



EMPLOYEE ASSISTANCE PROGRAM FOR USD 239 North Ottawa County

Together is the way forward.

CONTENTS

Why offer an EAP, and why New Directions?	
New Directions EAP services	
Counseling	
Crisis management and response	
Awareness materials	
Clinical first	
Work-Life services	
Life Coaching	
Management Consultation and Support	
Seamless implementation and exceptional account management	
Website and mobile apps	
Appendix	
Summary: EAP Services	
Summary: Work-Life Services	

YOUR EMPLOYEE RESOURCE FOR EMOTIONAL WELL-BEING AND PROFESSIONAL RESILIENCY

Sometimes life gets in the way of good work

Your employees want to do their best when they're at work, but they can't if they're distracted, worried, or upset about their home lives, financial struggles, or more severe problems. Helping them through tough times, big or small, can reduce fear and uncertainty and let them get back to the job at hand.

Solutions that support easier living and better work

At New Directions, we provide comprehensive Employee Assistance Program (EAP) solutions for major life events like divorce, adoption, or losing a loved one, but we also assist with everyday life challenges such as stress management, childcare and financial literacy. Counseling, crisis management and awareness materials help your employees find balance in work and life, so their days are more productive, and their nights are more restful.

Clinical First – professionals ready when your employees need them

When your employees need to get in touch with us, they can expect convenient and confidential access to behavioral health clinicians on every call. We call this Clinical First. We provide a wide range of support and counseling methods including unlimited telephonic assistance, face-to-face counseling, and online therapy sessions. Our clinicians handle each interaction with empathy, skill and expediency. Between 60% and 80% of employees have their issues resolved within their EAP benefit.

Together is the way forward

With 16 million covered lives, New Directions manages over \$1 billion in cost of care expenses each year and has the infrastructure, clinical depth and service excellence to deliver world-class EAP services. We provide ongoing communication strategies and awareness materials for all aspects of your program, from orientation materials to monthly campaigns, targeted trainings, issue-specific tip sheets, push emails and posters.

Your employees gain access to:

- ^ Counseling, coaching and consultations for all levels of stressors;
- ^ Crisis management for natural disasters, layoffs and workplace violence;
- ^ Work-Life referrals for adult care, legal consultations and adoption support;
- ^ And much more, at no cost or insurance required.

New Directions EAP is a workplace enhancement resource that supports safety and risk management, prepares your managers to be better leaders, and provides cost-effective, career-building training. From leaders and managers, to assistants and staffers, we have solutions that can help anyone, at any level.

We appreciate the opportunity to present further information regarding our EAP solution and welcome the opportunity to answer any questions you may have.

Sincerely,

Susan Parkerson
Sales Executive
sparkerson@ndbh.com
(205) 209-3728

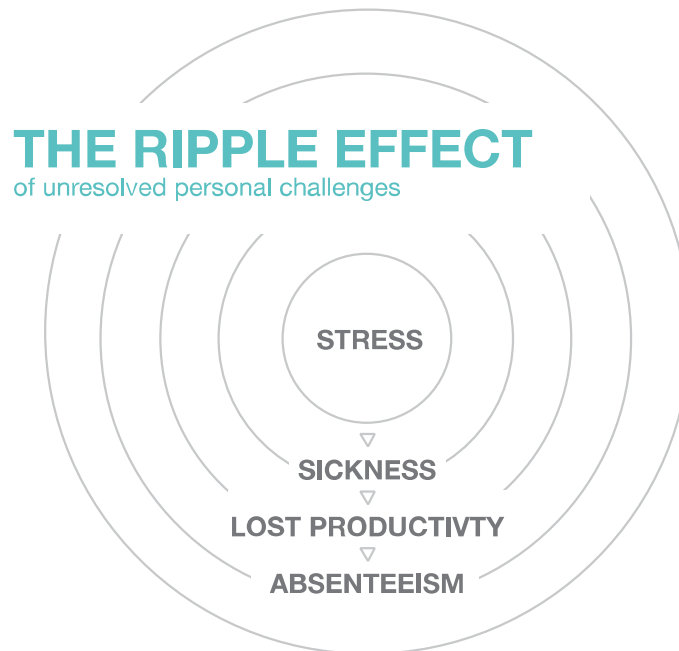
WHY OFFER AN EAP, AND WHY NEW DIRECTIONS?

