

Expanding EAPs from North America to Global Workforces



21st Annual Institute – 8 May 2009
Sheraton Hotel – Denver, CO

- Nancy Board, MSW – Vice President - PPC Worldwide
- Dave Levine, MSW – Sr. Vice President - PPC Worldwide

AGENDA

- Historical Perspective on Global EAP
- Competitive Environment
- Barriers to Market Entry
- Product Considerations
- Best Practices
- Business Case



PERSPECTIVE OF PRESENTERS

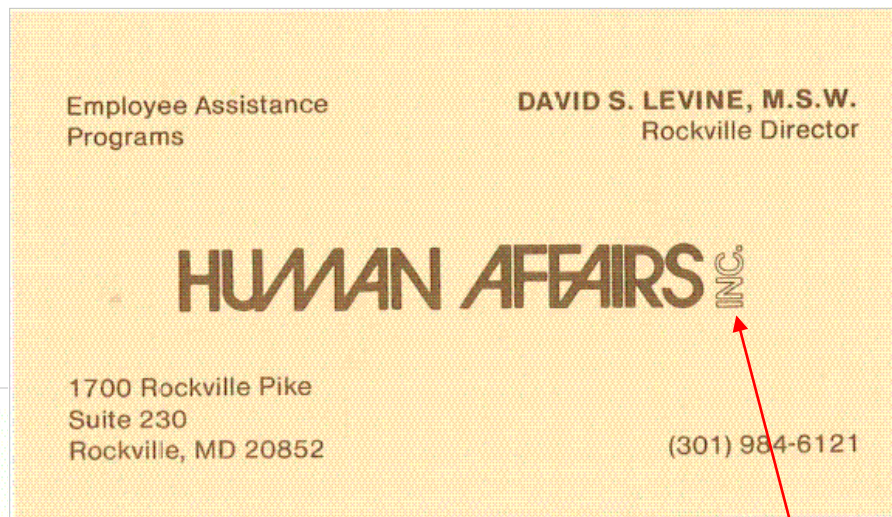
- MSWs working in EAP field for combined 40+ years
- Employed by leading global provider of EAPs, PPC Worldwide
- PPC serves over 2000 customers in 140 countries covering over two million employees; head offices in Oxford, UK with 380 employees and 6500 providers with staff operations in the UK, Australia, India, China, Argentina, Canada, Mexico
- Successful track record with multinational employers and intermediaries



TO START WITH...STATE OF THE INDUSTRY

	General	EAP
Developed	North America Western Europe Japan Australia	US Canada UK South Africa Australia
Developing	India China SE Asia Eastern Europe South America	everywhere else including Western Europe










HISTORY OF GLOBAL EAP



“INC.”
(circa 1984)
“INTL”

- Larry Stockman & Exxon
- Dixie Wilson, ConocoPhillips
- Paul Heck & DuPont
- Sheila Monaghan & Motorola Program ('85)
- Stanley Lau, Hong Kong; Eric Kung & Human Dynamic
- Ken Burgess, Human Solutions /Chestnut – São Paulo
- Michael Reddy, Steve Galliano – ICAS
- Dale Masi & U of MD
- Carl Tisone & PPCI
- Global Consortium RFP ('94)
- APEAR ('99-'00)
- Sashya D'Souza & FGI
- Einar Stokke, Majella Uzan & Club of Geneva

SNAPSHOT OF COMPETITIVE ENVIRONMENT

-  PPC Worldwide (Carl Tisone)
-  Shepell-fgi (Morneau Sobeco)
-  ICAS Wellbeing (AXA)
-  Workplace Options (Accor)
-  Chestnut Global Partners
-  Human Dynamic Inc.
-  EAP LatinA
-  IPS Worldwide
-  Ceridian

Market Position Attributes

- Global vs. Regional
- Expat vs. Local National
- Independent vs. Value-add
- EAP vs. Training/Consulting

Socio-Cultural Factors

- National Health Care
- Attitudes toward outsourcing
- Work & personal life separation

BARRIERS TO ENTRY

Cost Factors of a Global EAP

- lack of employee concentration/volume means less scale
- phone charges are more expensive; multiple carriers required
- in-region reception in the language and culture of each client means decentralization
- promotions and website need to be multi-lingual
- absence of counselor licensure/standards means more psychologists and doctoral-level therapists to assure quality
- EAP and behavioral care is less developed, so 'supply & demand' translates to higher provider rates
- Building, maintaining, and reporting on int'l network is consuming

Challenges: Language, Culture, Supply, Logistics, Scale

COMPLEMENT CUSTOMERS' BUSINESS VISION & VALUES

“start where the client is”

The people we invest in
– who bring their
ingenuity, hard work,
integrity and dedication,
each and every day –
are the source of our
strength and success.



