

# EMPLOYEE ASSISTANCE PROGRAM (EAP) PROPOSAL



**PREPARED FOR**

Blount County Government  
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**PREPARED BY**

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# TABLE OF CONTENTS

About CuraLinc	1
The CuraLinc Difference	2
Engagement Strategy	3
Using the EAP	4
Clinical Services	4
Work-Life Benefits	6
EAP Technology Suite	8
Web Platform	8
Telebehavioral (Video) Counseling	9
Mobile Platform	9
Organizational Resources	10
Critical Incident Response Services	10
Training	10
Formal Management Referrals	11
1in4 Anti-Stigma Campaign	11
Client Services	12
Implementation	12
Program Management and Ongoing Promotion	13
Reporting	13
Integration	14
Health and Productivity Outcomes	15
Additional Programs (Digital Behavioral Health, Global EAP, Wellness)	16
Pricing and Plan Design Summary	18

## ABOUT CURALINC

CuraLinc Healthcare, headquartered in Chicago, provides an outcomes-driven suite of employee assistance program (EAP), behavioral health and wellness programs to over 1,200 clients with employees in the U.S. and around the world. CuraLinc's team of experienced professionals are passionate about delivering services that support the needs of employees and their family members, as well as the organization that employs them.

CuraLinc's EAP, delivered to most customers under the brand name SupportLinc, provides an organizational, yet confidential, approach to working constructively with employees who experience personal and work-related problems that impact their health and productivity. The program also reduces direct and indirect costs through an innovative and highly-structured care management model that addresses behavioral health concerns as either primary or comorbid conditions.

### "TREAT THE PERSON, NOT THE CONDITION"

CuraLinc's axiom reflects the organization's desire to treat every person as an individual, with a unique circumstance, need and care plan.

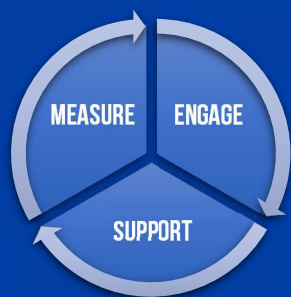
Addictive Behaviors	Alcohol Abuse	Anger Management	Anxiety
Caregiver Support	Dependent Care Issues	Depression	Drug Use and Abuse
Family/Marital Problems	Financial Issues	Grief and Loss	Legal Problems
Organizational Change	Relationship Concerns	Stress-Related Concerns	Work-Life Balance

CuraLinc approaches EAP administration with three simple goals in mind: engage employees; create a positive impact on employee health and productivity; and help the employer manage risk.

# THE CURALINC DIFFERENCE

Concerns like depression, stress, substance abuse, grief and anxiety impact the health and productivity of employees, as well as an employer's direct and indirect costs. An employee assistance program (EAP) is the most effective resource in an employer-driven strategy to address these issues.

CuraLinc's approach to delivering value to EAP clients starts with a tailored engagement strategy that drives awareness and utilization to an evidence-based program that has a measurable impact on participants, as well as the organization.



## ENGAGE

- Create a Culturally-Relevant Engagement Strategy
- Maximize EAP Awareness and Visibility
- Leverage Innovation to Engage the "Unengagable"
- Drive Engagement Through Promotion and Integration

## SUPPORT

- Deliver an Optimized Experience for All Users
- Provide Mental Health Advocacy
- Understand and Integrate with Other Programs
- Offer Consultative Support to Clients and Participants

## MEASURE

- Measure the Effect of the EAP on Health, Productivity and Costs
- Deliver Reports that Clearly Illustrate Usage and Impact
- Regularly Measure Quality
- Review and Refine Engagement Strategy

## DIFFERENTIATORS



Don't just "check the box" when it comes to evaluating the impact of EAP features that will engage employees, have a measurable impact on health and productivity or provide a necessary layer of support to the organization. CuraLinc's innovative approach to EAP administration provides clients with several unique differentiators.

FEATURE	WHY IT MATTERS	VISIT
<b>Solution-Focused Innovation Roadmap</b>	CuraLinc drives engagement and positive clinical outcomes with a nimble and strategic approach to innovation.	Page 14
<b>Culturally-Relevant Engagement Strategy</b>	An in-the-box approach to maximizing EAP visibility won't reach your out-of-the-box employees.	Page 3
<b>Multiple Points of Access</b>	CuraLinc provides EAP participants with a variety of avenues to access care – in a personally-relevant manner.	Page 4
<b>24/7 Live-Answer Clinical Intake</b>	Every call into the EAP, around the clock, is answered directly by an independently-licensed mental health clinician.	Page 5
<b>Comprehensive Behavioral Health Assessment from Licensed Clinicians</b>	CuraLinc's clinical process provides in-the-moment support, guidance and advocacy when employees need it most.	Page 5
<b>EAP Referrals Verified for Availability and MHSA Alignment</b>	CuraLinc avoids "failed referrals" by proactively verifying provider availability and confirming network participation.	Pages 5-6
<b>Innovative, Customizable and Easy-to-Use Web and Mobile Platforms</b>	Technology has opened new opportunities to engage and impact employees with depression, stress or anxiety.	Pages 8-9
<b>Dedicated and Insightful Single Point-of-Contact for Every Client</b>	CuraLinc's proactive and collaborative approach to client services maximizes the value of the EAP.	Page 12
<b>Structured Approach to Case, Data and Marketing Integration</b>	By facilitating integration, CuraLinc fills the gap of behavioral health that exists in an employer's health management strategy.	Page 14
<b>Measurable Health and Productivity Outcomes</b>	CuraLinc measures the impact of the EAP on absenteeism, productivity, depression and substance abuse.	Page 15

# ENGAGEMENT STRATEGY

Employee assistance programs (EAPs) have a positive and measurable impact on the health and productivity of those who participate in the program. Unfortunately, one long-time knock on EAPs is that awareness – and, subsequently, participation – just isn't high enough within an employee population.

To ensure high visibility and utilization of the EAP, CuraLinc provides every client with a unique engagement strategy that is tailored to suit their culture and goals. This strategy, which begins during the pre-sale discovery process and is launched in the implementation meeting, includes three key functions: promotion, integration and technology.

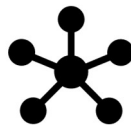
CLIENT CHOOSES CURALINC

## TAILORED EAP ENGAGEMENT STRATEGY FOR EVERY CLIENT



### PROMOTION

- Develop a Culturally-Relevant Plan to Maximize Visibility – Make Sure Every Employee Knows the EAP Exists
- Tailor the EAP Promotional Schedule to a Client's Communication and Technological Profile
- Deliver a Consistent Message Through All Channels
- Position the EAP as an Early-Stage Resource



### INTEGRATION

- Position the EAP as an Integrated Component of an Employer's Health Management Strategy
- Increase Engagement Through Case, Data and Marketing Integration with the Client's Other Programs
- Create Opportunities to Identify and Refer Employees with MHSA Concerns to the EAP



### TECHNOLOGY

- Leverage Technology to Connect Employees to the EAP and to Provide New Care Avenues for Employees (cCBT, Video Counseling, Web Portal, etc.)
- Establish SSO Connections from Client Intranet and Third-Party Vendor Portals
- Customize the EAP Mobile App and Launch a Download Initiative

3x

Clients that follow CuraLinc's engagement recommendations have over three times higher EAP utilization.



