



EAP Implementation Booklet

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IMPLEMENTATION CHECKLIST

- 1. You will receive a starter packet of materials from PENN Behavioral Health including:
 - A. Contract (3 copies):
 - 1. Unbound (in case changes need to be made)
 - 2. Bound (for you to sign and keep)
 - 3. Bound (for you to sign and return to PENN Behavioral Health)
 - B. Implementation Binder
 - C. Orientation and Training Materials
 - D. Account Manager Request List
- 2. Review and Sign Contract
 - ✓ Return 1 bound contract to PENN Behavioral Health (with a camera-ready logo of your organization).
 - ✓ Keep 1 bound contract for your records.
- 3. Contract Sheet to be completed by PENN Behavioral Health Account Manager
 - ✓ Orders placed for brochures and posters.
 - ✓ Contract Sheets alerts network providers to details of the contract.
- 4. Establish training dates and locations.

EAP TRANSITION PLAN

- I. Identify Current EAP Providers/Vendors:**
 - A. Current EAP Name
 - B. Address
 - C. Contract Name
 - D. Phone Number
 - E. FAX Number
 - F. Contract End Date
 - G. Release Stipulations

- II. Phone calls to EAPs regarding intention to change EAP and instructions regarding transitioning of cases.**

- III. Follow-up letters to EAPs regarding intention to change EAP and instructions regarding transitioning of cases (sample letter attached).**

- IV. Phone calls to benefit carriers regarding intention to change EAP.**
 - A. Give new contact information.

- V. Follow-up letters to benefit carriers regarding intention to change EAPs with new EAP contact information (sample letter attached).**
 - A. Identify pending cases at each location.

- VI. Identify pending cases at each location. (Examples)**
 - A. Administrative Referrals - based on performance decline.
 - B. Administrative Referrals - based on substance abuse.
 - C. High Risk Cases - based on known emergency cases.
 - D. Management Consultation - Incompletes.

- VII. Re-process/obtain signatures to new Release of Information for cases involving administrative referrals.**

- VIII. PENN Behavioral Health will contact previous EAPs regarding issues of continuity of care and follow up.**

- IX. Communication to employees/dependents regarding new EAP.**

SAMPLE LETTER REGARDING TRANSITION

DATE:

TO: EXISTING EAP

FROM: YOU

Dear (Current EAP Vendor):

We thank you for the services you have provided over the years. We are however, moving on to another EAP vendor: PENN Behavioral Health. The effective start date will be _____.

We would appreciate your utmost cooperation with PENN Behavioral Health in transitioning cases into their system. We ask that you service the individuals currently in your care to the end of their provided sessions. If there are any critical cases that need ongoing treatment, we ask that you refer them to their health benefit.

Please let us know the name of the contact person with whom PENN Behavioral Health can work. For your information, I am giving you the name of our PENN Behavioral Health Account Manager:

(PENN Behavioral Health Account Manager)

(Address)

(Phone number)

(Fax Number)

Thank you for your cooperation.

SAMPLE LETTER REGARDING TRANSITION

DATE:

TO: HEALTH BENEFIT CARRIER

FROM: YOU

Dear (Health Benefit Carrier):

We are moving to another EAP vendor: PENN Behavioral Health. The effective start date will be _____.

We would appreciate your utmost cooperation in handling any critical cases that require ongoing treatment.

Please let us know the name of the contact person with whom PENN Behavioral Health can work. For your information, I am giving you the name of our PENN Behavioral Health Account Manager:

(PENN Behavioral Health Account Manager)

(Address)

(Phone number)

(Fax Number)

Thank you for your cooperation.

ACCOUNT MANAGEMENT REQUEST LIST

In order to service your account more efficiently and more effectively, I would appreciate the following information:

- 1. A copy of your current benefits package and insurance policy.
- 2. A copy of your current substance abuse policy.
- 3. A business card and cards of individuals with whom I might have contact.
- 4. In-house newsletter or publications.
- 5. Copies of your organization's most recent Annual Report.
- 6. Management flowchart of organizational structure.
- 7. Employee Policy Manual.
- 8. Any unusual situations the organization is experiencing with which we can possibly assist.
- 9. Any groups within the organization with special needs.

