

SUCCESS SPOTLIGHT

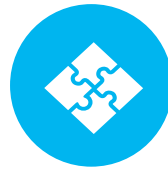
Magellan
HEALTHCARE®

National retail food chain operating 2,100+ store locations and distribution centers across 23 states. Employee population includes union and non-union members.



Situation:

- Client wanted to increase EAP awareness among employees
- 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:

- Promote comprehensive, free and confidential EAP benefits to employees and their households
- Normalize the conversation by showing everyone needs a little help at some point on their life journey. Use language that reduces stigma about asking for help
- Send a postcard to employee homes
- Hang posters and distribute flyers in employee breakrooms



Results:

- 23% increase in call volume after postcard home mailing
- 53% increase in counseling sessions
- 70% increase in usage of Work-Life services
- 75% increase in Legal/Financial/ID Theft services