EAP ENGAGEMENT STRATEGY FOR BLOUNT COUNTY GOVERNMENT



EAP EFFECTIVE DATE FOR BLOUNT COUNTY GOVERNMENT

# USING THE EAP

CuraLinc's employee assistance program (EAP) addresses a wide array of concerns that impact health and productivity:

Addictive Behaviors  
Anxiety  
Depression  
Grief and Loss  
Relationship Problems

Alcohol or Drug Abuse  
Caregiver Support  
Family/Marital Problems  
Legal Issues  
Stress-Related Concerns

Anger Management  
Dependent Care Issues  
Financial Issues  
Organizational Change  
Work-Life Balance

## ACCESS

Accessibility is a key to the success of an EAP. A provider can have the strongest clinical model, but the program will fall flat if employees don't have a variety of ways to access care around the clock.

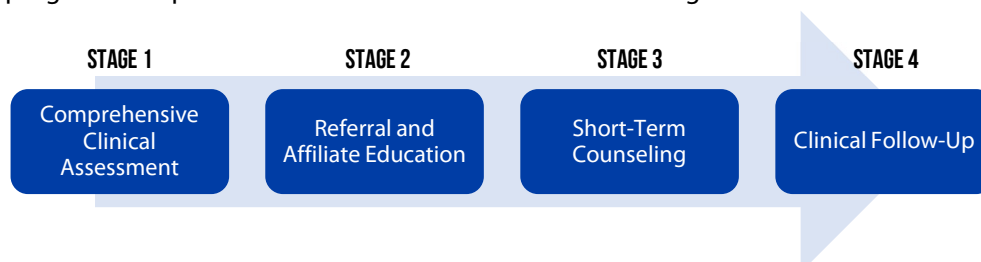
Benefit-eligible employees and their immediate family members have access to the program twenty-four hours a day, every day of the year. To address the needs of non-English speaking members, CuraLinc employs Spanish, Polish and Russian-speaking Case Managers. CuraLinc also offers translation capabilities for more than 140 other languages and maintains a toll-free TDD line for hearing-impaired participants.

CuraLinc provides clients with several avenues to connect employees to the EAP – all with the goal of ensuring that every person with a mental health or substance abuse concern can access the program on their terms.



## CLINICAL SERVICES

For EAP participants seeking clinical services, CuraLinc provides a structured and advocacy-based care path that increases the likelihood of optimal health- and productivity-related outcomes, as well as resolution within the program. This process is broken down into four distinct stages.



## STAGE 1: COMPREHENSIVE CLINICAL ASSESSMENT

Every call into the EAP is answered directly (no phone tree or “intake specialist”) by one of CuraLinc’s Case Managers, all of whom possess the following characteristics:

- Masters or Doctorate degree in a mental health discipline from an accredited university;
- Professional license(s) that is current, in good standing and issued by the state to practice independently;
- Average of eleven (11) years post-graduate experience providing mental health or employee assistance (EAP) services;
- Ability to collect data, establish facts, define problems and draw valid conclusions during the initial assessment and throughout the course of treatment.

During the initial clinical assessment, which lasts an average of 22 minutes, CuraLinc’s Case Managers conduct a thorough psychosocial evaluation to determine the participant’s presenting problem, underlying or secondary problem and problem acuity. CuraLinc’s Case Managers also employ SBIRT (Screening, Brief Intervention, and Referral to Treatment), an evidence-based assessment technique used to identify, reduce, and prevent problematic use, abuse, and dependence on alcohol and illicit drugs.

If a participant contacts the EAP with an acute mental health or substance abuse disorder that is not appropriate for treatment within the program, the Case Manager will work with the participant to locate an appropriate resource within the group health plan or the community.

CuraLinc also uses the initial clinical assessment as a vehicle to coordinate with a client’s other health management components, such as health coaching or telemedicine. CuraLinc’s Case Managers are cross-trained to identify, prioritize and refer members with comorbid physical health conditions to the proper treatment channels.

CuraLinc’s initial clinical assessment is the catalyst that drives successful outcomes from the EAP. By providing the highest level of guidance, care and support on the first call into the program, CuraLinc optimizes the participant experience and increases the likelihood of resolution within the program.

### MEASURING EAP IMPACT

CuraLinc’s initial assessment incorporates several tools that support the evaluation process, as well as the ability to measure the impact of the program on health and productivity.

- **SPS-6** (Stanford Presenteeism Scale): productivity
- **WOS** (Workplace Outcomes Suite): absenteeism, work engagement, workplace distress
- **PHQ-9** (Patient Health Questionnaire): depression
- **AUDIT** (Alcohol Use Disorders Identification Test): alcohol abuse or dependence

## STAGE 2: REFERRAL AND AFFILIATE EDUCATION

After conducting the initial assessment, the Case Manager will make a strategic referral to a local network clinician who meets the following criteria:

- Specialty matches presenting concern;
- Proximity to the participant’s home or office;
- Available within 72 hours for routine requests (24 hours for urgent requests, 6 hours for emergency requests);
- Participates in the member’s benefit plan network;
- Verified willingness to accept new appointments.

Unlike the EAP industry’s standard process for making referrals, CuraLinc doesn’t simply send a list of network

### NO “FAILED REFERRALS”

A “failed referral” occurs when an EAP participant doesn’t follow through with counseling because the EAP provider failed to (a) confirm the availability of the clinician; and/or (b) failed to align the referral with the participants benefit plan MHSA network. When this happens, everyone loses – the participant is forced to seek care elsewhere (or not at all) and the employer is misled into believing the program is well-utilized, since the provider will count this as a case.

CuraLinc avoids “failed referrals” by offering every participant a referral to a clinician who is accepting new patients and who participates in their MHSA network.



counselors and expect the participant to call for availability and scheduling. CuraLinc's advocacy-based referral process eliminates "failed referrals" and ensures that participants receive the help they need, when they need it. CuraLinc's Case Managers even offer to schedule the first appointment to further ensure that the participant receives the support necessary to address his or her concern.

## STAGE 3: SHORT-TERM COUNSELING

After the first two stages are complete, the participant is referred to a local clinician for resolution-driven face-to-face counseling. CuraLinc's nationwide network of over 20,000 counselors are state-licensed professionals with a minimum of five years clinical experience.

