

SUCCESS SPOTLIGHT

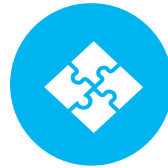
Magellan
HEALTHCARE®

National, casual dining restaurant company operating 1,600+ restaurants throughout the U.S. with 57,000+ full and part-time employees.



Situation:

- Client wanted to increase awareness of EAP services
- Communication barriers: lack of computer access and frequently changing work schedules
- Common population issues: living paycheck to paycheck, child care, financial issues, experiencing stress, relationship issues, reluctance to ask for help due to stigma



Solution:

- Use simple communications that normalize mental health and reduce stigma
- Leverage the client's *HotSchedules* application used by employees to clock in and out of shifts by adding EAP messaging
- Train managers about the EAP and require them to proactively communicate EAP during "top of shift" meetings



Results:

- 400% increase in users of the EAP member website within the first three months
- Decision to continue the momentum with regularly scheduled communications promoting EAP