Thank you,

PENN Behavioral Health
Account Manager

**TRANSITION PLAN
PRE-WORK at SITE LOCATIONS
DIRECTORY of KEY STAFF PERSONNEL (You complete)**

1. **SITE NAME:** _____
ADDRESS: _____

PHONE NUMBERS:
(DAY) _____ **(NIGHT)** _____

2. **Names, Titles and Phone Numbers of Site Directors:**

		phone #
Site Manager: (and staff)	_____	_____
	_____	_____
	_____	_____
Medical Staff: (on site)	_____	_____
	_____	_____
	_____	_____
Human Resources: (Personnel)	_____	_____
	_____	_____
	_____	_____
Security: (on site)	_____	_____
	_____	_____
	_____	_____
Benefits: (Finances)	_____	_____
	_____	_____
	_____	_____

3. Names, Addresses, and Numbers of Local Health Units:

Hospitals:
(Medical Centers)
(Testing Sites)

NAME:

TYPE OF UNIT:

Psychiatric_____ Ambulance_____ Crisis_____

Testing: Urine_____ Blood_____ Breath_____

ADDRESS:

PHONE:
(DAY)_____ (NIGHT)_____

CONTACTS:
(DAY)_____

(NIGHT)_____

NAME:

TYPE OF UNIT:

Psychiatric_____ Ambulance_____ Crisis_____

Testing: Urine_____ Blood_____ Breath_____

ADDRESS:

PHONE:
(DAY)_____ (NIGHT)_____

(Continued on next page)

CONTACTS:
(DAY)_____

(NIGHT)_____

NAME:

TYPE OF UNIT:

Psychiatric_____ Ambulance_____ Crisis_____

Testing: Urine_____ Blood_____ Breath_____

ADDRESS:

PHONE:
(DAY)_____ (NIGHT)_____

CONTACTS:
(DAY)_____

(NIGHT)_____

4. Names, Addresses and Numbers of Local Police:

Local Police:

NAME:

ADDRESS:

PHONE:

(DAY)_____ (NIGHT)_____

CONTACTS:

(DAY)_____

(NIGHT)_____

NAME:

ADDRESS:

PHONE:

(DAY)_____ (NIGHT)_____

CONTACTS:

(DAY)_____

(NIGHT)_____

5. Names, Addresses and Numbers of Taxi Companies:

NAME:

ADDRESS:

PHONE:

(DAY)_____ (NIGHT)_____

CONTACTS:

(DAY)_____

(NIGHT)_____

NAME:

ADDRESS:

PHONE:

(DAY)_____ (NIGHT)_____

CONTACTS:

(DAY)_____

(NIGHT)_____

Please fax completed form to your Account Manager at PENN Behavioral Health.
FAX # (215) 746-7454.

**TRANSITION PLAN
PRE-WORK at SITE LOCATIONS
DIRECTORY of KEY STAFF PERSONNEL (PENN Behavioral Health Account
Manager completes)**

1. Names, Addresses, and Numbers of Local Designated Provider:

Designated Provider:

()
Address:

()
Address:

Phone Numbers:

(DAY)_____ (NIGHT)_____

(CELL)_____ ()_____

Fax Numbers: _____

2. Names, Addresses, and Numbers of Local Trainers/Educators:

Local Trainer/Educator:

()
Address:

()
Address:

Phone Numbers:
(DAY)_____ (NIGHT)_____

(CELL)_____ ()_____
Fax Numbers: _____

Local Trainer/Educator:

()
Address:

()
Address:

Phone Numbers:
(DAY)_____ (NIGHT)_____

(CELL)_____ ()_____
Fax Numbers: _____

IDENTIFYING EMPLOYEE NEEDS

I. EAP Committee

- A. Identify Representative Group
- B. Define Additional Promotional Needs
- C. Assess Employee Issues
- D. Define Current Environment of Work Place

II. Employee Services Staff

- A. Interact with Employees
- B. Identify Employee Issues
- C. Set Goals
- D. Address Identified Issues
- E. Employee Services Staff Referrals

III. Supervisor Groups

- A. Review Absenteeism Rates
- B. Review Accident Rates
- C. Discuss Group Morale
- D. Determine Administrative Referral Process
- E. Discuss Ways to Identify Troubled Employees