Everyone has personal challenges – at home and on the job

Stress, sadness and worry are part of everyday life. But they don't have to be. Before sadness becomes depression, worry becomes anxiety, or stress becomes addiction, it's important for your employees to have the resources they need to resolve their concerns, improve their overall well-being and become more productive.

Those personal challenges are costing you

Left unresolved, these issues can adversely affect work productivity and general well-being. Unmitigated stress can lead to sickness, lost productivity and turnover.



But together there's a way forward –

New Directions EAP services

New Directions EAP is a comprehensive life-enhancement resource that promotes emotional well-being in your organization by helping your employees navigate personal challenges – and improve productivity – all at the same time. Your employees gain access to clinical experts and online tools that can help them:

- ^ Be more present at work
- ^ Obtain support for what's distracting or stressful
- ^ Grow their personal and career skills
- ^ Receive care after a traumatic event or diagnosis
- ^ Improve and inspire their daily lives

New Directions EAP is a company-building resource that supports safety and risk management, prepares your management and HR professionals to be better leaders and provides cost-effective, career-building training.

EAP services that meet your people where they are – so they can get where they need to be

Most people don't realize they have a problem with emotional well-being until they're in the middle of it and they often can't determine the root cause or the best path forward. We're ready with our Master's level behavioral health clinicians 24/7, when your employees need us. Our clinicians use a holistic, comprehensive and compassionate approach and each interaction is tailored to the employee and their needs.

Counseling

for feelings, family and finances

Whether its stress, relationships, or getting out of debt, we have the counseling, coaching, apps and online tools to help improve areas that need work such as: marriage, family and relationship issues; emotional, personal and stress concerns; healthy lifestyle information along with community resources; and tools to help employees develop resiliency, improve work-life balance and notice early signs of drug or alcohol abuse.

Crisis management and response

if tragedy strikes

When employees are impacted by a traumatic event, workplace catastrophe, or natural disaster, we have the Critical Incident Response teams and tactics that can be mobilized quickly. All inbound calls are automatically directed to our Management Consultation Support team. Once you place a call, then an immediate assessment is done and a consultant helps you 1.) Coordinate a plan of action; 2.) Mobilize any resources needed, including unlimited consultations and tip sheets for employees, managers, and HR; 3.) Setup, if needed, phone and onsite intervention/counseling; 4.) Put in place referrals for additional services; and 5.) Then conduct a follow-up consultation.

Awareness materials

that encourage utilization

Making sure your employees know about this low-cost, high-return benefit is a top priority. We educate and inform your employees about their EAP benefits through creative campaigns that use traditional, online and mobile messaging such as monthly e-pushes, calendars, articles, posters and tip sheets. Your communications options are reviewed, and a promotional plan is developed.

Campaign results are measured and adjusted based on your goals and employees' most common issues. A content calendar that includes monthly topics, free webinars and email blasts is developed to encourage awareness and use of the EAP.