The clinician will spend the first counseling session evaluating the member. Subsequent sessions are used to facilitate treatment. To increase the likelihood of resolution within the program, the CuraLinc Case Manager will review treatment progress with the affiliate clinician throughout the course of care. CuraLinc also guarantees a network match of at least 99% for every client, ensuring that EAP participants will have excellent access to resources.

### PROVIDER MANAGEMENT

CuraLinc's provider network is evaluated on a series of quality metrics that increase the likelihood of a positive experience for EAP participants, including scheduling, resolution, outcomes and adherence to policies.

### TELEBEHAVIORAL COUNSELING

CuraLinc's proprietary distance counseling platform, eConnect®, is included with all EAP models. eConnect® is a confidential and secure resource that provides participants with video and chat access to licensed behavioral health professionals who also possess a BC-TMH (Board Certified Telemental Health Provider) accreditation.



By adding video- and chat-based counseling to the program's existing telephonic and face-to-face services, eConnect® improves access to care for members with urgent behavioral health needs, those in far-reaching rural locations and people who prefer the convenience of distance counseling.

## STAGE 4: CLINICAL FOLLOW-UP

CuraLinc practices "true" case management by following up with both the participant and the affiliate clinician after counseling sessions within the framework of the EAP have been exhausted. Although this follow-up typically leads to case closure and resolution, sometimes a referral to the medical plan or a community-based resource may be in order. Under the latter two circumstances, the Case Manager will offer to schedule a three-way call with the external provider – then follow up a second time to ensure he or she received the proper guidance from the post-EAP referral.

CuraLinc also reconnects with the participant 30, 60 and 90 days after closure to measure health and productivity outcomes, gauge satisfaction with the program and identify any new opportunities for the EAP to address a need.

92%

Approximately  
92% of EAP  
Cases are  
Resolved  
Within the  
Program

## WORK-LIFE BENEFITS

CuraLinc's personalized suite of work-life benefits improve employee productivity and engagement by helping EAP participants stay free of distractions and remain focused on their job.

## LEGAL CONSULTATION

CuraLinc's legal consultation service provides clients with a cost-effective way to help employees or members who have legal concerns. The following components are included:

- **Unlimited Access.** EAP participants can access the service an unlimited number of times for unique issues.
- **Free In-Person Legal Consultation.** EAP participants have access to a free 30-minute face-to-face consultation with one of over 22,000 experienced attorneys across the country.
- **Free Telephonic Legal Advice.** CuraLinc provides immediate, free telephonic legal advice with an experienced private practice attorney from the member's home state.

## FINANCIAL CONSULTATION

The financial consultation component provides employees and their family members with access to seasoned financial professionals (CFPs) and experienced accountants (CPAs) when needs arise. The following services are included:

- **Financial Consultation Hotline.** Financial counselors can address questions regarding financial management, including debt reduction, home buying, budgeting, college planning and bankruptcy prevention. In addition, Certified Financial Planners are available to answer questions about financial planning and long-term goal-setting.
- **Debt Management Planning.** Members can learn how to work with creditors to build repayment plans for unsecured debt.
- **Bankruptcy Prevention.** Specialists ensure that members understand the ramifications of bankruptcy filing and help them determine which other options are more appropriate.
- **Housing Education.** CuraLinc's financial counselors help members prepare for a home purchase. They can also outline options for keeping their home in times of financial distress.

## IDENTITY THEFT RECOVERY

CuraLinc's identity theft recovery services provide EAP participants with telephonic access to an identity recovery professional who will help them assess their situation, create an immediate action plan and provide them with the knowledge and tools to implement that plan most effectively.

## DEPENDENT CARE REFERRALS

CuraLinc provides participants with an experienced team of specialists who offer guidance and referrals in areas such as child care, elder care, back-up care, adoption, summer camps and education.

The dependent care resource and referral services available through CuraLinc's EAP go well beyond simply locating available providers. The process begins with a thorough consultation and assessment by a work-life consultant, which often helps participants identify questions that they had not yet considered. Each participant receives personalized attention and consultation on all aspects of their work-life needs. During each step, the referrals are reviewed for detail, scope and applicability to the original request. All referrals are provided to the participant within two business days.

## DAILY LIVING (CONVENIENCE) AND CONCIERGE REFERRALS

In addition to expert referrals to dependent care services, CuraLinc also provides EAP participants with guidance and information to resources like home improvement, volunteer opportunities, entertainment services, pet care, automotive repair, relocation, wellness, travel, plumbers and handymen, cleaning services and much more.



# EAP TECHNOLOGY SUITE

Technology has opened a new frontier for people with depression, stress or anxiety – and there's no better place to start than with the program at the front line of mental health support, an EAP.

**99% OF AMERICANS HAVE ACCESS TO THE INTERNET AT HOME OR WORK; AND 88% USE A SMART PHONE. (PEW, 2017)**  
**56% OF AMERICANS WITH A MENTAL ILLNESS DO NOT RECEIVE CARE OR TREATMENT. (MHA, 2018)**  
**106 MILLION AMERICANS LIVE IN MENTAL HEALTH PROFESSIONAL SHORTAGE AREAS. (KAISER FOUNDATION, 2017)**



Access to technology is on the rise, while access to mental health professionals is declining. Today, more than ever, EAP providers must incorporate technology into the fiber of the program – or risk missing engagement opportunities with employees who may not use the EAP through traditional access points. CuraLinc's technology suite includes several components that expand the footprint of EAP treatment and engage employees on their terms.

## WEB PLATFORM



The EAP web platform acts as an excellent complement to the program's telephonic and in-person services. More than just a static website, the portal – which can be tailored in several ways to suit each EAP client – contains an extensive library of informative articles, webinars (live and archived), search engines, audio and video files, self-assessments and valuable resource links.

- **Ask the Expert.** The 'Ask the Expert' feature, located on the web portal landing page, allows employees to easily schedule a call-back or request more information about the EAP.
- **Monthly Topical Webinar.** Every month, CuraLinc will host a one-hour topical webinar that is focused on improving productivity and wellbeing. These webinars are aligned with the program's monthly promotional flyer, and are archived on the web portal.
- **Employee Orientation Video.** This 10-minute eLearning course, which can be found in a tab on the website landing page, provides an introduction to the EAP.
- **Discounted Gym Memberships.** Through GlobalFit®, CuraLinc provides EAP clients with discounted access to thousands of gyms in North America.
- **'Self Search' Locators.** Users can conduct a targeted search of over 600,000 resources: child care providers, elder care services, adoption, education, pet sitting, private and public colleges, volunteer opportunities and attorneys.
- **'Skill Builders'.** These 20-minute online training modules develop proficiency in a variety of subjects, such as: Effective Communication and Resilience.
- **Health and Wellness Resources.** The EAP website includes everything from WebMD content to tip sheets to wellness-related articles to personal health assessments.
- **Will Creation.** CuraLinc provides access to NOLO®, which allows participants to create a free legally-binding will.
- **Mindfulness Toolkit.** CuraLinc's proprietary Mindfulness Toolkit includes audio lessons, tip sheets and other resources to help employees stay more focused, less stressed and 'mindful'.
- **Wellbeing Place Blog.** Wellbeing Place is an exciting blog that underscores CuraLinc's commitment to provide clients with fresh resources that have a positive impact on emotional and physical health and well-being.



