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# Not all Employee Assistance Counseling Is the Same

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For over a decade, ESI Employee Assistance Group has been routinely measuring employee satisfaction with the counseling services each employee has received. Over this time, we have maintained a consistent record of 98%+ Member satisfaction. There are several reasons why we've achieved these extraordinary results.

It begins with our overall objective: delivering the best possible counseling services to those we serve. Over our 35 years of counseling, we have honed and refined the counseling model to achieve superior outcomes, ones that demonstrate significantly better results than those of other EAPs. Our model is rooted in a multidisciplinary approach, unique to our industry.

The first key distinction is hiring only counselors with Master and PhD-level degrees and years of clinical experience. Secondly, we maintain staffing levels that allow for all calls from employees and their family members to be answered directly by counselors. Generally, this is not industry practice. At most EAPs, phones are answered by operators rather than clinical professionals. That saves money, but the results are just not the same. When an employee calls for help, the need is immediate. Waiting two or three days for a response is unacceptable, particularly in a crisis.

At ESI, qualified counselors answer every employee call, conduct a thorough triage to identify the caller's needs, provide in-the-moment counseling, make referrals when appropriate, and manage all elements of the case through to a satisfactory conclusion. If the employee needs ongoing counseling, we refer within our network of over 40,000 counselors available either for local in-person sessions or via telehealth video and telephone counseling. Our network maintains the same professional standards that we require of our own counselors.

The third counseling distinction is unique to our industry. Over the years, we learned that the employees we provide services to often require an added layer of service to resolve the underlying issues that prompted the call for help. That's why ESI researched and developed two key services that are unparalleled in our industry:

- **Training** – ESI maintains a library of over 8000 online trainings in personal and professional development. Counselors regularly prescribe trainings to help the employee learn to deal with their presenting issues more effectively. For example, our counselors regularly pair money management, conflict resolution, relationship building, and communication trainings with counseling to arrive at a better, more long-lasting problem resolution. (These trainings are also available to all employees 24/7/365 in our Training Center even without counseling.)
- **Coaching** – For many common life issues, we have found that professional, one-to-one coaching can be highly beneficial for many employees. This encompasses telephonic coaching from Certified Coaches combined with structured, online trainings in such topics as finance and debt, resilience, balancing work life, and more.

All of these proprietary services support our primary goal of providing the most effective, highest quality counseling to our clients. By focusing exclusively on that goal and deepening the associated support services, we have achieved the best overall counseling results of any employee assistance program.

## The results?

Our utilization and engagement rates are more than three times higher than the industry average, meaning that more employees get the help they need.

But the real proof is in the simple fact that year over year, more than 98% of the employees we serve report high satisfaction with the help they received from our counselors. We think that says it all.