IV. Union Groups

- A. Group Morale
- B. Review Union Policies and Procedures
- C. Discuss Ways to Identify Troubled Employees
- D. Determine Alternate Assistance Sources

V. Meet with Former EAP Providers to:

- A. Obtain Utilization Rates
- B. Identify Primary and Secondary Issues
- C. Discuss Referral Patterns
- D. Discuss Case Disposition Trends
- E. Review Regional Issues/Trends
- F. Assess Industry Trends

VI. Review Current Statistical Reports to Determine:

- A. Utilization Rates
- B. Primary and Secondary Issues
- C. Referral Patterns
- D. Case Disposition Trends
- E. Regional Issues/Trends
- F. Compare Industry Trends

VII. Distribute Employee Surveys To:

- A. Determine Level of Satisfaction
- B. Assess Knowledge of Program
- C. Obtain Suggestions to Improve Program
- D. Recommend Wellness Topics

**IDENTIFYING IMPORTANT ISSUES of
TARGET GROUPS**

Target Groups:

1. Employees
2. High-Risk Groups
3. Dependents
4. Unions
5. Supervisors/Managers
6. Employee Support Staff
7. Senior Management
8. Field Sales
9. Retirees

1. Employees:

A. Issues

B. Strategies

2. High-Risk Employee Groups:

A. Issues

B. Strategies

3. Dependents:

A. Issues

B. Strategies

4. Unions:

A. Issues

B. Strategies

5. Supervisors/Managers:

A. Issues

B. Strategies

6. Employee Support Staff:

A. Issues

B. Strategies

7. Senior Management:

A. Issues

B. Strategies

8. Field Sales:

A. Issues

B. Strategies

9. Retirees:

A. Issues

B. Strategies

PUTTING TOGETHER an EAP COMMITTEE

A. Purpose:

- Representation (of the various groups within company)
- Oversight (assessment of effectiveness of EAP)
- Direction (for future goals)
- Intervention (problem solving)
- Coordination (with other departments)
- Set policy regarding EAP/company relationship

B. Objectives:

- Quarterly review of statistics
- Strategic promotion of the services (Wellness and Trainings)
- Encouragement of managers, union, and supervisors to utilize EAP
- Interpretation of EAP to represented areas (stimulate usage)
- Communication of employee and corporate needs and concerns to EAP liaison
- Resolution of issues or problems as appropriate

C. Goals:

- A more effective EAP (higher utilization/greater penetration)
- A more responsive EAP (meeting needs/understanding culture)
- A greater involvement by the company on many levels
- Earlier intervention on employee issues
- Proactive planning for unforeseen issues (violence protocols)
- More effective interface and coordination between EAP and company

D. Structure:

- EAP liaison
- Local provider
- Medical Department representative
- Human Resources representative
- Union representative
- Supervisory representative
- Employee representatives (different shifts)
- Upper management representative

E. Logistics:

- Quarterly meetings at corporate location
- Yearly meetings at major sites
- Ad hoc meetings when necessary
- Agendas/strategies/action plans/follow-up

**SAMPLE AGENDA
FIRST EAP COMMITTEE MEETING
DATE:
TIME:**

EAP Committee: Direction and Purpose

I. Clarifying Our Purpose

- A. What is the reason for having an advisory council?
- B. What is our mission? (to oversee the provision of top-quality EAP services to all eligible employees and their dependents.)

II. Defining Our Goals

- A. What are our goals?
 - Review statistical reports and utilization trends.
 - Oversee activities to stimulate employee, supervisor, manager and dependent usage of the EAP program.
 - Resolve problems as appropriate.
 - Highlight program successes to management and employees.
 - Review managed care and other new programs as they arise.

III. Identifying Our Roles as Stakeholders

- A. What is each member's interest in being on the committee?
- B. What does each member bring to the table?

IV. Naming Our Stakeholders

- A. Who are the EAP's stakeholders?
- B. Which stakeholders do the EAP Committee members represent?
- C. Are all stakeholders represented?
 - 1. If not, how can they be represented?