**WWW.EAPDEMO.COM**

To review an unbranded version of CuraLinc's EAP web platform, visit [eapdemo.com](http://eapdemo.com).

## WEB PLATFORM CUSTOMIZATION FOR BLOUNT COUNTY GOVERNMENT

The EAP web platform can be tailored to suit the brand and benefits landscape of Blount County Government. From the links at the top of the page, which many clients use to connect EAP users to other programs, to the notifications in the middle to the colors and font, the mobile-friendly web platform is both flexible and resource-heavy.

# TELEBEHAVIORAL (VIDEO) COUNSELING



CuraLinc's innovative telebehavioral counseling platform, eConnect®, is included with all EAP models. eConnect® is a confidential and secure technology-based counseling medium that provides members with video and web chat access to licensed masters- and doctorate-level behavioral health professionals who are also Board Certified Telemental Health Providers (BC-TMH). By adding video and chat-based treatment to the EAP's existing telephonic and face-to-face services, CuraLinc increases accessibility to care for members in far-reaching rural locations, those with mobility problems and people with urgent behavioral health needs.

## INCREMENTAL ENGAGEMENT

CuraLinc's technology suite expands the footprint of the EAP by engaging employees who would not have accessed the program through traditional channels.

# MOBILE PLATFORM



CuraLinc's eConnect® mobile app provides participants with mobile access to secure and confidential counseling, as well as helpful resources on a variety of wellbeing and productivity-related topics. The app also contains a summary of each client's unique program and – most importantly – the ability to connect immediately with one of CuraLinc's licensed and experienced clinicians by phone or live chat.

- Connect Immediately with a CuraLinc Healthcare Clinician
- Schedule an Assessment, Appointment or Call Back
- Review a Summary of the EAP for Blount County Government
- Access to a Resource Library of Helpful Articles and Tip Sheets
- Secure Chat/SMS/IM with a CuraLinc Healthcare Clinician
- Video Counseling Through the New Counselor Connect Feature
- SSO Link to the EAP Web Platform for Blount County Government
- Optional Push Messaging Campaign to Drive EAP Awareness
- Customizable Links to a Client's Other Mobile-Friendly Resources



## COUNSELOR CONNECT

Through CuraLinc's innovative Counselor Connect feature, EAP participants can use the mobile app to schedule a video counseling session with the click of a button. CuraLinc's counselors are required to host the first session within 48 hours. This enhancement improves access to the EAP and appeals to employees who may not have otherwise used the program.

# OTHER TECHNOLOGY-BASED RESOURCES

- **SMS/Text.** EAP Participants can text SUPPORT to a 5-digit code to connect with a CuraLinc Case Manager.
- **Supervisor Toolkit.** This toolkit contains CuraLinc's EAP Handbook for Supervisors, copies of bilingual wallet cards, brochures and FAQs, over 100 topic-specific tip sheets and the Supervisor Training Module.
- **Marketing Toolkit.** CuraLinc's marketing toolkit is a self-serve resource for plan sponsors who need a poster, flyer, brochure or presentation in short order.
- **CuraLinc TV.** CuraLinc's YouTube channel provides a variety of orientation, instructional and service component videos.
- **Digital Behavioral Health.** Digital behavioral health, or cCBT, extends the impact range of the EAP and gives participants a personalized digital resource that strengthens their mental health and overall wellbeing. Refer to the *Optional Programs* section in this document for more information.

# ORGANIZATIONAL RESOURCES

## CRITICAL INCIDENT RESPONSE SERVICES

Incidents such as workplace violence, robbery, a natural disaster, suicide or a workplace accident can leave employees shocked, distracted and unable to perform their job effectively. Critical Incident Response (CIR) services are offered to CuraLinc's EAP clients following the aforementioned traumatic events. They are intended to reduce the acute symptoms of the trauma and to prevent the development of PTSD (Post-Traumatic Stress Disorder). CuraLinc's nationwide team of experts advises and debriefs on critical incidents of all types, and has experience with the timing and impact of critical event responses. These debriefings provide affected employees with a safe environment to discuss their reactions, normalize their emotional responses to the event and learn healthy coping skills. CuraLinc's CIR services restore organizational and employee productivity, mitigate long-term stress responses and enhance the employees' overall adjustment at work and at home.

### CRISIS RESPONSE PLAN

CuraLinc's CIR professionals develop a written response strategy for every critical event. This plan is provided to clients prior to the deployment of resources.

## ORGANIZATIONAL DEVELOPMENT SERVICES (TRAINING)

CuraLinc understands the importance of getting a high level of performance from every employee. To augment an employer's organizational development strategy, CuraLinc offers a broad range of customized workshops and training modules designed to make staff and managers more effective. These modules are divided into two categories:

- **Topical Training.** CuraLinc's topical training modules allow clients to use CuraLinc Healthcare as their own private organizational development resource. Most modules are 50-60 minutes in length and will be customized to meet the client's training objectives.
- **Benefit Training.** Through benefit training, CuraLinc will provide a client's staff and supervisors with the tools and knowledge to utilize the EAP most effectively.

### MOST POPULAR MODULES

Stress Management  
Benefits of Mindfulness  
Building Resiliency  
Conflict Resolution  
Psychologically Healthy Workplace

All sessions include interactive exercises, audience participation and post-session proficiency testing. These modules can be delivered in-person, via webcast or through CuraLinc's proprietary learning management system (LMS) platform.

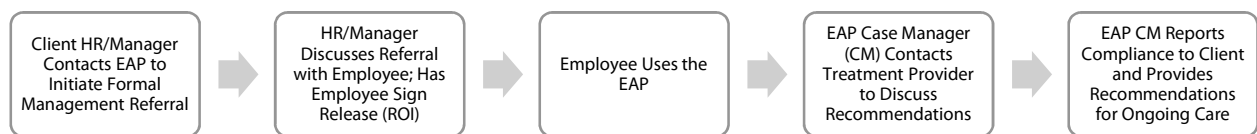
## MANAGEMENT CONSULTATIONS

CuraLinc Healthcare's management consultants provide expert guidance and support for managing difficult workplace situations and providing assistance to employees in need. These confidential one-on-one discussions with client supervisors can address work performance, attendance issues, workplace violence, substance abuse, mental health and many other employee-related topics.

