



Developing an Effective Roadmap to Achieve a Global Health and Productivity Strategy

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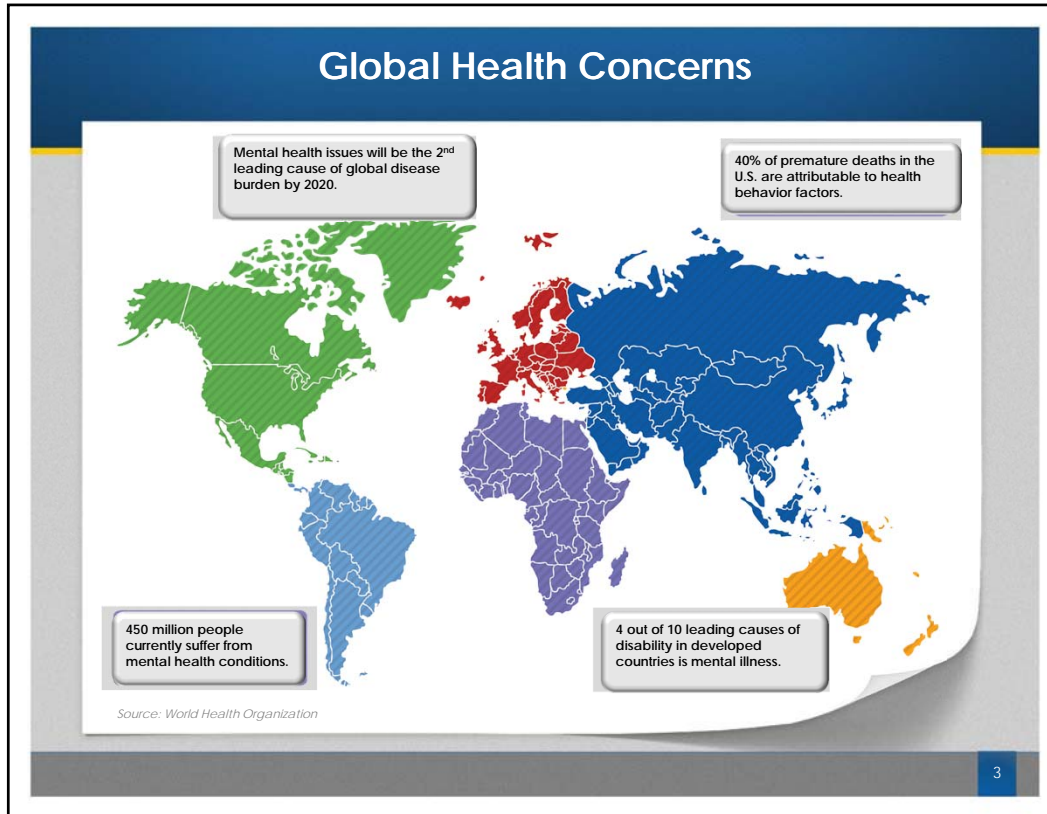


EASNA 25 Annual Institute May 1-3, 2013

Panelists:
Alan King, Chief Operating Officer, Workplace Options
Dave Richter, Principal, Richter International Consulting


Moderator:
Rich Paul, SVP, Customer & Product Strategy Officer, ValueOptions

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Depression – A Global Epidemic

- Globally, more than 350 million people of all ages suffer from depression.
- Depression is the leading cause of disability worldwide, and is a major contributor to the global burden of disease.
- Far too often those suffering from depression never seek professional help.
- At its worst, depression can lead to suicide.



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The Costs of Depression

- In England, the estimated total cost of adult depression is €15.46 billion or €309.2 per person annually.
- In France, 31.9 million working days were lost in 2009 because of depression.
- The Pan American Health Organization predicts that approximately 35 million Latin Americans suffer from depression.