Stakeholders:

1. Those who are affected by or may be asked to implement the directions and decisions that the Committee makes.
2. Those who receive, produce, provide or support PENN Behavioral Health program.

V. Specifying Meeting Expectations

- A. How often will we meet?
- B. How long will the meetings be?
- C. Who will:
 1. Set the agenda?
 2. Convene the meetings?
 3. Schedule the meetings/locations/notify people?
 4. Take the meetings and reproduce/distribute them?
- D. How will we make decisions?
 1. Consensus?
 2. Majority rules?
 3. Other?
 4. As appropriate?

EAP ROLL-OUT STRATEGY

- I. First Implementation Meeting with Human Resources/Medical/Benefits/Risk Management/Legal/Union Representatives (Form Committee)**
 - A. Initial Meeting - Corporate
 - B. EAP Committee Meeting to Determine All Needs
 - C. Fact-to-Face/Telephonic Other Locations
 - D. Send Materials For Review
 - E. Goals:
 - Define Needs
 - Customize Program
 - Structure Roll-Out
 - Define Policies
 - Define Procedures
 - Design Training
 - Structure Follow-Up

- II. Local Representatives Meeting**
 - A. Local Human Resource Representatives
 - B. Former EAP Account Managers
 - C. Local Providers and Facilities
 - D. Local Community Resources
 - E. Purpose
 - Discover Local Needs, Issues, Concerns and Strengths
 - Understand Previous Utilization, Trends, Issues
 - Review Past Programs, Training, Education
 - Gain Support and Resources
 - Evaluate Offices and Facilities
 - Set Up Intervention Teams

- III. Corporate Employee Support Staff Orientation (EAP Committee)**
 - A. Senior Management Briefing
 - B. Employee Support Staff Coordination
 - C. Union Coordination
 - D. Supervisory Training
 - E. Employee Orientations
 - F. Design Promotional Material/Schedule

IV. Corporate Location Orientation

- A. Senior Management Briefing
- B. Employee Support Staff Coordination
- C. Union Coordination
- D. Supervisory Training
- E. Employee Orientations
- F. Train-the-Trainer Sessions
- G. Video Tapes

V. Major Site Location Orientation

- A. Senior Management Briefing
- B. Employee Support Staff Coordination
- C. Union Coordination
- D. Supervisory Training
- E. Employee Orientations
- F. Train-the-Trainer Sessions
- G. Video Tapes

VI. Smaller Site Location Orientation

- A. Senior Management Briefing
- B. Employee Support Staff Coordination
- C. Union Coordination
- D. Supervisory Training
- E. Employee Orientations
- F. Train-the-Trainer Sessions
- G. Video Tapes

VII. Field/Sales Staff Orientation

- A. Annual Meetings
- B. Divisional/Regional Meetings
- C. Field Sales Supervisory Training
- D. Field Sales Employee Orientations
- E. Train-the-trainer Sessions
- F. Video Tapes

*For further roll-out promotional ideas and communications materials, please refer to PENN Behavioral Health's EAP Promotional Materials binder. Additionally, we have included some sample roll-out letters on the following pages.

ROLL-OUT LETTER #1

(Salutation):

At (*company name*), our caring extends beyond the workday. We are concerned for your personal as well as your professional well-being. Personal concerns can interfere with your family life, health, and job performance. Therefore, I am pleased to announce the establishment of a new benefit: PENN Behavioral Health EAP).

We have contracted with PENN Behavioral Health, a behavioral health-care firm, to provide us with this benefit. Their staff of professional counselors is ready to help you with issues related to family, marriage, drug or alcohol problems, emotional difficulties, and stress-related concerns.

This service is completely confidential and is available to you and the members of your household 24-hours a day, 7 days a week. Help is only a phone call away. The number is **1-888-321-4433**.

This is your benefit. I urge you to take advantage of it.

Sincerely,

ROLL-OUT LETTER #2

(Salutation):

At times we all experience problems that we cannot solve easily. These are problems that go beyond research, beyond strategy, beyond our company.

We want to help with these kinds of personal concerns. That's why (company) has established an Employee Assistance Program called PENN Behavioral Health. This program offers you and your family an opportunity to obtain professional assistance at no cost to you for personal problems that you may be experiencing.