Be Inspired,
Be Rewarded,
Be Yourself,
Be Kraft.

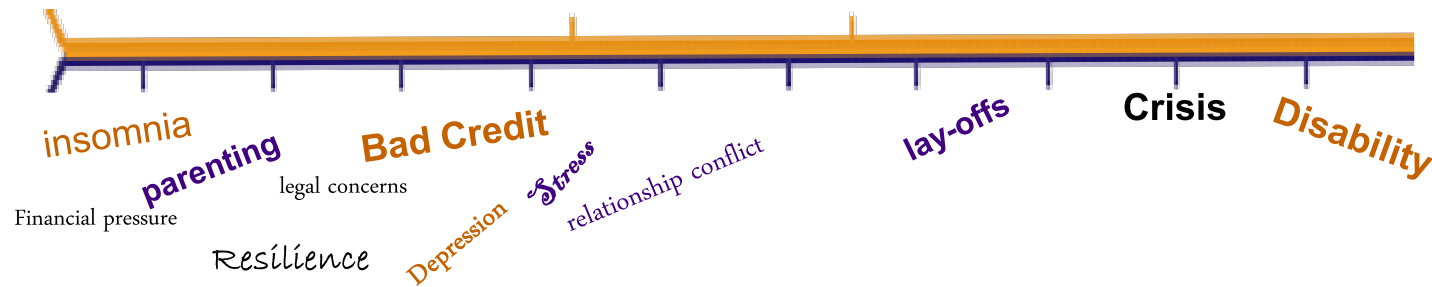
Our success at Applied Materials
is built on the power of people.

At Talisman, our people are our most important source of energy.

**effective employee assistance & work-life benefits
support most customers' business objectives**

“UPSTREAM” APPROACH CONVEYS GLOBALLY

- Employee Training
- HRAs & Coaching
- Wellness Literature & Health Education
- 24/7 Phone/Online Access
- Manager Coaching
- Legal/Financial Help
- Local counseling
- Hospital Advocacy
- Critical Incident Debriefing
- Return to Work Support



help navigate life's everyday challenges...and less predictable crises

GLOBAL EAP SERVICE FEATURES

- In-region toll free access to professionals—24/7
- Manager consultation & workplace support
- Website resources and internet services
- Professional triage & referral
- Up to 4-6 visits per issue counseling
- Crisis management and on-site response
- Orientation and health education
- WorkLife services – financial, legal, family support, personal coaching



“Integrated” EAP/WorkLife/Wellness, not independent specialties

WORLDWIDE CULTURALLY-SUITABLE ACCESS

Europe, Middle East & Africa (EMEA)

UK, Europe , Oxford, Head Office
 Belgium, Brussels
 Germany, Kiel
 Italy, Milan
 Spain, Madrid
 Switzerland, Zurich
 Southern Africa , Johannesburg
 Israel, Tel Aviv