# FORMAL MANAGEMENT REFERRALS

Formal management referrals, which are included at no cost in every EAP model, occur when a manager or Human Resources professional directs an employee to utilize EAP services after formally notifying the employee that he/she has either: (a) violated the company's substance abuse policy; (b) violated another workplace policy, such as harassment; or (c) exhibited behavior that negatively impacts their productivity and/or the workplace. In most cases, managers formally refer employees to the EAP after taking other disciplinary steps.

When a formal management referral occurs, the Case Manager will maintain contact with the supervisor, Human Resources professional, and/or other key personnel in the workplace, as well as with the individual, until work performance has improved and there is no further need for consultation. The program also provides follow-up for employees referred to treatment and/or counseling to ensure continued personal stability and successful job performance.



## ANTI-STIGMA CAMPAIGN (1in4)

According to the National Alliance on Mental Illness (NAMI), one in four Americans suffers from a mental health disorder like depression or anxiety. Unfortunately, a combination of stigma and accessibility leaves many of these people feeling like they don't have anywhere to turn. Every January, CuraLinc hosts an anti-stigma campaign for EAP clients called '1in4' that focuses on normalizing the need for behavioral health resources (such as an EAP) and removing barriers for those who want to access care.



The 1in4 campaign includes a marketing toolkit, with wristbands, flyers, eblasts and worksite posters. It also includes a resource-heavy website (1in4.info) with audio and video lessons, topical tip sheets, a mental health self-assessment, facts regarding mental health and links to external resources.

## DRUG-FREE WORKPLACE CONSULTATION

A drug-free workplace provides employees with a safer and more productive work environment; and an effective drug-free workplace policy can reduce turnover and identify high-risk employees before they become a serious liability to the company. CuraLinc's drug-free workplace consultations provide employers with guidance on how to develop comprehensive drug-free workplace programs. This feature helps employers develop fair and balanced policies that are tailored to suit their unique culture.

In addition to drug-free workplace consultation, CuraLinc also offers expert guidance and DOT/SAP services to assist clients that have employees in safety-sensitive positions regulated by the U.S. Department of Transportation.

# CLIENT SERVICES

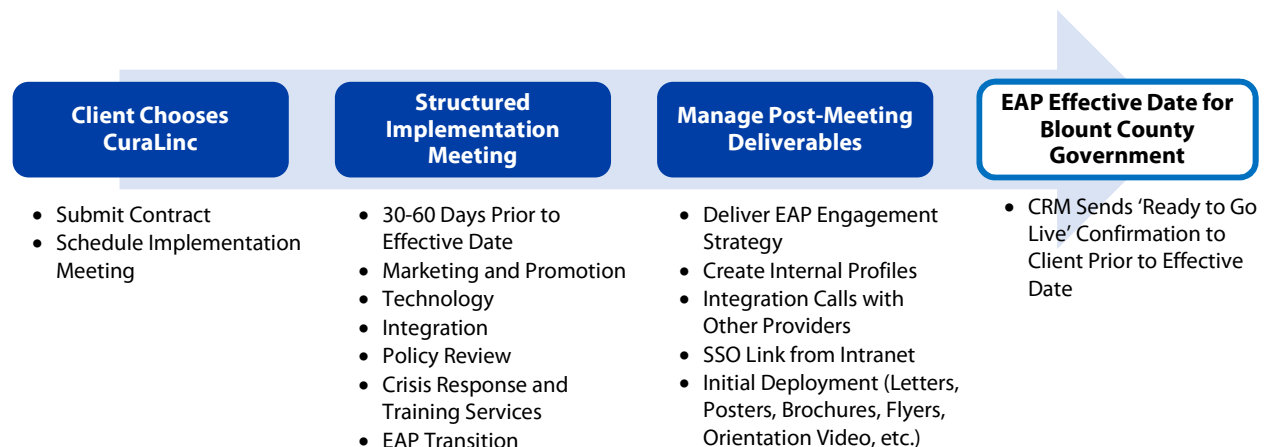
CuraLinc takes a proactive and collaborative approach to client services that maximizes the value of the employee assistance program for each client.

- **Single Point-of-Contact.** CuraLinc assigns a dedicated Client Relationship Manager (CRM) to every EAP client.
- **Accountability.** The CRM is responsible for delivering an EAP that is tailored to suit a client's culture, policies, promotional channels and goals.
- **Service Team Leader.** CuraLinc's operations, crisis response, training and marketing personnel provide support to the CRM in the administration of EAP services for each customer.
- **Integration.** The CRM leads the initiative to integrate the EAP as a core component of each client's health management strategy.

## IMPLEMENTATION

CuraLinc's structured approach to rolling out every employee assistance program starts with an implementation meeting, typically held 30-60 days prior to the program's effective date. This meeting provides CuraLinc's client services, marketing and operations teams with insight into each client's culture, policies, communications channels, technology and EAP experience.

From the implementation meeting, CuraLinc will provide each client with a checklist and timeline of deliverables that will ensure a successful rollout.



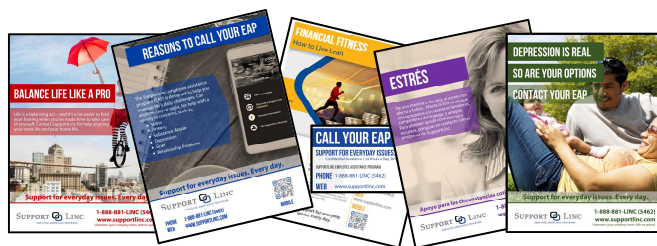
## PROGRAM MANAGEMENT AND ONGOING PROMOTION

After implementation, CuraLinc's Client Relationship Managers (CRMs) are responsible for the administration of all program deliverables, including monitoring program performance and maximizing visibility through a culturally-relevant promotional strategy.

Consistent and positive messaging is an important component of a successful promotional strategy. In order to maximize the impact and visibility of an EAP, providers must make the program appealing to all employees, whether they have an acute emotional health concern or a 'little bit of stress' in their lives. With that in mind, CuraLinc provides clients with a comprehensive marketing strategy that focuses on driving

awareness of the EAP throughout the organization. During the implementation of the program and on an ongoing basis, CuraLinc's approach to promotion is tailored to the unique needs of each client, which includes (but is not limited to) the following:

- **Worksite Posters.** The first quarter is marked by CuraLinc's introductory worksite poster. Going forward, CuraLinc will provide the clients with behavioral health-themed worksite posters. Posters are sent to clients every three months, typically at the beginning of each quarter.
- **Monthly Flyers.** CuraLinc also provides clients with monthly electronic flyers, which can be sent to the plan sponsor or directly to employees upon request. These flyers correspond to the webinar that CuraLinc hosts each month, as well as the primary theme or story on the EAP web portal.
- **Quarterly Newsletters.** EAP newsletters are published every three months. Unique versions are created for employees and for supervisors, with the latter featuring stories that are specific to managers in the workplace. CuraLinc can also provide copy/content directly to clients for use in their own internal newsletter.
- **Event-Based Promotions.** It's important that the EAP is visible during a crisis or otherwise important event that may impact employees. CuraLinc responds to these events, typically within 24 hours, with a tailored promotion that is developed to drive awareness to the EAP.
- **Push Messaging Campaign.** Beginning in 2018, CuraLinc provides clients with monthly mobile push notifications that increase awareness of the EAP. These soft reminders provide motivation and a call to action.