This EAP is a service of PENN Behavioral Health, a nationally recognized behavioral health-care firm out of the University of Pennsylvania in Philadelphia, Pennsylvania, and offices throughout the United States. Their staff of professional counselors is ready to help you with a variety of personal, family, and work-related problems.

In order to see a counselor through PENN Behavioral Health, you call them directly at **1-888-321-4433**. Your contacts with the program counselors are completely confidential.

There are several reasons why the company is now offering an employee assistance benefit. As an organization, we can only prosper with people who feel well, function well, and are productive. More importantly, we can only be first-class in our business if we have a genuine concern for one another.

Please read the enclosed brochure, and then share it with your family members. This is your program; we urge you to take advantage of it.

Sincerely,

ROLL-OUT LETTER #3

(Salutation):

I want to acquaint you with a new benefit that will be available to all (*company name*) employees and their dependents beginning, 2008.

(*Company name*) has a deep concern for the well being of all its employees and realizes that we are not always prepared to handle all of the stress and personal difficulties we encounter in our lives. In response to this need, we wanted to develop a program that would provide you and your families with specialized, personal consultation to handle these situations.

We have retained the services of an Employee Assistance Program called PENN Behavioral Health, which can offer professional consultation on a broad range of personal, family, and work-related matters. We believe that this service is a natural extension of self-help and will be available as a supplement to family, religious, or medical assistance.

PENN Behavioral Health is a division of The University of Pennsylvania, and is nationally-recognized behavioral health-care firm, whose professional counseling staff has the knowledge and expertise to provide high quality consultative, assessment, and referral services to (*company*) employees.

This program has been specifically designed for you, and I urge you to take advantage of it. Please be assured that any contact you have with PENN Behavioral Health is strictly confidential. No information about your involvement with the program is revealed to the company or to any other person without your written consent.

I hope you will take the opportunity to read the enclosed brochure, which explains PENN, Behavioral Health in greater detail. Feel free to use the benefit whenever you believe it would be helpful to you. You can reach a PENN Behavioral Health counselor 24-hours a day, 7 days a week at **1-888-321-4433**.

Sincerely,

EMPLOYEE ORIENTATION SESSION SAMPLE MEMO

DATE:

TO: All Employees

FROM: (*Building Director's name*)

THROUGH: (*Human Resource person's name*)

SUBJECT: PENN Behavioral Health EMPLOYEE ORIENTATION
SESSIONS

(*Name of the center*) will schedule Employee Orientations to the PENN Behavioral Health program on: _____ from _____ to _____ on the hour in the _____ conference room. All employees are strongly encouraged to attend one of these sessions to familiarize themselves with this valuable benefit.

The classes are 30 minutes in duration with slides to introduce employees to the services offered by the PENN Behavioral Health program.

See the attached message, which gives a brief description of what PENN Behavioral Health can do for you or someone in your family.

NEED HELP? ⇒ ⇒ ⇒ ⇒ ⇒ ⇒ CALL PENN Behavioral Health

Few people escape having some type of serious personal problem at some point in life. When emotional, physical, or psychological problems occur, they can interfere with all aspects of our lives. When this happens, we usually need some type of professional help in order to resolve the problems that we are facing. _____'s Employee Assistance Program provides confidential, professional assistance for our employees and their dependents.

The program called, "PENN Behavioral Health" is offered by The University of Pennsylvania, which offers professional counseling that is both voluntary and totally confidential.

To learn more about this service, which is already available to you at no cost, attend one of the Employee Orientation sessions listed above.

SUPERVISORY TRAINING SAMPLE MEMO

DATE:

TO: All Supervisors

FROM: Human Resources

SUBJECT: PENN Behavioral Health Supervisory Training Sessions

(*Name of the Building*) will schedule supervisory training sessions for the PENN Behavioral Health, Employee Assistance Services and Education Program on: from ____ to ____ in the _____ room. All supervisors are strongly encouraged to attend one of these sessions to familiarize themselves with this important service as well as learn to recognize the signs and symptoms of troubled employees. The early identification, referral, and intervention for performance issues has been proven to increase the effectiveness of help and the speed of return to health and job productivity.