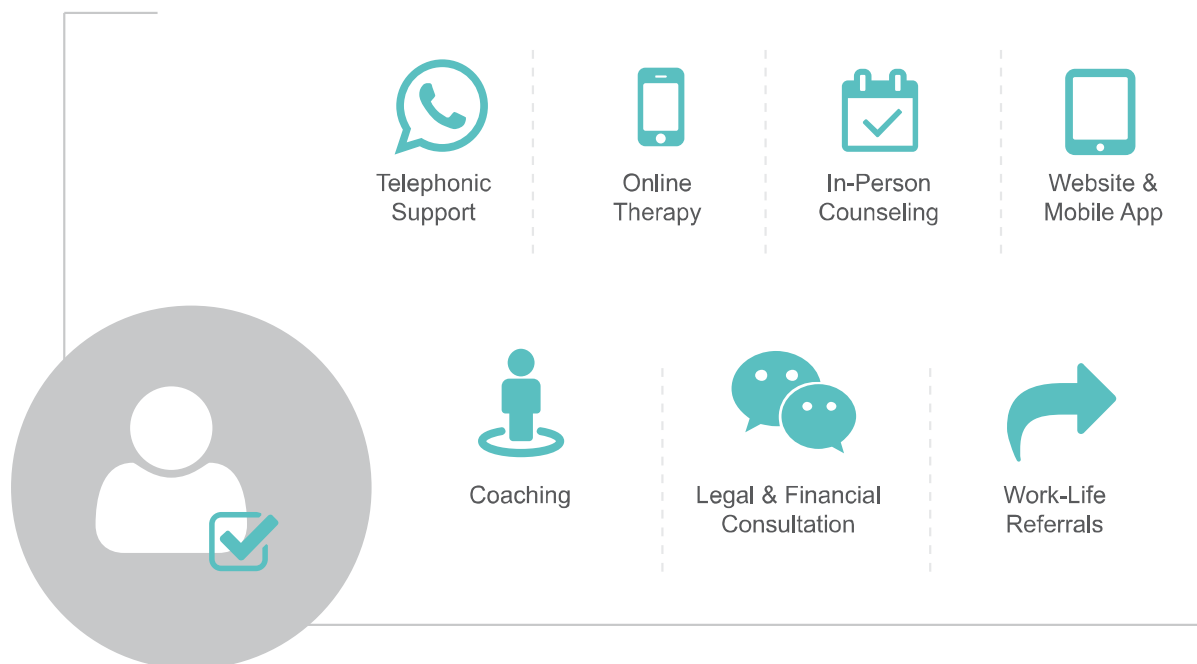
Your messaging and benefit delivery options include onsite employee training, webinar/web conferencing and mobile/web-based platforms tools that can improve well-being and address emotional health issues.

Robust mobile/web-based lifestyle and stress management resources are also available – including a library of articles and quizzes on health and lifestyle topics, as well as a comprehensive library of mindfulness, relaxation and visualization activities.

New Directions also provides translation into additional languages to make the EAP details accessible and understandable by all your employees.

Your employees can get in touch when they want, how they want

Your employees and their families need access to our EAP Care Managers 24/7, and we make it easy to reach us and get started. Dedicated EAP support lines, live chat, and texting sessions are available based on the model you choose. Unlimited in the moment telephonic support is always available. We listen, talk and develop a go-forward plan that works for your employee.



Clinical first

Delivering holistic, quality care

When your employees or their family members contact us, they communicate with Master's level behavioral health clinicians with years of experience. We call this Clinical First. Our seasoned EAP team can engage and provide guidance immediately using advanced methods in motivational interviewing, positive psychology and mindfulness. Our approach allows us to fully weigh issues and determine next steps which may include transferring employees to a qualified network counselor in their area for an appointment, scheduling another call, or providing needed work-life resources.

We have qualified, credentialed providers (network clinicians) in our nationwide provider network. We focus on the quality of our providers and we credential our EAP providers in compliance with applicable state and federal regulations.

Our provider specialties include:

- | | | |
|--------------|----------------------------------|---------------------|
| ^ Stress | ^ Grief and loss | ^ Child abuse |
| ^ Anger | ^ Post-traumatic stress disorder | ^ Substance abuse |
| ^ Depression | ^ Sexual abuse | ^ Anxiety disorders |

Work-Life services

The personal assistant for your employees

Problems don't need to be serious to affect work-life balance. Smaller issues such as transportation, childcare, or sleeplessness can create imbalances that take their toll over time. Our EAP team can handle any concern of any size or subject. Think of us as a personal assistant for each one of your employees.

