

Case Study: World Wide Technology Leverages Next Gen EAP



How a leading technology company integrated a modern EAP into its core values, corporate vision and mission.





World Wide Technology Case Study: Next Gen EAP in Practice

World Wide Technology (WWT) provides integrated technology products, software, consulting and supply chain solutions to large public and private organizations around the globe. Headquartered in St. Louis, WWT employs more than 5,800 people globally. Through recruitment, workforce inclusion and education WWT provides its employees with the resources they need for success.

“From an employment standpoint, today is a seller’s market as job candidates and top employees are in the driver’s seat,” said Alyssa Divjak, WWT’s Senior Benefits Specialist. “They want to know to what extent an employer is committed to investing in them. It used to be about the benefits the employer offered. Now it’s increasingly about whether the company actually *lives* their values and whether employees are afforded the flexibility to do the things they find fulfilling and that make them happy.”

WWT takes a structured approach in communicating its core values to ensure that they remain the foundation of its work. Each year, every WWT employee reaffirms his/her individual accountability for upholding WWT’s code of conduct and following all applicable laws, regulations and company policies. In addition, every employee participates in group leadership meetings including a review of WWT core values, corporate vision and mission. WWT’s commitment to these principles led to *Fortune* recognizing WWT as one of the *Best Workplaces in Technology*. “We are constantly working to invest in our brilliant employees whom we credit with our company’s success,” said Ann Marr, vice president of Global Human Resources at WWT.



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Being a *Great Place to Work* is a widely sought-after honor and it requires a deep and broad commitment to making the workplace inviting, vibrant and employee-friendly. At WWT, it also means providing employees with the tools and support they need to mitigate the real-life issues that can affect their well-being and compromise their work.

In 2015, WWT installed family health centers at three of its locations where employees can schedule appointments with a physician or nurse practitioner during the workday. The program was an instant success, and a concrete example of the company's commitment to its employees and core principles. In the past year, they took this commitment one step further by integrating mental and behavioral health support into their onsite clinics.

“Our CEO Jim Kavanaugh has become a vocal proponent of mental health awareness, realizing it as an important piece contributing to overall employee wellbeing,” said John Rocco, WWT's Director of Benefits. “Jim - is very engaged on this topic and continually asks us - what else we can do for our employees.”



Since 2001, WWT has partnered with Personal Assistance Services (PAS), a “next-gen EAP” to provide mental health counseling and life management coaching services for its domestic employee population and has added PAS coverage internationally as WWT's global footprint continues to grow. PAS routinely sends out messaging to raise awareness of the service, the value of promoting mental well-being and resilience, and how to discreetly access these services. Alyssa and John asked PAS how to go about incorporating mental health support into WWT's family health centers. PAS counselors spent several days a month at WWT's Missouri clinic, and worked closely with clinic staff in developing an onsite pilot program that was integrated into the clinic.

“The clinic's staff was great at promoting and cross referring to PAS counselors, and leadership let the workforce know all employees wishing to avail themselves of the benefit could make an appointment during the workday to speak with a counselor for a half hour session,” said Alyssa. “Employees only had to say they'll be away from their workspace in order to be seen. Additionally, they made PAS educational literature available to employees while they waited to see a physician or nurse practitioner, which greatly increased the visibility of the program.” WWT later rolled out PAS onsite at its

Illinois location, which, according to Alyssa, “was very well received.” Following its success, they then rolled it out at a third location.

WWT leadership – from its CEO on down – has been committed to its employee assistance plan with PAS from its inception and consistently provides a vocal endorsement of its value. This commitment dramatically helped increase awareness, utilization and impact.

“Our message was simple,” said John. “We’re here for you.’ It was simple, yet effective, and was yet another way of showing – vs. simply stating – our commitment to the wellbeing of everyone who works here.”

Several employees expressed surprise at how discreet and useful the program was: “I had no idea prior to making my first call to EAP that an actual counselor answers the phone and talks about what’s on your mind right then and there. You can also schedule in person sessions – for free – but what an amazing service to be able to call and discuss your feelings and challenges in real time, right as they’re occurring. If you haven’t used this service, I HIGHLY recommend it. It’s confidential, and nothing bad can come from taking a few minutes to talk through something with someone who is literally only there to listen and help guide you!”

Most recently, PAS rolled out its behavioral health and emotional wellness application platform called wayForward, which combines evidence-based assessment and user-driven educational tools, text-based coaching, thought and behavior trackers, and relaxation exercises with robust analytics. The platform efficiently engages, screens and guides participants, with the option to request additional services, text or speak directly with a PAS counselor.



wayForward

- 506 registered users
- 425 completed assessments
- 84% completed the assessment.
- Top 3 most commonly reported issues were stress, anxiety and work/life balance.
- 44% were female, 55% male, 1% other or no answer.
- Top goals selected to work on are stress, anxiety and marriage.

“The wayForward app platform seemed like a perfect fit, and it was the one piece we were missing,” said Alyssa. “People who are not comfortable meeting in person to discuss their mental health issues now have a self-paced, interactive program that helps them identify and address the underlying behaviors that give rise to anxiety, depression and the full spectrum of issues they may be grappling with.”