PENN Behavioral Health is a confidential, highly professional, counseling service which helps employees with their problems at no personal cost to them. PENN Behavioral Health helps supervisors recommend the service to employees who can then begin to work through their personal issues and begin to resolve problems.

The training class is 45 minutes in duration and is designed to inform supervisors of the necessary steps for making an employee referral to the PENN Behavioral Health program. The training session offers steps toward providing professional assistance through PENN Behavioral Health with emphasis on recognizing performance problems.

FOR ASSISTANCE ⇒ ⇒ ⇒ ⇒ ⇒ ⇒ CALL PENN Behavioral Health

One of the most difficult tasks for supervisors is identifying troubled employees before their problems escalate to levels that are neither manageable nor cost-effective. Management techniques such as: observations, incident reporting, documentation, corrective interviews, follow-up, and long-term evaluations are often seen as secondary in the supervisory process. Early intervention and channeling of employees to the appropriate resources can eliminate further deterioration of performance and provide positive results. This training addresses basic skills managers and supervisors can develop to increase their effectiveness in handling troubled employees by helping them to resolve their problems.

PROPOSAL for EAP IMPLEMENTATION at MULTIPLE SITES

Prices for each option will vary according to the amount of training involved.

OPTION A:

- Notice of EAP Benefit in Internal Newsletter
 - Brief introduction to the PENN Behavioral Health program
- Formal Presentation at Corporate Site and Larger Locations
 - Senior Management Briefing (With Booklet and Folder)
 - Supervisory Training (With Booklet)
 - Employee Orientation (With Brochures or Tri-fold)
- Train-the-Trainer Presentations to Human Resources Staff
 - Train-the-Trainer Presentation (With Script and Overheads)
 - Supervisory Training (With Booklet)
 - Employee Orientations (With Brochures or Tri-fold)
- Human Resources Staff Presentations at Medium-Size Locations
 - Supervisory Training (With Booklet)
 - Employee Orientation (With Brochures or Tri-fold)
- Video Tape Presentations at Smaller Locations and for New Hires
 - Supervisory Training (With Booklet)
 - Employee Orientations (With Brochures or Tri-fold)
- Letters to All Employees' Homes
 - Introduction of Program
 - PENN Behavioral Health Brochure or Tri-fold "What Do You Know about PENN Behavioral Health?"
- Promotion at the Work Sites
 - Posters
 - PENN Behavioral Health Articles
 - Extra Brochures

OPTION B:

- Notice of EAP Benefit in Internal Newsletter
 - Brief Introduction of the PENN Behavioral Health Program

- Formal Presentations at Corporate Site and All Locations
 - Senior Management Briefing (at Corporate Site only)
 - Announcements at Sites as to Times/Dates of Training
 - Supervisory Training (at each site) (With Booklets)
 - Employee Orientations (at each site) (With Brochures or Tri-fold)

- Video Tape Presentations for New Hires
 - Employee Orientations (With Booklets)
 - Supervisory Training (With Brochures or Tri-fold)

- Letters to All Employees' Homes
 - Introduction of Program
 - PENN Behavioral Health Brochure or Tri-fold "What Do You Know about PENN Behavioral Health?"

- Promotion at the Work Sites
 - Posters
 - PENN Behavioral Health Articles
 - Extra Brochures

OPTION C:

- Notice of EAP Benefit in Internal Newsletter
 - Brief Introduction of the PENN Behavioral Health Program

- Formal Presentation at Corporate Site (video-taped)
 - Senior Management Briefing (With Booklets and Folders)
 - Supervisory Training (With Booklets)
 - Employee Orientations (With Brochures or Tri-fold)
 - Wellness Seminar Presentation

- Video-Tape Presentations (filmed at corporate site)
 - Supervisory Training (With Booklets)
 - Employee Orientations (With Brochures or Tri-folds)
 - Wellness Seminar Presentation

- Video Tape Presentations (filmed at studio) for New Hires
 - Supervisory Training (With Booklets)
 - Employee Orientations (With Brochures or Tri-fold)

- Letters to All Employees' Homes
 - Introduction of Program
 - PENN Behavioral Health Brochure or Tri-fold "What Do You Know about PENN Behavioral Health?"