**THE WORK-LIFE
BALANCE
CHALLENGE**

FOCUS
ENGAGEMENT
PRODUCTIVITY

HAPPY
HEALTHY
FULFILLING

WORK ▲

LIFE

Comprehensive Work-Life services just a phone call away

Our internal work life specialists (including childcare and eldercare specialists) perform an in depth assessment of the caller's needs including challenges and preferences. These services can be accessed by phone, chat or web. We want to help your employees with whatever challenges are getting in the way of their work and home responsibilities. We have a database of over 850,000 vetted resources that can help your employees with:

Child/Elder Care

- ^ Parenting skills
- ^ Child care/development
- ^ Camps/Rehabilitation assistance
- ^ Tutoring
- ^ Housing options
- ^ Assisted living/nursing homes
- ^ Meal programs
- ^ Companion services
- ^ Disability Resources
- ^ Understanding Medicare/Medicaid

Family Resources

- ^ Adoption Assistance
- ^ Special Needs Assistance
- ^ Education Assistance
- ^ Household maintenance and repair
- ^ Locating pet care
- ^ Dining and entertainment
- ^ Moving/Relocation
- ^ Transportation services
- ^ Housing options
- ^ College Coaching
- ^ Health and Fitness
- ^ Community services

Financial Resources

- ^ Prescription assistance
- ^ Rental assistance
- ^ Food pantries
- ^ Utility assistance
- ^ Low cost housing

Emergency resources

- ^ Domestic violence services
- ^ Emergency shelters
- ^ Natural disaster preparation
- ^ Natural disaster recovery
- ^ Response to employer requests

Life Coaching

Empowering participants to live their lives to the fullest

New Directions has Life Coaches who conduct scheduled telephonic sessions with participants looking for support with non-clinical concerns. Common areas for life coaching include, but are not limited to:

- ^ Balancing work and family life
- ^ Personal development
- ^ Managing stress
- ^ Setting and organizing priorities
- ^ Communicating effectively
- ^ Spiritual awareness
- ^ Health and wellness
- ^ Personal finance

In addition, our Work-Life Specialists assist participants in locating healthy resources such as gyms, fitness trainers, health food stores or online resources; point participants to wellness focused webinars on our EAP website; and much more.

Management Consultation and Support

Helping your management and HR professionals be better leaders

Your management and HR professionals may be faced with sensitive situations that impact individuals, teams, or the entire organization. Our Management Consultation Support team of coaching, training, crisis management and organizational development experts offer customized best practice services that strengthen your organization from the inside out. Our consultants are available 24/7 and help your management and HR professionals achieve successful outcomes by offering:

- ^ Guidance and consultation on disruptive behavior, worksite threats and safety planning
- ^ Management training on recognizing the signs and symptoms of troubled employees
- ^ Management Toolkits to guide your HR team through informal, formal, or mandatory referrals

Work. Life. Enhanced.

In addition to direct consultation, we provide your managers and leaders with mobile/web-based resources to address issues proactively where possible and reactively where necessary. Examples include:

- ^ Performance management guidance and consultation
- ^ Consultation for handling mental health, stress/anxiety and substance abuse issues
- ^ 24/7/365 crisis incident support and training to build resiliency after an event
- ^ Team and individual conflict resolution support
- ^ Strategies and support for reducing absenteeism and increasing productivity

We bring the EAP benefit to your employees

We educate and inform your employees about your EAP benefits through creative campaigns that use traditional, online and mobile messaging such as monthly e-pushes, calendars, articles, posters and tip sheets. Our dedicated Training and Development Department offers over 250 training programs, monthly live webinars and access to our online library of webinars. We participate in company health fairs and support onsite clinics and events by providing relevant information and EAP representatives to promote EAP awareness.

Seamless implementation and exceptional account management

That delivers on promises

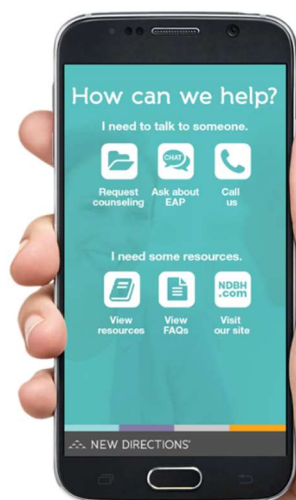
We provide a systematic plan designed to be thorough in considering every aspect of implementation, including operational requirements, technical support, staff preparedness, and promotional readiness. We collaborate extensively and collegially with your team and encourage input. Our account management teams learn all they can about your company, your customers and your culture so they can knowledgeably collaborate with your internal stakeholders and oversee all aspects of service delivery and program promotion. Your dedicated account executive analyzes program usage and recommends creative solutions for optimizing resources.