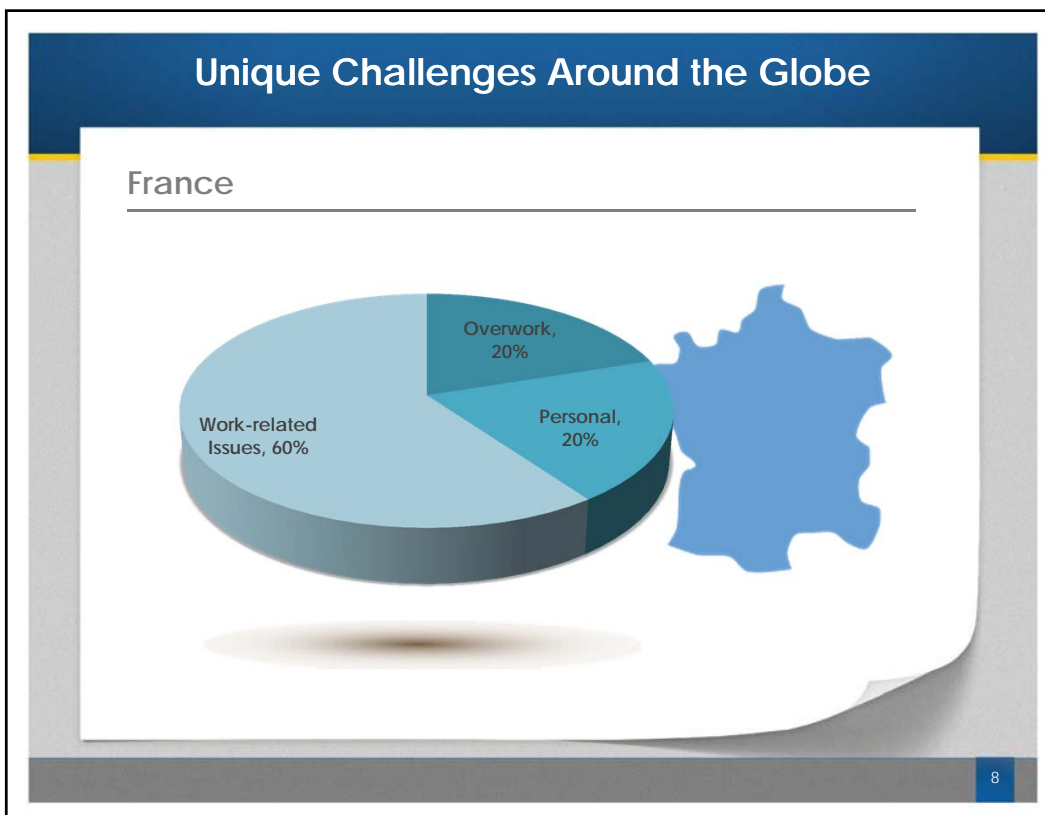
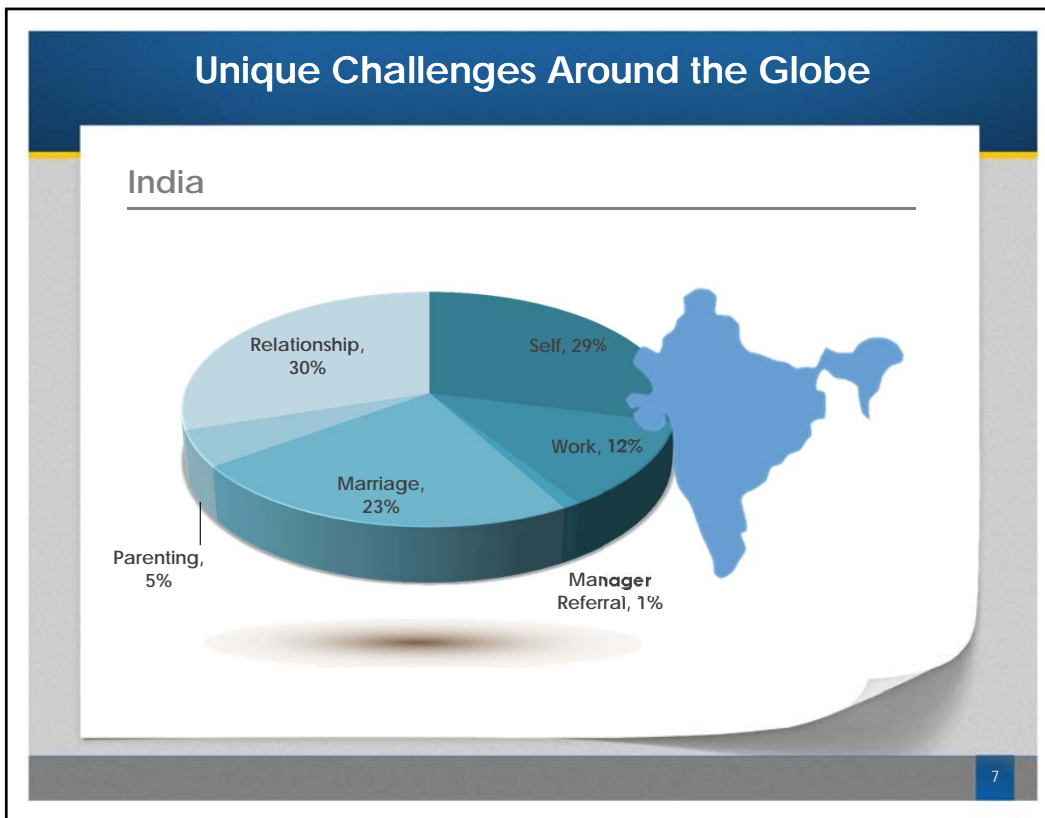
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