- Promotion at the Work Sites
 - Posters
 - PENN Behavioral Health Articles
 - Extra Brochures

PROPOSED PENN Behavioral Health IMPLEMENTATION SCHEDULE

- Program Customization

- JANUARY 1, 2008: Program Start-up

- JANUARY ____: Senior Management Briefing (30 minutes)
 - Senior Management Presentation Booklets
 - Senior Management Supplement Folders

- JANUARY ____: PENN Behavioral Health Introduction to Employees and Dependents
 - Memo to Employees
 - Letter to Employees and Dependents
 - Posters

- JANUARY ____: PENN Behavioral Health Introduction to Supervisors/Managers
 - Memo to Supervisors

- JANUARY ____: PENN Behavioral Health Training for Supervisors/Managers (1 hour)
 - Supervisory Booklets
 - Extra Employee Brochures
 - Supervisors' Brochures

- JANUARY ____: PENN Behavioral Health Training for Employees (20 minutes)
 - Employee Brochures

PROPOSED PENN Behavioral Health ONE-YEAR SCHEDULE OF PROMOTION

- **JANUARY 2008:**
PENN Behavioral Health Tri-fold "What Do You Know about PENN Behavioral Health?"
- **FEBRUARY 2008:**
PENN Behavioral Health Articles "25 Ways to Use The EAP"
"Ten Questions Most Commonly Asked"
- **MARCH 2008:**
Payroll Stuffer\Postcard "Penn Behavioral Health General Info."
- **APRIL 2008:**
SPRING E-Mail
- **MAY 2008:**
EAP Brochure or Articles "Stress in the Workplace"
- **JUNE 2008:**
Wellness Seminar "Stress in the Workplace"
- **JULY 2008:**
SUMMER E-Mail
- **AUGUST 2008:**
Payroll Stuffer\ Postcard "PENN Behavioral Health General Info."
- **SEPTEMBER 2008:**
EAP Brochure or Articles "Family Wellness"
- **OCTOBER 2008:**
Wellness Seminar "Family Wellness"
FALL E-Mail
- **NOVEMBER 2008:**
Holiday Letter "Tips to Remember"
- **DECEMBER 2008:**
Reintroduction Letter
- **JANUARY 2008:**
WINTER E-Mail

PENN Behavioral Health SCHEDULE OF ACTIVITIES

STAGE ONE: INTRODUCTION OF PENN Behavioral Health

- Program Customization
- Senior Management Briefing
- PENN Behavioral Health Introduction to Employees and Dependents
 - ✓ Letter to Employees and Dependents
 - ✓ Brochures
 - ✓ Posters
- Supervisory and Managerial Training
- Employee Orientation Training

STAGE TWO: ONGOING PENN Behavioral Health ACTIVITIES

- Utilization Reporting
- Publicity Guidelines and Suggestions to Maintain or Increase Utilization
 - ✓ Wellness Seminars
 - ✓ Payroll Stuffers
 - ✓ Articles in Company Newsletter
 - ✓ Promotional Materials (optional)
- Training Programs for Managers
- Management Consultation
- Crisis Intervention (optional)
- Resolution of Complaints or Concerns
- Tailoring to Special Company Needs and Requests
- Evaluations and Surveys (optional)

STAGE THREE: RENEWAL ACTIVITIES

- Contract Renewal
- Test-for-Fit: Case Management

WELLNESS PROGRAMS/SUPERVISORY TRAINING

I. Corporate Site:

- A. Announce Seminar through Internal Newsletter
- B. Distribute Articles Relating to Seminar Topic
- C. Distribute E-mails, Posters, Flyers, Postcards or Letters to announce upcoming seminar (sample promotional materials in separate binder). Seminar given in several time intervals.
- D. Tape Seminar for Lending Library
- E. Conduct Train-the-Trainer Sessions
- F. Distribute Employee Handouts
- G. Expectations Set for Employees
- H. Solicit Evaluations of Seminar
- I. Distribute Follow-up Articles Relating to Seminar
- J. Target Follow-up Needed From Survey Results
- K. Summarize Follow-up Summary in Internal Newsletter

