Rebranding Your EAP

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About Your Presenter

• Director of a Behavioral Health Center
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• What I’ve Learned
  – How employees think and feel about everything determines everything!
Today’s Session

- The Problem You’re Facing
- How Your EAP is Currently Branded
- A Picture of your Employees
- What makes a Successful EAP Brand
- Rebranding your EAP
- Branding that Works
The Problem You’re Facing

- Low Utilization
- Brand Confusion
  - Thinking about EAP differently than what it is
- “Brand-less-ness”
  - Not thinking about it at all
What is a Brand?

- An idea, an image
- What remains after all the things it does have been done
- Why something matters
- Emotions
The Problem You’re Facing

**Goal:**
- Increase Utilization

**Solution:**
- Make the EAP more relevant
- Overcome the obstacles to using the EAP
Your Current EAP Brand
In the minds of your Employees:

• No Awareness
• Legal and Financial Assistance
• Counseling for Mental Illness and Substance Abuse
• Punitive Tool of the Organization/HR
• Something to Avoid
  (Stigma, Embarrassment, Privacy Concerns)
• Training?
Your Current EAP Brand

In the minds of your Employees:

- EAP. Huh?
- Counseling Scary!
- Legal/Financial
- Punishment
- Training
A Picture of Your Employees

Annually:
• Would be diagnosed with a mental illness 18%
• Work is currently, negatively affected by stress 45%
• Work is affected by physical and/or mental health demands of either themselves or family 75%
• Employees that report that personal relationships, finances, work-life, kids, school, etc. affect work quality and productivity 90%
• Percent of population in “Optimal mental health” (no functional impairment) 17%
A Picture of Your Employees

The Mental Health Spectrum

• Like it or not, EAP is about Mental Health
• Trying to *disguise* the Brand won’t help
• The problem with EAP Branding:
  – Confusing
  – Inconsistent
Your Current EAP Brand

In the minds of your Employees:

- EAP. Huh?
- Counseling Scary!
- Legal/Financial
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A Picture of Your Employees

**Stress**

- 3 out of 4 people (77%) regularly experience physical symptoms caused by stress
- 1 out of 2 people (48%) reported lying awake at night due to stress (Lack of sleep is also at epidemic levels in the U.S.)
- 1 out of 3 people (33%) feel they are living with extreme stress
A Picture of Your Employees

Stress

- According to the American Psychological Association
  - 76% Money issues
  - 74% Work-related issues
  - 69% Social/Societal issues
  - 60% Family Issues
  - 59% Partner Relationships
  - 55% Worry over physical health
  - 38% Personal safety

- When stress occurs, only 29% say they are doing a good job at managing or reducing it.
A Picture of Your Employees

Stress

- Lost productivity
- Increase in error rates
- Increased number of accidents
- Greater Interpersonal Conflict in the Workplace
- More absenteeism
- Increased physical illness and use of health benefits
- Key driver behind presenteeism
A Picture of Your Employees

The Mental Health Spectrum

- **Flourishing**
- **Moderate Mental Health**
- **Languishing**
- **Mental Disorder**

Portion of Population

Level of Functioning
A Successful EAP Brand

Recognizes

- Employee improvement—Thought-based behaviors—is the goal of an EAP
- Different segments of your employee population can benefit from your EAP in different ways
- Branding must align to those needs and benefits
- The Mental Health Spectrum can be a guide to maximizing your brand
A Successful EAP Brand

Flourishing (High Resilience) Employees

- Looking to acquire new skills—Personal and business
- Interested in improving physical health
- Changing spiritual attitudes and beliefs
- Look to improve diet
- Changing lifestyles
- Interested in volunteering
A Successful EAP Brand

Flourishing (High Resilience) Employees

EAP Positioning:
• Personal Coaching
• Health, Wellness and Alternate Medicine Programs
• Work and Personal Effectiveness Topics
A Successful EAP Brand

Moderate Mental Health: Distracted Employees

“Regular life stressors that could be managed better”

• Affected by financial stressors
• Experiencing trouble communicating
• Family problems
• Relationship problems
• Physical health issues
• Struggling to maintain positive interpersonal contacts
• Over use of personal devises
• Increasing “presenteeism”
A Successful EAP Brand

Moderate Mental Health: Distracted Employees

EAP Positioning:

- Advocacy
- Access to community resources
- "Mindfulness" and Stress Reduction Techniques
- Communication strategies
- Mental health assessments
- Weight Loss Programs/Smoking cessation
- Help caring for aging parents
A Successful EAP Brand

Languishing Employees
Demonstrating Functional Impairment

- Changes in “usual” behavioral patterns
- Extreme Stress
- Depressed mood
- Overly emotional, outbursts, oppositional behaviors
- Self-medicating (drinking/drugs)
- Increasing absenteeism
- Serious mistakes, errors
A Successful EAP Brand

Languishing Employees

EAP Positioning:

• In-person counseling
• Tele-therapy
• Online mental health screenings
• Remove the pain and get back to a better place
A Successful EAP Brand

Employees with Mental Disorders

Uncontrolled behaviors

• Crisis intervention/De-escalation
• Referrals to Treatment programs/Facilities
New EAP Brand

Personal Coaching, Health & Wellness
- Change lifestyle habits
- Start a new exercise program
- Seeking spiritual direction
- Pursue a new hobby or interest
- Go back to school
- Get out of a “rut”
- Learn new business skills

Support Counseling, Resource Navigation
- High work stress
- Problems with relationships
- Weight loss or diet
- Needing help with community resources
- Support caring for aging parents
- Managing physical illness

Therapeutic Counseling
- Extreme stress
- Depressed mood
- Overly angry / outbursts
- Excessive drinking or drug use
- Prolonged grief
- De-socializing / Withdrawal
- Missing work

Referrals for Treatment
- Crisis / suicidal thoughts
- Depressive disorder
- Substance addictions
- Inability to work without help
- Panic and severe anxiety
- Inability to control behavior
- PTSD
Define your product

Not in terms of “Counseling” but rather . . .

• Mind Health (Would you like to get angry less?)
• Stress reduction (Could you feel happier than you do?)
• Communication improvements
  (Argue less with spouse, kids, workers)
• Better sleep, more energy
• Greater happiness (Look forward to the day)
• Mindfulness (Want to learn new ways to enjoy your life right now?)
Rebranding Your EAP

Know your audience

• Where are they on the mental health spectrum?
• What changes are desired?
• What’s important to them?
• What are their personal motivations?
• How does your EAP relate to those individuals?
• What are their fears
  – Stigma
Rebranding Your EAP

- **Develop Targeted Messages**
- What kinds of issues are they facing at work and at home
- Leverage other vehicles that support the message
  - Wellness Programs
  - Work-life balance Initiatives
  - Personal and professional development
- Gear messages to outcomes rather than services
Rebranding Your EAP

Use every channel possible to reach that audience

• Are they reading paper? If not, don’t waste the paper
• Email
• Intranets
• Mobile devises
• Video! A require video! A required video with a test!
• Ask your EAP to talk about the problems they solve, not the list of services they offer
• Get a captive audience
  – What doesn’t work: Benefits Fairs
Employee walking trajectory at Benefits Fair

- Retirement Savings
- EAP
- Health Insurance
Rebranding Your EAP

Message consistency, frequently and holistically

• Make employee “Mental Health” a focus of the organization
• Incorporate your EAP into all healthy lifestyle initiatives
  – Body-Spirit-Mind
• The most effective EAPs come from the efforts of the HR and management team, not the EAP itself
• Your organizational leadership should be carrying the banner for positive mental health—Not just you! (HR)
Rebranding Your EAP

Provide access how and when needed

• Live services
• On-site services
• Tele-therapy and phone-based support
  – Scheduled
  – As needed 24/7
• Web tools:
  – Is EAP web-branding consistent with your EAP Branding?
    If not, build your own!
  – Mobile access and EAP mobile apps
Branding That Works

What I say about my EAP

• I feel better because I’ve learned how to improve myself – Mind – Body – Spirit
• I can solve problems better because I learned how to communicate better
• I understand how I think and how to communicate more effectively
• I have less stress because I’ve learned how to manage stress and enjoy the moment I’m in (Mindfulness)
Concepts

• Clearer mind
• Greater happiness
• Positive change
• More energy
• Peace
Branding That Works

“If I could, what would I change about how I think about things,
how I feel about things,
and how I act and respond
to what’s happening in my life?”

When your employees consider your EAP
as the vehicle to attain those changes—You did it!
Questions and Discussion