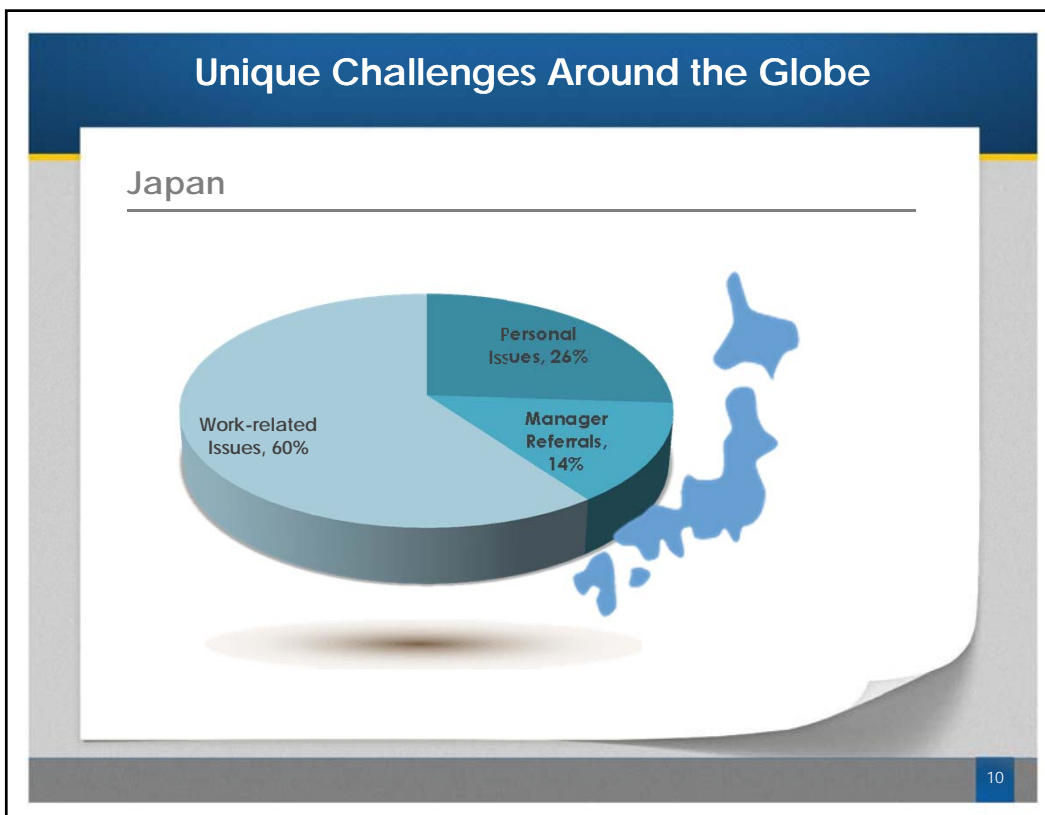
Personal & Professional Stress – Worldwide

