

## Access

EAPs allow employees to choose from a variety of meaningful access modalities.

## Care Delivery

EAPs deliver advocacy-based mental health support.

## Outcomes

EAPs have a measurable impact on health, wellbeing and productivity.

## Innovation

EAPs develop features that extend the footprint of mental health support.



# SUMMARY

EAP is Not a Four-Letter Word

# THANK YOU



Sean Fogarty  
CuraLinc Healthcare  
sfogarty@curalinc.com



Denise Heybrock  
Aon  
denise.heybrock@aon.com



David Pawlowski  
CuraLinc Healthcare  
dpawlowski@curalinc.com



 [curalinc.com](http://curalinc.com)

 [curalinc.com/fourletterword](http://curalinc.com/fourletterword)

 [info@curalinc.com](mailto:info@curalinc.com)

   [@curalinc](https://www.instagram.com/curalinc)

 [curalinc.in](http://curalinc.in)

 [curalinc.tv](http://curalinc.tv)

 [curalinc.blog](http://curalinc.blog)