

# Not All EAPs are Created Equal

## Fixing Some Misconceptions



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### **Misconception: Most EAPs are Essentially the Same—Little Difference Other Than Cost**

Like most benefits professionals, you may have concluded that most EAPs offer the same benefits with little differentiation other than cost. After all, how much difference can there be between one EAP and another?

The answer is.....A LOT!

### **ESI Delivers Big EAP Differences**

Those differences fall into two categories — first, the actual *amount* of services and benefits provided; and second, *how* the services are delivered.

### **More Benefits**

Virtually all other EAPs have been offering the same benefits for decades. However, at ESI, we recognized that the key to creating the optimal EAP is to offer far more than just basic counseling and work/life services. We create solutions not for just some of the issues that employees face, but solutions for every issue your employees and managers are dealing with.

### **Increase Benefits—Increase Utilization—Serve More**

For the past fifteen years, we have continually added new and improved benefits. The result is that we now offer twice the number of benefits, and we deliver more than three times the utilization of traditional EAPs.

### **A Better Counseling Model**

The second consideration is how the service is delivered. Take for example how we at ESI deliver counseling services to employees and family members. One myth we often hear is that counseling is pretty much the same from one EAP to the next.

Nothing could be further from the truth.

When an employee calls for help resolving an important personal problem, at most EAPs the call is answered by a telephone operator.

At ESI, we think that's wrong. The employee needs help in that moment and if that moment is lost, then the EAP isn't doing their job.

That's why every call to ESI is answered by Masters or PhD level counselors with years of training. Sure, having operators instead of counselors saves money. But if you go to an emergency room with a medical problem, you don't want to be treated by a clerk. You want a trained clinician - a doctor or nurse - to diagnose and treat you.

When an employee calls ESI, the Masters or PhD level counselor is there to immediately help the employee resolve their problem. The counselor acts much like your primary care physician does, providing care and counseling and making any needed referrals to specialists.

Following that first intake call, the counselor then takes on the role of case manager and manages the employee's care until all the issues are resolved.

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## **Counseling and Coaching**

There are two key areas that require special coaching expertise to create the best outcome for those who require help with personal finance or need to improve their health and wellness.

The **Certified Financial Coaching** benefit is designed to help Members address debt, budgeting and basic money issues. Employees and dependents call and schedule with one of our counselors who are not only Masters or PhD counselors, but also have the additional credential as a Certified Financial Coach. Extensive training in both areas means that they are experienced in change management and able to address the stress, family problems and mental/emotional issues that often accompany financial problems.

ESI also offers the **Certified Wellness Coaching** benefit. Employees can call and connect for one-on-one coaching from one of our team of wellness coaches and clinicians. Each coach is not only a clinical counselor but is also a Certified Wellness Coach. Each coach is fully experienced in identifying the appropriate wellness objectives and providing the behavior change support needed to assist the Member in making the necessary changes.

## **The Result**

The ESI Clinical Model assures that every Member who calls receives appropriate care from the moment they contact our Counselor.

Ultimately it means that employees and their family members get better care, and it results in better outcomes. *Over 98% of those who call ESI for employee assistance, report they are satisfied with the help they received.*

No other EAP delivers this high satisfaction level. No other EAP achieves these results.

**ESI. More than Double the Benefits.**

**More than Three Times the Utilization.**

**And over 98% Employee Satisfaction.**