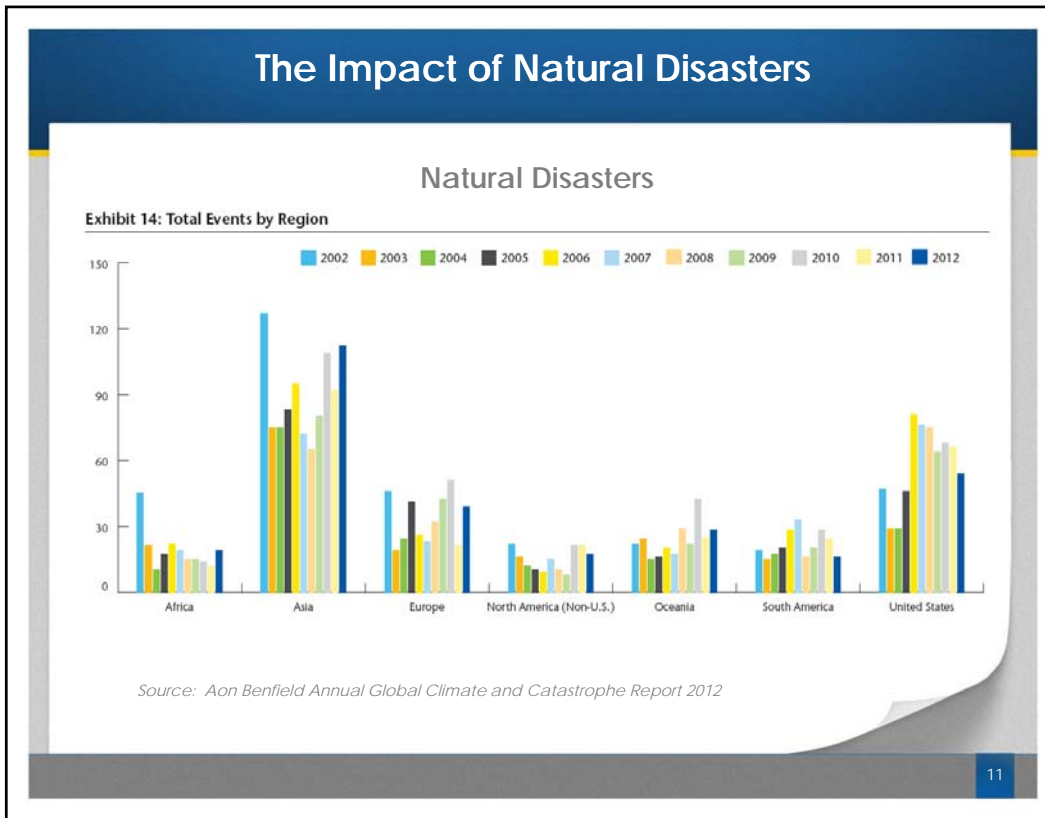


- 28% of employees in Europe report stress at work.
- In Finland, 50% of the workforce reports some kind of stress-related symptoms.
- In Turkey, 40.2% of employees find their workplace stressful.
- According to the European Union, the cost of stress in the workplace is €20 billion annually.

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Evolution of Global EAP

- EAP's began in North America in the 1970's, and then expanded to the UK, Ireland and Australia
- Outside of these Countries, when people talked about Global EAP, they were referring to Expats
- Last 5-10 years, this has evolved and companies began offering EAP services to local employees worldwide
- Early adopters had multiple EAP vendors – sometimes 10-20
- Trend now is to look for a Global supplier



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Early Perceptions

- The conventional wisdom 10 years ago was that EAP's wouldn't be accepted outside of traditional English-speaking Countries
 - Individuals from South America would only talk with their priests or their mothers
 - Individuals from Asian Countries, and Chinese in particular, were too private and would never see a counselor
 - Individuals from European Countries were too stoic to accept EAP's

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New Realities

- EAP has been well accepted in most Countries where it has been rolled out
- Different groups utilize the program somewhat differently, but utilization is healthy if the plan is communicated well
- Common denominator – everyone is experiencing stress and looking for help in dealing with it
- EAP has been one of the first benefits multi-national employers are looking to implement consistently across the world

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Lessons Learned

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Cultural Fit

- Corporate Culture
 - Program Support – both practical and philosophical
 - Internal HR reporting and organizational structure
 - Decision-making authority/boundaries
 - Infusing corporate culture into the service/branding
- Local Culture
 - Cultural appropriateness vs. cultural commonality



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Infrastructure & Design

- Technology
 - Access methods
 - Communication and promotion
 - Case and quality management
 - Reporting
- Legal/Regulatory
 - Conforming the services delivered to the legal/regulatory limitations of a particular Country or jurisdiction
- Social Service
 - Aligning/integrating services delivered into the reality of a national health & social support systems

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Equity and Cost

- Equity
 - Who has access to what services?
 - Expat/Local Nationals
 - Managers/Line staff
 - Union/Non-union
- Cost
 - How is the price calculated?
 - What is included in the price and what is not?
 - Who has budgetary authority?

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Roll-out



- Implementation time frames
 - Phased or 'one-shot'
 - Centrally or regionally administered
- Communication & promotion of the service
- Monitoring and measuring success

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Challenges – Yin & Yang

- Managing stakeholder expectations
- Differing approaches to confidentiality
 - Europe takes privacy very seriously which makes reporting challenging
 - Works councils and EU privacy restrictions
 - Chinese buyers want access to very detailed information which creates problems on the other end of the spectrum
 - They want to know who the employee was that called and why

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Opportunities

- Global EAP has been a hot topic in the past two years
- Studies by:
 - Silicon Valley Employers Forum
 - National Business Group on Health
 - Employee Assistance Roundtable
- Fueled in part by suicides reported in China
- Companies have seen the success they have had with EAP at home and want to offer similar programs to employees internationally

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Rewards



- Tremendous growth potential internationally
- Excitement of participating in a global project
- Multiple time zones are difficult to manage, but it is gratifying to solve a problem for an employee 12,000 miles away
- Watching the World News takes on a new meaning:
 - Arab Spring, Japan Tsunami, etc...

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Moving Forward

- What should employers be considering:
 - Incorporate EAP into your global health and wellness strategy
 - Implement company-wide prevention and screening activities for stress and depression
 - Develop a global EAP strategy to identify and monitor behavioral health trends enterprise-wide
 - Create a culture of health and emotional wellbeing that encourages help seeking behavior




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Thank You.

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