



Supporting a Global Workforce

Seven Essential Components of a Global EAP Program

Global EAP programs can be challenging to compare because of the diversity of programming and available services throughout the world. When looking for a global EAP, it is important to consider more than just areas of coverage. We have taken a close look at different global EAPs and have highlighted the most important elements you should consider when looking to expand your program internationally:

1. Language Accessibility

Providing members direct access to counselors who speak their native language is important.

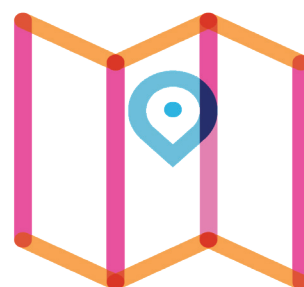
It reduces entry barriers and ensures that members receive immediate access to services - particularly important for those whose concerns are high risk or critical.

Many global EAPs use translation services, which may be necessary in certain areas depending upon infrastructure and available clinicians. However, it is highly preferable to provide members access to regional EAP call centers where the telephone is answered in the local language and dialect. At LifeMatters Global, we use regional EAP call centers exclusively providing our members with nuanced care that is always sensitive to cultural norms for each region. Read below for more on this equally important element of a global EAP program.

2. Sensitivity to Cultural Norms

Cultural norms vary significantly throughout the world and even from region to region within the same country.

Understanding cultural norms and applying that understanding to care protocols impacts everything from establishing rapport with members to program outcomes. Here again, we recommend utilizing regional call centers staffed with local counselors. This ensures familiarity with local customs and norms while also improving credibility and trust. Members subsequently receive personalized care and treatment that is sustainable and tailored to their local environment. Where local call centers are not available, be certain that your global EAP understands the importance of cultural norms and their impact on member outcomes.



3. Multimodal Access

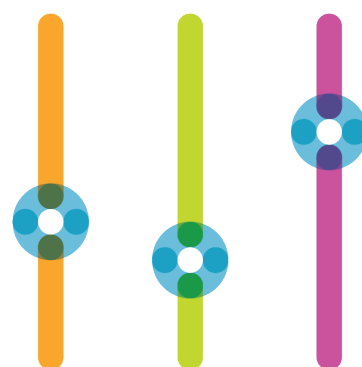
Providing multiple access points is especially important in serving multi-generational workforces.

An effective EAP will understand that various demographic groups will choose to access the program in different ways, including telephone, video and text. Accommodating these access modalities increases your ability to capture maximum program utilization while simultaneously providing important care for your workforce.

4. Program Design

Global EAP program designs and services can vary significantly from provider to provider.

In addition, services can even vary by region within the same EAP. A uniform program design is preferable in reducing administrative burden and complexity while also offering similar benefits across your workforce. At LifeMatters Global, we accommodate this through a universal program design worldwide that offers access to the same services in all areas of coverage, including mental health support, community referrals, financial and legal resources, management consultation and local language access and promotional materials. We supplement these core services in more developed areas with enhanced work/life coverage that may include child and elder care resources, and convenience services.



5. Account Management

Your global EAP account managers are critical to program outcomes.

Centralized account oversight provides ease of access and simplified administration for the client organization. However, local account management in regional areas is important, as well. Regional account managers are in tune with the local trends and historical background of the EAP and have a direct understanding of the companies and members served within the area. Different global EAPs will have differing account management structures with some focusing entirely on centralized management and others primarily operating in a decentralized structure. At LifeMatters Global, we provide a combination of the two account management styles. Our programs offer a centralized, single point of contact for high level consulting and administrative needs paired with regional account managers who provide boots on the ground program oversight. Our clients are able to interact with all account managers during planning and strategy meetings where we discuss program performance and forward-thinking strategies for enhancement.

6. Network Coverage

Of course, having providers available to offer services in all areas is important.

However, keep in mind that global EAPs can and often do regularly add providers in new areas depending on client demographics. Also, ask how services will be provided in areas where face-to-face services may not be possible, such as locales beset by conflict or outlying rural environments.

Just as important as overall coverage are provider qualifications. Be certain that your global EAP has strict requirements for provider qualifications regardless of regional area.

7. Outcomes

All EAPs will provide regular reporting of program utilization, which can vary significantly from region to region based on cultural norms.

However, utilization is only one measure of program performance and while important for determining services penetration and usage, it often doesn't provide a good assessment of overall EAP impact. Look for a global EAP that also collects and reports on outcomes. LifeMatters Global has amassed the largest database of EAP outcomes in the world. We assess seven different areas of impact for each member we serve. These results provide our client organizations with a clear measure of how the program is performing and provides us with valuable information for continuous improvement efforts. Below are the outcomes we assess and the collective results for each area of measurement:



- 11% improvement in work engagement
- 31% improvement in life satisfaction
- 81% less negative work impact
- 41% less absenteeism
- 28% less presenteeism/lost productivity
- 25% less clinical impairment
- 17% less work distress

In summary, comparing global EAP programs can be complex. However, evaluating programs using the guidelines above can help you determine the value and quality of the EAP you are considering.



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