PAS’ wayForward rollout was given a major push when it was highlighted on WWT CEO’s video update, Kav’s Corner, which provides regular updates to the entire company. Utilization immediately spiked and by the end of the first month more than 500 users registered on the app.

“The app platform enabled us to offer robust, self-paced mental health and wellness support to employees across the country,” said John. “The feedback has been positive – there’s been a real buzz, people are talking about it.”

Another WWT employee was moved to share the following: “For anyone dealing with stress, anxiety, sleep problems, etc. I highly recommend this app. I've participated in a few exercises on there already and I feel that it is helping reduce some of my symptoms. Most are only 5 minutes long too so it is short and simple.”

World Wide Technology EAP Service Outcomes

Return on Investment: 5.76

- **Increased year-over-year utilization 5 consecutive years**
- **Averted Claims to the Medical Plan**
 - 94% of counseling cases resolved within parameters of the EAP benefit saving plan costs for WWT and co-pay expense for participants
- **Gratitude**
 - 4.9 on five-point scale of participant satisfaction (5 being a rating of excellent)
 - 92% of EAP participants would recommend PAS to others
- **Improved Employee Well-being**
 - 23% average improvement in mental health (SF-12 © Optum QualityMetric)
 - 94% of participants report that their personal life is better as a result of using PAS services
 - 77% report that they are more productive at work as a result of using PAS services

Alyssa and John return to the idea that the PAS program is one of the most compelling examples of WWT living their values, and the benefits that accrue to the organization and everyone who works there. “It’s a great example of what can happen when leadership is unwavering in their commitment to living their values and always putting the interests and well-being of their employees first. When all the pieces come together as they have, you have an organization that the best people will want to work for.”

But don’t take their word for it – here’s an anonymous comment posted over WWT’s employee feedback tool that says it all: “I've never worked somewhere that genuinely cared so much about their peoples' well-being and I would venture to guess that these services have saved real lives. Thank you!”

Toward a “Next Gen” EAP

WWT’s proactive partnership with PAS checks off many of the boxes that characterize a Next-Gen EAP:

- ✓ Weaving PAS into WWT’s family health centers significantly helps “normalize” seeking support and lowers the perceived stigma associated with mental health services.
- ✓ PAS is aligned with WWT’s mission statement which enables the company to demonstrate its commitment to living its stated values.
- ✓ PAS receives highly visible support from the CEO and senior management, creating an environment that encourages high levels of service utilization.
- ✓ PAS offers flexible, solution-focused care based on WWT employees’ particular needs and preferred means of engagement.
- ✓ PAS’ wayForward digital platform gives employees flexible access to self-paced care and discreet access to counselors whenever and wherever needed.
- ✓ Success metrics are based on outcomes.

Next Gen EAP

Typical EAP	Next Gen EAP
<p>Reactive. Utilized only when issues significantly surface (at the “point of personal need”) often after the problems have been long-festering. Performance management, drug-free workplace referrals and on-site support services may be excluded.</p>	<p>Proactive. Focuses on prevention/early intervention that improves job performance, physical health and personal wellbeing. EAP is well-utilized, provides expertise on the human side of business strategy from crisis management to organizational resilience.</p>
<p>Vendor-Centered Access. Automated or customer service representative direction to website resources or list of network counselors to contact for self-scheduling.</p>	<p>Participant-Centered Access. Multiple means of access to licensed counselors and coaches (voice, text, chat, tele-video), Personally arranged and confirmed in-person care achieves twice the rate of participant follow-through compared to participant self-serve options.</p>
<p>Uses Technology for website-based information and provider self-search, CBT and symptom-tracking apps are for self-use, not integrated with EAP.</p>	<p>Leverages Technology to reduce employee hesitancy to connect; supplements personal care with science-based, user-driven tools; global analytics help employers monitor workforce emotional health, personal dashboards help participants monitor and achieve their personal goals. EAP Apps are integrated with synchronous and asynchronous access to counselors.</p>
<p>EAP utilization metrics based on touchpoints (calls or emails to request services, web page visits, training participants, downloaded articles) and contacts with a licensed professional. Counseling is session-focused.</p>	<p>Outcomes metrics based on level of engagement, cases of service with licensed professionals, symptom improvement, quality of life improvement, increased job productivity, averted claims to medical plan. Counseling is solution-focused.</p>
<p>Initial roll-out campaign with annual EAP reminders, passive approach to communication and promotion of EAP. Low levels of meaningful engagement and utilization.</p>	<p>Continuous internal and external integration within human capital initiatives. High levels of engagement, life event-focused benefit communication, integration with other benefits and services offered by employer.</p>



About PAS EAP

Personal Assistance Services (PAS) is a premier Employee Assistance Program (EAP) that has been a leader in the field for over 3 decades. Serving across the country and around the globe, we offer services for the entire spectrum of demographics, all at no cost to employees and their dependents. We also offer performance improvement tools for managers, on-site support following disruptive events at the workplace, and forensic and organizational consultation for management and human resources. All of these services help employees and managers solve problems, navigate challenges and strengthen their work and home life. For more, visit www.paseap.com.

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