Taking your EAP into the 21st Century

4 Key Features to Support Today’s Employees

Traditional Employee Assistance Programs (EAPs) provide numerous, valuable benefits to employees in times of need, but often see low engagement and utilization rates as low as 3–5%. This may be because today’s employees are looking for something more — a new set of tools that are accessible, easy-to-use, and relevant for their needs.

If employees are to experience the right support that helps them lead happier, healthier lives, it’s important to meet them where they are with a modern approach to EAP offerings. So, how can employers identify an EAP that satisfies the expectations of employees today?

1. Immediate Access To Care

Access to care where and when needed is what matters today to employees around the globe. Given that the average wait time for therapy in the U.S. is six weeks, immediate access to mental healthcare can be a stand-out benefit that’s hugely appealing. At Headspace, we offer access to a variety of care instantaneously:

- Access to in-app, self-guided, self-care content
- Chat with a licensed behavioral health coach in under two minutes, on average
- Phone support from a licensed counselor, 24/7
- First video visit with a therapist or psychiatrist offered within 3.1 days, on average

By providing a multi-modal, convenient entry point to care, members face fewer barriers and can choose the modality that makes them feel the most comfortable when accessing the right support. What’s more, providers can work together and connect members to other resources, such as on-demand content, tools that support financial well-being, or caregiving services.
2. **A Prevention–First Approach**

As a society, we rarely take the same preventive measures for our mental health that we take for our physical health. This means small mental health challenges can often escalate into large mental health issues, resulting in costly care, reduced productivity at work, and poorer overall health.

By offering employees non-clinical mental health support — such as on-demand content and text-based behavioral health coaching — we engage more members through a positive, preventative approach. This also means that you can support your team’s wellness, allowing people to stay healthy before any signs or symptoms escalate.

We offer this through our low-stigma, low-barrier care model that enables members to instantly access the support they need through different modalities. This reduces the hurdles members face in finding support as the need arises.

We engage members early and often — which makes them feel seen, heard, and supported. Because of the strength of our beloved Headspace brand, we often see sign-up rates of up to 30%.

3. **A High-Tech, Collaborative, Clinical Care Platform**

A key differentiator for EAPs today are those that leverage innovative technology to supercharge the human support and services offered. This enables providers to work more effectively, efficiently, and collaboratively to drive improved member outcomes.

Our EAP features an in-app, virtual delivery system with full-time, W2 employees working together to deliver care to members. Our care providers who leverage Headspace’s proprietary electronic health record (EHR) and augmented intelligence work hand-in-hand around individualized care plans to provide the right level of care to members. This platform enables us to oversee the care being delivered to ensure quality. And our in-app scheduler for those engaging in digital care ensures members access care quickly and when it works for them.
4. Emphasis on Inclusivity and Health Equity

The most valuable mental healthcare tools support all employees and their intersecting identities. EAPs that offer culturally responsive support and tools can reach more members, more effectively. Our EAP offers a diverse network of providers, programs, and content created to support members of all identities. 46% of Headspace’s care team identifies as BIPOC, compared to the national average of 16%. Our entire care team is trained in culturally responsive care to support any individual facing any challenge.

The impact of an EAP goes further when its support and tools can help address social determinants of health to improve health equity as well. Our EAP offers work-life services and connections to community-based support that help members address challenges that can be an underlying cause of poor mental health – getting to issues at the root, to improve health and happiness.

Headspace’s EAP is uniquely positioned to support your workforce and meet the needs of your teams, delivered through one easy-to-use platform. Interested in learning more about how you can upgrade your EAP to offer the features your employees are looking for? Contact us here.