As a component of the aforementioned engagement strategy, CuraLinc will provide each client with a promotional calendar that is aligned with the client's culture and existing marketing channels.

## SAMPLE EAP PROMOTIONAL CALENDAR FOR BLOUNT COUNTY GOVERNMENT

	Worksite EAP Poster	EAP Monthly Flyer	EAP Monthly Webinar	Employee and Supervisor Newsletters
<b>Pre-Rollout</b>	'Coming Soon' Flyers; Intro Letters for Employees and Supervisors; EAP Orientation Video; Tri-Fold Brochures; Wallet Cards; Product/Component Flyers			
<b>January</b>	<b>EAP Overview</b>	<b>Get Your Head in the Game:</b> Focus on the now	<b>The Mind-Body Connection</b>	
<b>February</b>		<b>Financial Fitness:</b> How to live lean	<b>Living Within a Realistic Budget</b>	LinLine Newsletter
<b>March</b>		<b>Get It Together:</b> Make your disaster plan	<b>Practical Strategies to Stay Safe</b>	
<b>April</b>	<b>Balance</b>	<b>Addressing Anxiety:</b> How to take charge	<b>Disrupting Negative Thoughts</b>	

## REPORTING

CuraLinc Healthcare has a unique ability to collect and report trends and data for the EAP. CuraLinc's comprehensive reports include a one-page executive summary and are reviewed with client plan sponsors on a regular basis. From this review, changes may be made to the company's EAP promotional plan, training initiatives or integration with a client's other health management benefits.

- **Executive Summary.** Every report includes a one-page executive summary that provides EAP clients with a snapshot of utilization and important trends.



The average  
CuraLinc EAP  
Return on  
Investment

[www.EAPROI.COM](http://www.EAPROI.COM)



- **Easy-to-Understand Data.** Case Utilization, which illustrates unique cases opened within the EAP, and Program Utilization, which illustrates usage of all EAP components (training, consultation, etc.), are clearly displayed on the front page.
- **Return on Investment (ROI).** Reports include a client-specific version of CuraLinc's proprietary Financial Offset Dashboard. This ROI calculator measures the impact of the EAP on each client's health care and human capital costs.
- **Provided to EAP Clients Quarterly.** Clients with fewer than 300 employees may receive reports less frequently.
- **Integration Data.** Utilization reports track the impact of EAP integration with a client's other programs.

## INTEGRATION

By taking a three-pronged approach to integration (case integration, data integration and marketing integration), CuraLinc can increase the efficacy and value of the EAP, as well as the impact range of the following programs:

- **Group Health Plan.** An employer can reduce direct medical costs by marketing the EAP as an entry point into mental health or substance abuse (MHSA) of the group health plan. Members who have concerns that can be addressed with short-term counseling will be guided into the EAP at the point of entry; those with acute MHSA conditions will be referred to an appropriate in-network treatment channel within the health plan.
- **Short-Term Disability.** CuraLinc can reduce the length of time a member is on short-term disability leave, as well as the incidence of a repeat claim, by coordinating care with the EAP. In addition, according to a study by The Hartford, EAPs were shown to help prevent short-term disability claims from becoming long-term disability claims.
- **Telemedicine.** CuraLinc will work with telemedicine providers to refer members who present mental health or substance abuse concerns into the EAP for treatment.
- **Long-Term Disability and FMLA.** Extended leaves often impact the psychosocial condition of the claimant, which can be addressed effectively by the EAP.
- **Disease Management.** Behavioral health conditions elevate the risk of chronic physical health conditions. CuraLinc will train a disease management provider how to identify and refer members with comorbid behavioral health concerns into the EAP.
- **Health Risk Assessment Tests.** Most health risk assessments include screening tools to identify participants who have high-risk behavioral health or substance abuse concerns. CuraLinc can provide a custom engagement initiative for this at-risk portion of the population.
- **Onsite and Near-Site Clinics.** By training worksite physicians and nurses to act as referral avenues into the EAP, onsite clinics can provide holistic treatment to employees who present comorbid behavioral health conditions.
- **Health and Wellness Coaching.** Health coaches and CuraLinc's clinicians can exchange referrals and information regarding participants who have comorbid conditions with the goal of providing holistic treatment.
- **Pharmacy.** CuraLinc can provide a custom engagement initiative for members who were prescribed a behavioral medication by anyone other than a behavioral health specialist.
- **Dental.** CuraLinc can partner with an employer's dental insurance to identify employees with TMJ disorders, which are caused by stress and anxiety, for outreach and engagement with the EAP.

## INNOVATION ROADMAP

CuraLinc Healthcare develops products, campaigns and features with three primary goals in mind: engage employees and members with the EAP; deliver more on-demand resources; and drive a measurable impact on participant health and wellbeing. CuraLinc stays on the forefront of the industry through a nimble and solution-focused approach to innovation.



# QUALITY ASSURANCE

CuraLinc Healthcare is committed to the highest quality of professional service and ethical standards in its delivery of employee assistance programs (EAP) and managed behavioral health services. With this philosophy in mind, CuraLinc established a structured set of Quality Assurance (QA) metrics that include quantitative measurement and analysis of the following aspects of clinical care and service:

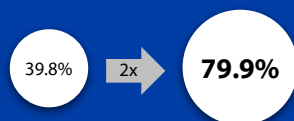
- **Access and Availability**
- **Participant and Client Satisfaction**
- **Clinical Audits and Follow-Up Procedures**
- **Risk Management**
- **Provider Network Performance**
- **Participant Health and Productivity**

## OUTCOMES

Historically, EAP providers have used a handful of metrics to illustrate their ability to resolve or mitigate concerns like depression, stress, relationship issues, substance abuse and anxiety, such as end-user utilization rates, client referrals, satisfaction surveys or website usage. While these measurements may be effective ways to identify the *level of awareness* that an EAP has within a client, they don't truly address the *impact* that the EAP had on the people who used the program.

CuraLinc Healthcare's proprietary assessment and case management process embeds tools such as the SPS-6, WOS, PHQ-9 and AUDIT, to establish baselines and measure outcomes from EAP participants. Every year, in February, CuraLinc publishes the results in a case study titled, 'Outcomes and Impact'.