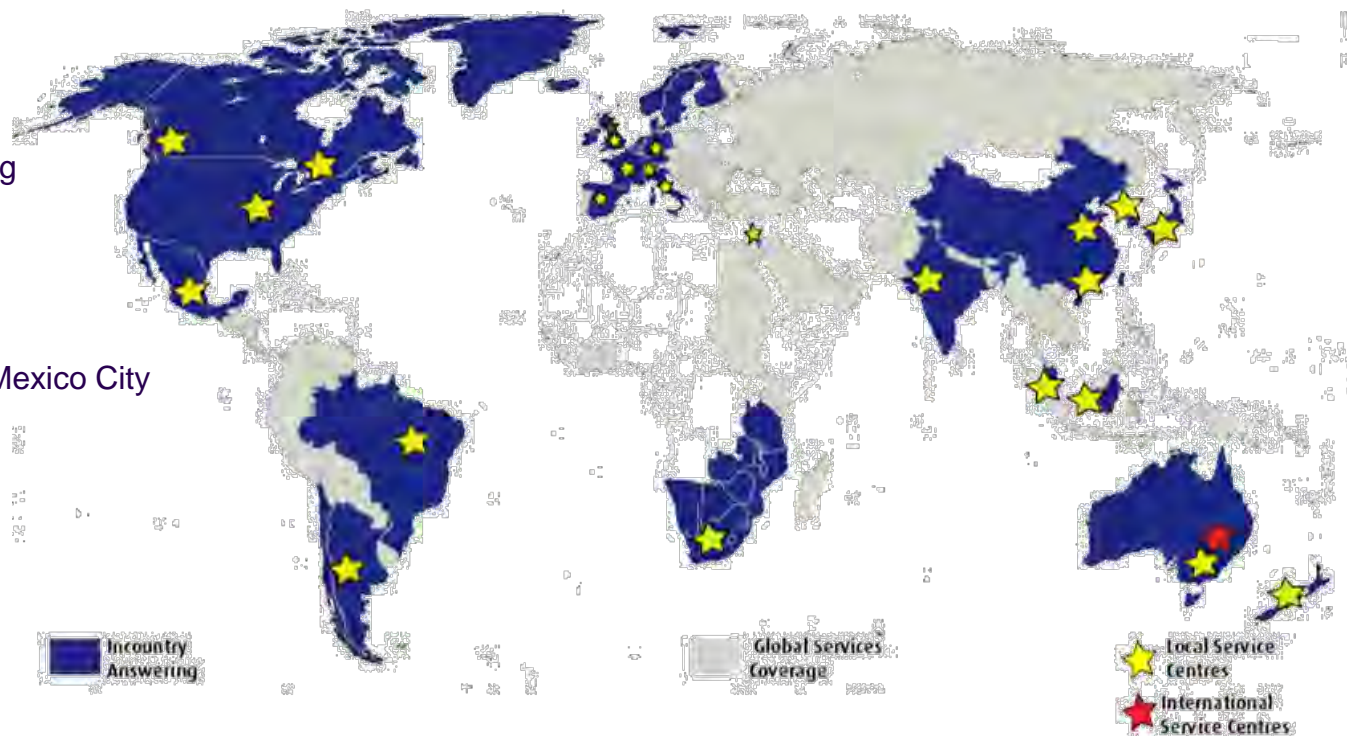
The Americas

Canada, Toronto, Vancouver
 Latin America, Buenos Aires, Mexico City

Asia Pacific

India , Bangalore
 China, Shanghai
 Hong Kong
 Japan, Tokyo
 Indonesia, Jakarta
 S. Korea, Seoul
 Singapore & Malaysia
 Taiwan, Taipei

Australia and New Zealand, Melbourne, Perth, Sydney, Brisbane, Adelaide, Auckland



CRITICAL INCIDENT & EXPAT SERVICES

Both needs—less frequent, more visible, and essential to handle well

- Crisis intake with specialty network of trauma response experts
- Responsive management consultation
- Expatriate services—integrate into EAP or aggressively proactive



- ⑩ Phone & in-person access
- ⑩ Website support
- ⑩ Adjustment counseling for employee and family
- ⑩ Repatriation assistance

- ⑩ Pre-departure assessment
- ⑩ Cross-cultural training
- ⑩ Family coaching
- ⑩ In-country outreach

