

Global EAP Success: Top University Achieves 57% Monthly EAP Engagement with Journey

80%

Awareness of
Journey
Proactive EAP

A top globally distributed university, renowned for cultivating top leaders, is dedicated to prioritizing the mental health and well-being of its diverse faculty, staff, and their families. With thousands of employees across the world, they sought an inclusive and holistic Employee Assistance Program (EAP) to support their growing global employee base and their loved ones. The adoption of Journey Proactive EAP has had a positive impact on the University employees, **with 80% of the workforce aware of Journey's mental health program and a remarkable 57% EAP engagement.**

57%

Engagement with
Journey Proactive
EAP

Despite offering a wide variety of mental health services to support its faculty and staff, including dedicated internal mental health teams and onsite counselors, this University faced significant challenges with their existing EAP. Their existing EAP, provided through a traditional healthcare provider, did not fully reflect the high quality of comprehensive services they wanted to offer their workforce. This led to several challenges and a **low employee engagement rate of just 2%.**

28X

Increase in
engagement

"Journey is the full package. It's the largest network out there, it's international, free for loved ones, easy to use, and has fast access to care. It's rare to get all that in one place. All the plans we looked at had some version of a mixture of these features, but I wanted something complete and holistic."

-Chief Benefits Officer for University Benefits & Wellness

Claude Silver, Chief Heart Officer at VaynerMedia

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The key challenges faced were:

- **No Global Reach:** The existing EAP was not available in multiple languages, limiting accessibility for their diverse workforce.
- **Slow Access to Care:** Constrained networks meant mental health services took, on average, over 20 days to access and were costly.
- **Limited HR Support:** There were no trainings on EAP best practices for the HR team and no support for crises or seminars on topics important to their workforce.
- **No Holistic Employee Support:** Their traditional EAP limited mental health services to only employees, excluding their families and loved ones.
- **Poor Employee Support and Experience:** There was no licensed care navigator or concierge for immediate care and support across a variety of work-life issues.

Their Chief Benefits Officer for University Benefits and Wellness, stated “Access to mental health in traditional healthcare plan networks is really hard to get immediate access to help and costly for our employees. Networks were already so constrained, and COVID only increased the demand because people had even more needs around mental health and wellness.”

Revolutionizing Mental Health with a Comprehensive, Inclusive Solution

Recognizing the need for a more comprehensive solution, they sought an EAP that was inclusive, accessible, and comprehensive for its global employee base. After a thorough review of available options, the University selected Journey Proactive EAP.

Their Chief Benefits Officer explained their decision, “We’re a global institution with a very diverse population, so I wanted an EAP that was more inclusive. I wanted something that served our faculty, staff, and their families and loved ones. Journey was the perfect storm and one-stop solution.”



Since implementing Journey Proactive EAP, the University has seamlessly integrated the service into its broader mental health and wellness initiatives, promoting it through various channels. This implementation has resulted in an incredible 57% EAP engagement rate due to several notable factors, including:

- **Global Reach and Inclusivity:** Journey Proactive EAP offers services to faculty, staff, and their families worldwide, accommodating diverse populations with multi-language support and specialized outreach to various groups, including people of color and the LGBTQ+ community.
- **Ease of Access:** Journey Proactive EAP allows for quick and convenient access to mental health professionals, often within the same day, without any financial barriers.
- **Holistic Support:** Beyond traditional therapy, Journey offers various lifestyle services, including concierge support to help with referring childcare, in-home services, financial wellness, legal services and more.
- **Proactive Engagement Strategies:** Journey collaborates with their HR leaders to assess trends in the types of content and support their faculty and staff engage with, such as relationships, family, stress, and anxiety, to drive a comprehensive, customized approach to mental health. This includes creating custom seminars and campaigns based on the unique needs identified during assessments.
- **HR and Leadership Training:** Journey conducts training sessions and seminars to educate HR and leadership about available EAP resources. Journey integrates with their Management 101 training and monthly manager training, empowering new managers to foster mindfulness and resilience within their teams.

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“Journey helps with mental health parity, ensuring fast and equal access for everyone, anywhere. I helped an employee get an appointment using the Journey mobile app, and it was scheduled for the next day. Knowing that you have somebody that you can talk to and get support, helps you walk through the park a little easier. That quick access is invaluable.”

Chief Benefits Officer for University Benefits & Wellness

- **Improving EAP Awareness:** Journey's daily emails and promotional materials ensure that employees are aware of the available services, keeping mental health top-of-mind and resulting in a remarkable 80% awareness rate among their employee base.
- **Personalized Care:** Employees can choose from a diverse range of counselors based on their demographics and preferences, enhancing the comfort and effectiveness of the support provided.

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"I love that you can see you in the Journey product. It's crucial that our employees see themselves in the people that support them and have unfettered access in the language that you need. it's just not another counselor that just might be available, you can choose a counselor based on what you're looking for (demographics, languages, etc) across a global footprint."

Chief Benefits Officer for University Benefits & Wellness

The Impact

The adoption of Journey EAP has positively impacted University employees, with 80% of the workforce aware of Journey's mental health program and a remarkable 57% EAP engagement in their first year with Journey. Faculty and staff appreciate the comprehensive support offered globally, regardless of language or region, the quick access to care, and the inclusivity of services for their families.



The Chief Benefits Officer shared his experience, stating, "Implementing Journey Proactive EAP has been transformative. Journey's approach resonated with us from the start, especially their emphasis on creating a sense of belonging within our community. The recent expansion to include our campus in Qatar exemplifies our commitment to comprehensive mental health, reinforced by Journey's exceptional content and services."

Our University's partnership with Journey Proactive EAP exemplifies a successful approach to enhancing employee well-being through comprehensive, inclusive, and easily accessible mental health services. By addressing the diverse needs of its community and removing barriers to care, they have reinforced their commitment to supporting the holistic health of the Universities faculty, staff, and their families.

As their Chief Benefits Officer notes, "Providing access to mental health support is a gift, and Journey Proactive EAP allows us to offer this gift to our entire community, ensuring they have the resources they need to thrive."



LEARN MORE ABOUT JOURNEY PROACTIVE EAP

Ready to elevate employee mental health and increase EAP engagement across your organization?

[Schedule a demo with Journey today.](#)