Website and mobile apps

Access made easy through mobile-friendly website and app

Our comprehensive website, as well as our New Directions EAP mobile app, make it easy to access information regarding EAP benefits and request services. The website and app include:

- ^ Access to BetterHelp's e-counseling (online therapy) platform (betterhelp.com)
- ^ On demand interactive learning library
- ^ Self-assessments for issues such as depression, substance use, anxiety and insomnia
- ^ Archived monthly webinars (employee and managerial) along with numerous Health Resource Library articles and videos
- ^ Mindfulness and meditation tools
- ^ HR/management tools
- ^ Childcare and adult care locators
- ^ Self-guided legal forms
- ^ Numerous financial calculators



APPENDIX

Summary: EAP Services

EAP Assessment/ Counseling	Master's level counselors (Care Managers) are available 24/7/365, and all calls are answered live. Care Managers are trained in motivational interviewing and appreciative inquiry and they perform a comprehensive assessment when participants call. If referrals are needed, we warm transfer callers to provide seamless referrals.
Face to Face Sessions	National network of master's level counselors provides short-term counseling for issues such as stress, anxiety, workplace problems, family issues, anger management, substance abuse and other issues that affect health, emotional well-being and productivity
In-the-moment Telephone Counseling	Unlimited telephone access to Master's level counselors for crisis intervention and issues described above. Available 24/7 through a toll-free line answered live.
Work-Life Services	Telephone and online resources for issues such as childcare, parenting, adult care, emotional well-being, career development, daily living needs and college planning. Includes referrals to Master's level clinicians and supplemental materials. Instant messaging and chat available for Work-life services.
Legal/Financial Services	<p>Legal: One 30-minute call or visit per issue annually on an unlimited number of issues and identity theft is considered a legal consultation (includes identity theft recovery kit and guided assistance). (For additional services - 25% discount off hourly fees if attorney is retained).</p> <p>Financial: One 30-minute telephonic financial consultation per issue annually on an unlimited number of issues; such as, credit counseling, debt and budgeting assistance, retirement planning, tax return assistance and college planning. (For additional services - 25% discount for tax preparation services or continued additional coaching for \$39.95/month.)</p>
Website/Mobile Apps	EAP website and mobile app provide extensive interactive tools, tip sheets, self-help resources on health and emotional well-being, current articles on breaking news, high-quality videos, and a link to the online therapy app.
Critical Incidents	Immediate assistance to critical work-related incidents (e.g., death, serious injury, layoffs, etc.). Onsite response usually available within 24 hours anywhere in the country.
Trainings	Monthly webinars on a variety of wellbeing topics provided. Additional employee trainings and webinars available on a wealth of workplace, wellbeing and emotional health topics.
Account Management	Unlimited telephone access to an experienced Account Executive for all EAP issues, policy consultations, organizational development and program management. Your designated Account Executive will become a true partner that will be called on frequently for expertise and support.
Promotional Materials	Our green/sustainable initiative endorses electronic copy implementation and on-going materials. Hard copies available upon request.
Management Consultation and Support Line (Unlimited HR/Management Consultation)	Our Management Consultation Support team is available 24/7 and counsel on a variety of workplace issues from policy review to disruptive employees. Our consultants provide telephonic guidance for supervisors to formally refer employees experiencing job performance, substance abuse and other issues. Services for the referred employee include assessment and development of

	an action plan. Our staff will assist employees, supervisors and HR, as required, to facilitate the return to work process from a leave of absence necessitated by a treatment program.
Life Coaching	Our Life Coaches partner with participants to clarify goals, identify solutions, and support them with empowerment skills and resources to meet their goals. Goals can focus on any well-being area that will increase their happiness, performance in life and/or work, and overall life satisfaction. Life coaching applies to non-clinical concerns.
Organizational Consultation	Consultation on organizational change, reduction-in-force or workgroup effectiveness. Includes assessment and recommendations of next steps.
Reporting	In-depth analysis and reporting on program outcomes on a quarterly, bi-annual or annual basis.
DOT/SAP	We provide coordination and referrals for substance abuse cases based on DOT requirements. Fees outside the scope of the EAP.
Quality Assurance Measures/Satisfaction Surveys	<p>Participant Satisfaction Surveys – generated by email 90 days after each new service to participants</p> <p>Participant Workshop/Training evaluations – delivered by email to customer for distribution, collection and return</p> <p>Customer Satisfaction Surveys - delivered annually through email via an online survey</p> <p>Customer CIR Satisfaction Assessments – provided after CIR activities and surveys are delivered by email</p>