II. Larger Sites: Same as Corporate

III. Smaller Sites: Same as Corporate

- A. Corporate Trainers - Trained at Corporate Presentation
- B. Video Tapes - Corporate Presentation Video

IV. Supervisory Seminars: Same Topic Available

- A. Presented Concurrently with Employee Seminars

V. Family Seminars: Same Topics Available

- A. Presented Concurrently with Employee Seminars

STATISTICAL REPORTING

I. Quarterly Reports:

- A. Corporate Report
- B. Divisional Reports
- C. Corporate Summary Report
- D. Corporate Face-to-Face Review
- E. Divisional Conference Call Review
- F. Recommendations/Customization
- G. Action Plans (Written Objectives/Goals)
- H. One Month Follow-up

II. Annual Reports

- A. Corporate Profile
- B. Divisional Profiles
- C. Corporate Summary Report
- D. Corporate Face-to-Face Review
- E. Divisional Conference Call Review
- F. Recommendations/Customization
- G. Action Plans (Written Objectives/Goals)
- H. One Month Follow-up

III. Additional Reporting Issues

- A. How to Increase Utilization
- B. Utilization Awareness Promotion
- C. Presenting Problems to Choose Training
- D. Referral Trends and Employee/Dependent Ration to Determine Target Groups

PROPOSAL FOR INCREASING UTILIZATION

The following is a proposal designed to address the issues of lowered utilization and suggest possible solutions to raise the utilization rates:

I. REASONS FOR LOWERED UTILIZATION RATES:

A. Lack of Knowledge of the PENN Behavioral Health Program

1. It was never formally introduced to the Senior Management.
2. It was never formally introduced to the supervisors and employees.
3. It was never formally introduced to a segment of the organization.
4. The management, employees and dependents have forgotten the benefit.
5. New employees have not been oriented to the program.

B. Low Visibility

1. Not enough posters around the work site.
2. Need for more PENN Behavioral Health brochures.
3. Need for more pamphlets or articles addressing PENN Behavioral Health issues.
4. Need for home mailings of the Topic Letters.
5. Need for Wellness seminars or promotional events.

C. Disinterest in the Program

1. Program has become a minor issue.
2. A person had a poor experience with PENN Behavioral Health.
3. Fear that the program is not voluntary or confidential.
4. Mistrust of management or of PENN Behavioral Health.
5. Misconception of the program and its benefits.

II. POSSIBLE SOLUTIONS FOR THESE DIFFICULTIES:

A. Lack of Knowledge

1. Reintroduce the program to various groups.
2. New brochures for employees.
3. Payroll stuffers for employees (dependents).
4. Take-home magnets for employees (dependents).
5. Home mailings (introductory or re-introductory letter).
6. Articles on common questions concerning PENN Behavioral Health.
7. Advanced supervisory training and new supervisory training.
8. New employee packets.
9. Videos, overheads, slides and handout materials for training.
10. Additional information concerning PENN Behavioral Health for employees.

B. Low Visibility

1. Additional posters, brochures, articles around the work site.
2. Additional brochures sent home to dependents.
3. Home mailing of the Topic Letters.
4. Wellness seminars and support programs.
5. On site counselor for crisis intervention.
6. On site account manager to answer questions and hand out materials.
7. Health fair participation.
8. Company-wide training participation (i.e., new benefits).
9. PENN Behavioral Health articles in internal company publications.
10. General PENN Behavioral Health videos and audio cassettes.

C. Disinterest in the Program

1. Discover ways in which the program can augment existing programs.
(i.e., substance abuse policies, TQM follow-up, family/life programs)
2. Discover ways in which the program can fulfill upcoming requirements. (i.e., DOT regulations, safety sensitive occupations, Drug Free Workplace)
3. When dissatisfaction with the services occurs, follow-up letters with explanations.
4. Encouragement of Supervisory referrals and Supervisory consultation.

(Continued on next page)

5. Forming a PENN Behavioral Health committee within the company with representatives.
6. Conducting surveys with the employees to see areas of needs and assistance .
7. Letting employees contribute to an EAP suggestion box.
8. Private meetings with employees, management, or union representatives.
9. Study of the cultural needs of the organization with recommendations.
10. Discussions with Senior Management concerning the cost savings benefit of the