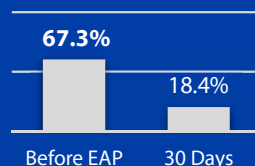
### PRODUCTIVITY



Almost 80% of employees reported 'high' productivity after EAP treatment, up from 39.8% prior to using the program.

69% of participants with low or moderate productivity migrated to high productivity after participating in the EAP.

### DEPRESSION



Only 18.4% of participants with depression were moderate, moderately-severe or severe after using the EAP, compared to 67.3% prior to engaging with the program.

### ABSENTEEISM



During the initial assessment, EAP participants reported missing 12.4 hours of work due to their behavioral health concern. Thirty days after EAP treatment was completed, employees reported missing only 3.7 hours, resulting in a net improvement of 8.7 hours.

### ALCOHOL USE



After completing EAP treatment, over 89% of alcohol-using employees were classified as 'low risk'.

The percentage of employees at higher alcohol risk levels dropped from 30% to 3% after EAP participation.

In summary, the data collected by CuraLinc suggests that an EAP with the proper construct and focus can facilitate meaningful behavior change that correlates to a decrease in absenteeism, an increase in productivity and a direct impact on a client's bottom line.

For more information regarding EAP-driven health and productivity outcomes, please ask your CuraLinc representative for a copy of the aforementioned case study or visit [www.eapoutcomes.com](http://www.eapoutcomes.com).

# OPTIONAL PROGRAMS

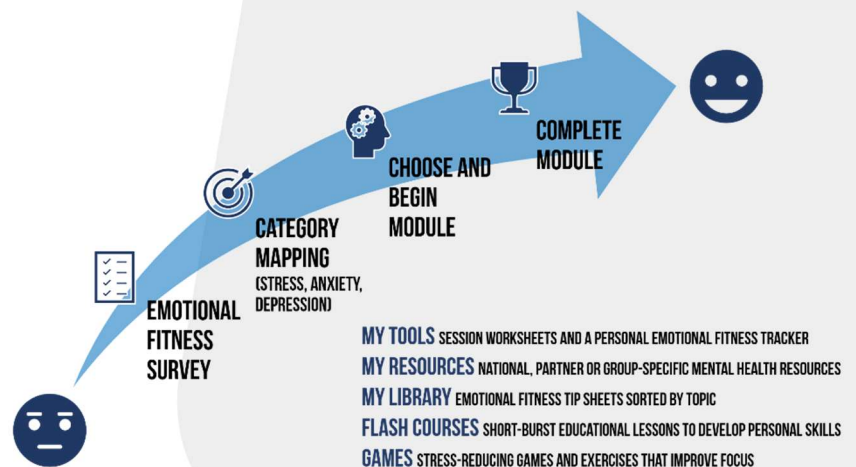
In addition to employee assistance (EAP) services, CuraLinc also offers several a la carte programs that impact participant health and productivity. Additional fees may apply.

## DIGITAL BEHAVIORAL HEALTH (cCBT)

Technology has opened a new frontier for people to address depression, stress, anxiety and other emotional health concerns. While access to web and mobile applications is obviously on the rise, access to mental health professionals is declining at an alarming rate. Today, more than ever, an employer's health management strategy must include technology-based behavioral health resources – or risk missing engagement opportunities with employees who may not use traditional avenues to access care.

Animo, CuraLinc's digital behavioral health platform, provides participants with evidence-based content, practical lessons and daily inspiration to foster meaningful and lasting behavior change. The platform, which is based on the underlying principles of computerized cognitive behavioral therapy (cCBT), delivers a variety of self-directed dynamic resources that improve emotional fitness, reduce the stigma associated with mental health treatment and enhance overall wellbeing.

Once a new user creates a personal profile and watches a three-minute orientation video, the process for using Animo begins with a short emotional fitness survey. The results of the survey will map the participant to one of three categories: stress, anxiety or depression. Participants are then free to choose any module within the category – and can also utilize a variety of other tools, resources, games and exercises in a safe and confidential environment.



## BENEFITS TO CURALINC CLIENTS

- **More Support.** The platform bridges the gap between interventions, helps participants manage relapses and supports members with in-the-moment needs
- **Access and Utilization.** Digital behavioral health extends care to rural consumers and provides resources to members who may not have otherwise called the EAP.
- **Clinical Outcomes.** Evidence-based self-help resources with demonstrated improvement in clinical outcomes.
- **Incremental Engagement.** CuraLinc's integrated approach, which assigns a case manager to every user, drives additional engagement to (and awareness of) the EAP.

## RESULTS

- **Depression Impact.** 59% of users with clinical levels of depressive symptoms move out of the clinical range.
- **Expanding the Footprint of Care.** 89% of participants had not opened an EAP case prior to using the program.
- **Utilization.** Clients that followed CuraLinc's best practice recommendations for marketing have an average annualized utilization rate of over 3%.

# HEALTH AND WELLNESS

Three wellness plan design options that are tailored to suit an employer's budget, experience and culture.

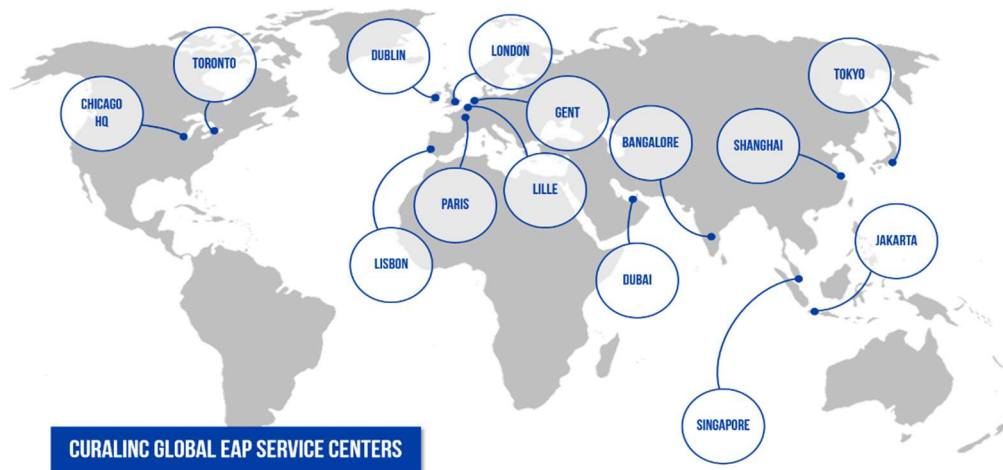
- **Plan Design Option: Core.** The Core plan design model is a turnkey solution that can function as the foundation of an impactful wellness program, or serve as a scalable entry-point into a multi-year wellness initiative.
- **Plan Design Option: Enhanced.** The Enhanced plan design includes all of the components of the Core program, but also incorporates additional features that will assess, stratify and engage a higher percentage of the population.
- **Plan Design Option: Premier.** The Premier solution is proven to lower health care costs, increase employee productivity and improve the health and wellbeing of participants.