Summary: Work-Life Services

Telephonic and Online Services	Unlimited telephonic in the moment access and live online chat for Work-Life requests
Webinars	Monthly webinars, focused on work-life topics, such as: Family and Caregiving, Daily Living and Work-Life Balance.
Family Referral and Caregiving Services	Parenting and Childcare: Providing information on becoming a parent, developing parenting skills, learning about child development and finding and managing childcare. Personalized searches and referrals are executed for childcare centers, family childcare homes, in home care such as nannies/au pair, summer camps, sick care/back-up care and enrichment programs. We also offer parenting webinars, related resource materials and parenting videos.
	Pet Care: Providing participants with a packet of educational materials and referrals to veterinarians, kennels, groomers, walkers, pet sitters and other related resources for the participant's pet. Our Pet Guide has tip sheets and information on: How to Choose A Pet, Pet Proofing Your Home, How to Choose a Veterinarian/Kennel and other pet related information.
	College Coaching: Helping with the college search process for both college-bound children, as well as the working participant in search of furthering his/her educational needs. In-depth consultation with a college coach who will discuss all aspects of the college selection and enrollment process. Our college coaches have over 25 years' experience as high school guidance counselors working with families and they can assist with any step in the process. Each participant receives the college tip sheet series, which include tips and resources spanning the entire college process.
	Education Assistance: Assisting participants with selecting and managing the family's education from preschool through college. The referrals include information on working with teachers, understanding testing procedures, resolving school problems and improving study habits. The consultants provide personalized searches and referrals to colleges and universities, special-needs programs, scholarship/grant searches and vocational schools.
	Special Needs Assistance: Aiding employees and family members who request information on special needs. When the employee calls the referral service, a Work-Life Specialist will assess the employee's needs, educate them about the options available and make referrals to community resources. Types of special needs cases include: ADHD/LD, Amputees, Autism, Behavior Disorder, Blindness/Low Vision, Brain Injury, Burn Victims, Cancer, Cerebral Palsy, Developmental Disability, Diabetes, Downs Syndrome, Epilepsy/Seizure Disorder, Hearing Impaired, Heart Disease, HIV/AIDS, Language Disorder, Mental Illness, Mental Retardation, Neurologically Impaired, Parkinson's and Physically Disabled.
	Adoption Assistance: Offering adoption consultation with an experienced counselor. This experienced adoption counselor helps the participant understand the various stages and types of adoptions. Single employees as well as couples wanting to adopt can use the service. Participants who wish to reconnect with their birth mothers can be referred to adoption reunion registries. Referrals are given to public and private adoption agencies, adoption support organizations, adoption attorneys, domestic and international adoption agencies, state reunion registries and state adoption units.
	Adult Care Assistance: Helping participants understand and navigate through adult care options (such as researching housing options,