CUSTOMER-SPECIFIC PROGRAM PROMOTION

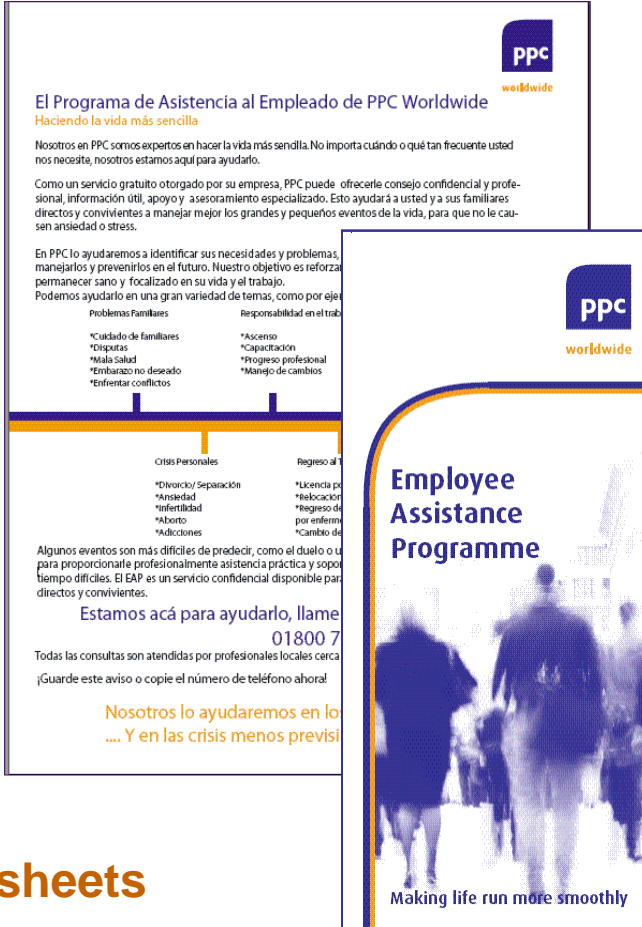
Understanding Customer's business

Corporate Objectives
Organisational Culture
Key Stakeholders
Policies and Procedures
Approach to wellbeing
Current corporate issues
Communication preferences

Understanding the local business

Languages and Culture
Local health care system
Key concerns
Political and legal systems
Potential barriers to usage?
Local Demographics
Prior experience

Adapting to the local culture



ppc worldwide

El Programa de Asistencia al Empleado de PPC Worldwide
Haciendo la vida más sencilla

Nosotros en PPC somos expertos en hacer la vida más sencilla. No importa cuándo o qué tan frecuente usted nos necesite, nosotros estamos aquí para ayudarlo.

Como un servicio gratuito otorgado por su empresa, PPC puede ofrecerle consejo confidencial y profesional, información útil, apoyo y asesoramiento especializado. Esto ayudará a usted y a sus familiares directos y convivientes a manejar mejor los grandes y pequeños eventos de la vida, para que no le causen ansiedad o stress.

En PPC lo ayudaremos a identificar sus necesidades y problemas, manejarlos y prevenirlos en el futuro. Nuestro objetivo es reforzarlo para permanecer sano y focalizado en su vida y el trabajo. Podemos ayudarlo en una gran variedad de temas, como por ejemplo:

Problemas Familiares	Responsabilidad en el trabajo
*Cuidado de familiares	*Ascenso
*Disputas	*Capacitación
*Mala Salud	*Progreso profesional
*Embarazo no deseado	*Manejo de cambios
*Enfrentar conflictos	

Crisis Personales

*Divorcio/ Separación	*Regreso al trabajo
*Ansiedad	*Licencia por enfermedad
*Infertilidad	*Reubicación
*Aborto	*Regreso de un familiar
*Adicciones	*Cambio de dirección

Algunos eventos son más difíciles de predecir, como el duelo o la pérdida de un ser querido. Nosotros le proporcionamos asistencia práctica y apoyo para superarlos. El EAP es un servicio confidencial disponible para usted y sus familiares directos y convivientes.

Estamos acá para ayudarlo, llame al 01800 7 01800 7

Todas las consultas son atendidas por profesionales locales cerca de usted.

¡Guarde este aviso o copie el número de teléfono ahora!

Nosotros lo ayudaremos en lo que usted necesite. ... Y en las crisis menos previstas.

Employee Assistance Programme

Making life run more smoothly

eBrochures, posters, newsletters & helpsheets

COMPETITIVE vs. COMMODITIZED PRICING

EAP rates for employers need to consider:

- Fixed vs. utilization-adjusted or fee-for-service
- Tailored Communications
- Comprehensive WorkLife services
- On-site training and critical incidents
- Fees at risk for defined performance measures
- Exchange rates, inflation, taxes, and transfer laws
- Multi-year rate guarantees



BEST PRACTICE REMINDERS FOR GLOBAL EAPs

- One size does not fit all ~~cookie cutter~~
- Understand local and regional issues
- Consider local health infrastructure and behavioral health climate
- Know your customer
- Understand cultural stigma and fears
- Identify influencers—union leaders, managing directors, stakeholders

BEST PRACTICE REMINDERS—continued

- Establish relationships through heightened listening; gaining local buy-in and trust is essential

“Here, we drink three cups of tea to do business; the first you are a stranger, the second you become a friend, the third, you join our family.”



- Maintain confidentiality and maintain accountability
- Develop global outlook and mindset

BENEFITS OF GLOBAL EAP—THE BUSINESS CASE

- Personal issues can interfere with work—in North America and worldwide
- Employees and managers value support for balancing personal and work responsibilities—particularly in the current economic climate
- There are clear cost savings from EAP, most notably in reduced absenteeism & benefit costs, and improved productivity
- EAPs foster winning organizational culture and help attract and retain top talent, and reduce absenteeism/presenteeism

Think globally. Act locally.