	CORE	ENHANCED	PREMIER
Unlimited Inbound Telephonic Health Coaching	●	●	●
Client-Specific Health and Wellness Portal	●	●	●
eConnect® Video and Web Chat Wellness Consultation	●	●	●
Customizable Mobile App	●	●	●
Tailored Promotional Campaign	●	●	●
Team or Individual Competition Administration with Device Integration	●	●	●
Interactive Web-Based Health Coaching Modules	●	●	●
Program Utilization Reporting	●	●	●
Discounted Gym Memberships	●	●	●
Case- and Data-Level Integration with EAP and Other Programs	●	●	●
Biometric Screenings (Fingerstick or Venipuncture)	A	●	●
Targeted Outbound Coaching Invitations to High Risk Population		●	●
Incentive and Reasonable Alternative Standard (RAS) Administration		●	●
Comprehensive Risk/Claims Analysis		●	●
Health Risk Assessment Tests		A	●
Outcomes-Based Program			●
Compliance Reporting			●
My Rewards (Wellness Rewards Administration)	A	A	●

● = Included; A = Available

# GLOBAL EAP SERVICES

With dedicated international resources and a mission for providing in-person services anywhere in the world, CuraLinc offers a single source solution for EAP clients with employees outside of the U.S. CuraLinc's experienced staff provides around-the-clock access to care and emergency intervention in over 200 countries.



# PRICING SUMMARY

**CLIENT** BLOUNT COUNTY GOVERNMENT  
**EMPLOYEES** 2,429  
**EFFECTIVE DATE** DECEMBER 1, 2019  
**BROKER/CONSULTANT** CBIZ

<b>ACCESS</b> <ul style="list-style-type: none"> <li>Multiple Access Points: Phone, Video Counseling, Email, SMS/Text, Mobile or Desktop Chat, Web/Mobile Inquiry Form, Integration and (if applicable) Digital Behavioral Health</li> </ul>	<p><b>OPTION 1</b> 3-SESSION SHORT-TERM COUNSELING MODEL: \$1.01 PEPM</p> <p><b>OPTION 2</b> 5-SESSION SHORT-TERM COUNSELING MODEL: \$1.11 PEPM</p> <p>ALL MODELS ARE 'PER PRESENTING ISSUE', NOT PER YEAR; PARTICIPANTS MAY ACCESS THE EAP FOR MULTIPLE PRESENTING ISSUES IN THE SAME YEAR</p>
<b>SHORT-TERM COUNSELING</b> <ul style="list-style-type: none"> <li>Live-Answer Intake from Licensed Mental Health Professionals Around the Clock               <ul style="list-style-type: none"> <li>Comprehensive Clinical and Risk Assessment</li> <li>Determine Presenting Concern and Problem Acuity</li> <li>Build Baseline for EAP Impact on Health and Productivity</li> </ul> </li> <li>Referral to Nationwide Network of Licensed Clinicians for Face-to-Face Counseling               <ul style="list-style-type: none"> <li>No "Failed Referrals" → All Referrals Made to Clinicians with Availability for New Appointments and Verified Participation in the Participant's Benefit Plan (MHSA) Network</li> <li>Over 20,000 Licensed Mental Health Clinicians in the U.S.</li> </ul> </li> <li>Post-Case Clinical Follow-Up and (if applicable) MHSA Referral Coordination</li> <li>30/60/90-Day Clinical Follow-Up to Track H&amp;P Outcomes and Satisfaction</li> </ul>	
<b>TECHNOLOGY SUITE</b> <ul style="list-style-type: none"> <li>EAP Web Portal Tailored for Blount County Government               <ul style="list-style-type: none"> <li>Monthly Topical Webinars, 'Skill Builder' eLearning Modules, Articles, Videos, Tip Sheets, Search Engines for Dependent Care and Legal Resources, Mindfulness Toolkit, etc.</li> <li>Single Sign-On Capabilities for Connection to Intranet or Benefits Portal</li> <li>Logo and Links to Other Blount County Government Benefits and Resources</li> </ul> </li> <li>Mobile App Tailored for Blount County Government               <ul style="list-style-type: none"> <li>Call, Live Chat, Request a Call Back, Request an Appointment, Resource Center</li> <li>Counselor Connect: Scheduled Video Counseling</li> </ul> </li> <li>Telebehavioral (Video) Counseling Platform</li> </ul>	
<b>WORK-LIFE BENEFITS</b> <ul style="list-style-type: none"> <li><u>Legal Consultation</u>: Free In-Person or Telephonic Legal Advice</li> <li><u>Financial Consultation</u>: Free Consultation with a Financial Advisor (CFP or CPA)</li> <li><u>ID Theft Support</u>: Free Identity Theft Recovery Consultation</li> <li><u>Dependent Care Support</u>: Expert Child and Elder Care Referrals and Fulfillment</li> <li><u>Convenience/Concierge</u>: Referrals for Pet Care, Travel, Automotive, Cleaning Services, etc.</li> </ul>	
<b>ORGANIZATIONAL RESOURCES</b> <ul style="list-style-type: none"> <li>Unlimited Management Consultations to Assist with Challenging Employee Situations</li> <li>Unlimited Formal and Informal Management Referrals into the EAP</li> </ul>	
<b>CLIENT SERVICES</b> <ul style="list-style-type: none"> <li>Dedicated Single Point-of-Contact for Blount County Government</li> <li>Culturally-Relevant Engagement Strategy               <ul style="list-style-type: none"> <li>Comprehensive Year-Round Promotional Schedule for Blount County Government</li> <li>Case, Data and Marketing Integration with Other Blount County Government Benefits</li> <li>Leverage Technology to Engage Blount County Government Employees</li> </ul> </li> <li>Comprehensive Utilization Reporting Suite, Including Executive Summary</li> </ul>	
<b>WORKSITE/ONSITE SERVICES</b> <ul style="list-style-type: none"> <li><u>Training</u>: 55 Customizable One-Hour Topical Training Modules Available               <ul style="list-style-type: none"> <li>EAP Orientation Video Included for Blount County Government Employees and Managers</li> <li>Unlimited Technology-Based Orientation and Benefit Training Sessions</li> </ul> </li> <li><u>Critical Incident Response Services</u>: Onsite Clinical Response to Crisis Events               <ul style="list-style-type: none"> <li>Written Response Plan Provided for Every Event</li> </ul> </li> </ul>	<p><b>\$195.00 PER HOUR</b></p>
<b>DIGITAL BEHAVIORAL HEALTH (cCBT)</b> <ul style="list-style-type: none"> <li>Personalized Digital (Web/Mobile) Platform to Address Stress, Anxiety and Depression</li> </ul>	<p><b>\$0.10 PEPM</b> (OPTIONAL)</p>