	<p>transportation needs, coping with the aging process, understanding the needs of and communicating with adult relatives and understanding Medicare/Medicaid).</p> <p>Disability Resources: Identifying disability resources and support groups; whether dealing with a child, spouse or adult, our care managers can locate resources and offer support for disabled individuals (such as referrals to housing, special needs program, advocacy organizations and more).</p>
Daily Living and Convenience Services	<p>Relocation Services: When participants need to relocate to a new state or area, our referral consultants can assist in finding moving companies (along with identifying the company's better business rating); locating storage facilities; identifying real estate agents/companies or apartment complexes (or other housing options); locating house cleaners (at both old and new locations); finding utility companies; identifying service connections; locating specialty stores such as grocery stores, pharmacy, or natural food stores; finding doctors; and identifying service providers such as dog walkers, lawn care specialists, painters, carpenters, car rentals; and public/private schools.</p> <p>Home Repairs: Identifying "handymen" or repair services such as plumbers, electricians and lawn maintenance</p> <p>Low Income Assistance: Identifying resources revolving around basic living challenges (foreclosures, setting up a bank account, housing expenses, etc.).</p> <p>Housing Locators: Finding housing with our online search tools or with the help of a Work-Life Specialist.</p> <p>Meal Services: Locating meal services (such as home delivery, Kosher, Ethnic, etc.).</p> <p>Travel: Helping participants with travel and recreation plans.</p> <p>Weather Related Services: Offering weather related support such as information regarding snow removal, flooding and water damage, tree removal, etc.</p> <p>Discount Service: Offering an Online Savings Center where you receive significant discounts on the following: computers, dining (in or out), vacations, electronics, cell phones, movie tickets, new and used cars and much more!</p> <p>Self Help Forms: Providing online legal forms.</p> <p>Volunteering: Identifying local volunteer opportunities.</p> <p>Community and Religious Organizations: Identifying community organizations (such as houses of worship, etc.).</p> <p>Fitness: Locating Health and Fitness information (including clubs, trainers, food stores, etc.).</p> <p>Professional Services: Assisting with resume writing and career planning.</p> <p>Recreation: Providing ticket and entertainment discounts.</p>
Legal/Financial Services	<p>Legal: One 30-minute call/visit per issue annually, on an unlimited number of issues; plus, a 25% discount off hourly fees if attorney is retained; identity theft is considered a legal consultation.</p> <p>Financial: One 30-minute telephonic financial consultation per issue annually, on an unlimited number of issues; such as credit counseling, debt and budgeting assistance, retirement planning, tax return assistance and college planning.</p>
Serious Illness Resource Program and Funeral/Concierge Services	<p>Serious Illness Resource Program: For those who receive a diagnosis of life-threatening illness for themselves or a loved one. The Work-Life Specialist will provide support and materials regarding the participant's specific situation such as: connect the participant with resources and referrals to medical and/or community services and then follow up with the participant to ensure continued support; provide daily living resources; identify articles/tips/tools on our website for the participant's use (ex. advanced directives/wills); connect</p>

	<p>participants with our legal component of work-life services to receive advice from a qualified attorney; connect participants with the financial element of our work-life services for any needed support; research transportation to medical appointments; provide information on organizations relating to the identified illness (such as American Cancer Society, Parkinson's Association, Alzheimer's Association) and if requested end-of-life service information (ex. Hospice); and of course, assist the participant with any warm transfer to counseling services.</p> <p>Funeral and Concierge Services: Should a loved one pass away, our internal Work-Life Specialists can assist participants with the following: research and connect participants with local resources (such as funeral homes, cremation services, florists), referrals and then follow-up to ensure continued support; connect participants with the legal component of our work-life services to receive advice from a qualified attorney; connect participants with the financial element of our work-life services for any needed support; direct the participant to any pertinent article/tip sheet/tool on our website (ex. funeral planning); search for funding to help pay for funeral expenses (ex. Veterans or low income families); provide information on local community support groups; research and identify estate sales companies and businesses that help "clean" out a home after someone passes; and of course, assist the participant with any warm transfer to counseling services.</p>
24/7 Website and Website Support	<p>Our newly renovated website hosts easy to use resource information on health/emotional well-being, everyday living, family/caregiving, resource locators (ex. finding daycares), participant tools (ex. financial calculators), a savings discount center, upcoming webinar schedule, legal assistance and documents, newsletters and a vast video section. Our videos cover subjects within everyday living, health/emotional well-being, life abroad, family/caregiving, life transitions and professional growth. On the employer side, we provide additional information such as a Management Referral Toolkit.</p>
Promotional Materials	<p>Electronic newsletters, push emails, posters, webinar invites, tip sheets and flyers promoting work-life services.</p>
International	<p>We have strategic partnerships in place to expand counseling and work-life services internationally. Please let New Directions know if you have any questions regarding this. (Additional fees may apply.)</p>