



# An EAP from IOME

---

A fresh take on mental wellness in the workplace



# IOME: Disrupting the EAP Status Quo

Employee Assistance Programs (EAPs) have become the box to check to show that your organization values its employees' mental and emotional well-being. In fact, 97% of large companies and 75% of medium-size companies in the U.S. offer an EAP (source: EAPA).

Of course, **investing in your employees' mental health is critically important** (see page 5), but your organization might be doing it in a way that is confusing, time consuming, and even stress-inducing for employees. This is probably why **only 6.9% of employees utilize their EAPs**—amounting to a massive waste of money (source: CGP, 2016).

At IOME, we are determined to turn that trend around by providing a significantly better value for employers while also giving employees the support they need to thrive in the workplace.

## Common problems with EAPs

### Employees Don't Know About their EAP

Shockingly, less than 50% of U.S. employees think their organization cares about their well-being (source: Gallup, 2021). But this really shouldn't come as a surprise when EAPs are only mentioned during employee onboarding, and leadership fails to recognize wellness as part of their workplace strategy.

### Employees Don't Believe it's Confidential

Many employees are scared to receive employee-sponsored mental health support because they think their personal struggles might be revealed to their boss. This is especially true when the 1-800 number they have to call requests detailed information about their employee identification—inhibiting the development of trust.

### Accessing Support is Overwhelming

We have heard time and again that trying to find a counselor through an EAP is difficult and time consuming. Often employees have to go through a list and then independently search to see if the provider is a good fit and accepting new clients. On top of that, there is often a delay before an appointment can be booked and a further wait before the actual appointment. Many times, employees who are already suffering from mental burdens can't make it this far.

## How IOME Does Things Differently

### Focused on Building Relationships

At IOME, we will make sure that all employees are well-informed about EAP offerings and accessibility via emails, fliers and presentations. There will be a dedicated licensed mental health counselor onsite on a regular basis to strengthen EAP visibility and build relationships with employees.

### 100% Confidentiality Guaranteed

IOME will provide employees with a confidential booking link and offer safe and confidential support sessions. Confidentiality will be clearly stated in all communications regarding the EAP and the only information shared with the employer will be utilization numbers.

### Simple One-Click Link to Book

IOME has dealt with this common problem by making the EAP process simple. Employees can use a booking link or a phone number to immediately book a support session. These sessions are brief, onsite and during work hours—making them easy to fit into tight schedules. If additional outside therapy sessions are needed, IOME guarantees these can be booked within a week. Counselor bios are listed just below the booking link for these sessions, so finding a good fit is nearly effortless.

### Mental Health Issues are Still Stigmatized

The fear of shame or embarrassment associated with getting help for a mental health challenge is still an issue that causes many employees to ignore or bottle up their problems. While it may be more acceptable to talk about wellness outside of work, it's still the norm to stifle these problems in the workplace—and this isn't good for anyone.

### Stale Programming

When employees are forced to watch boring, unmemorable, mass-produced presentations on workplace wellness issues, the impact of any suggested solutions can be limited. Many times employees have questions based on the shared information, but no one is there to answer them. Some employees may be inspired during the presentation, but that motivation quickly diminishes without follow-up and accountability.

### Too Little Support, Too Late

Left feeling unsupported, many employees dealing with wellness issues suffer, becoming more and more stressed until they reach a breaking point. That makes it even harder for them to stabilize, and may even lead to leaves of absence, hospitalization, or termination.

### Costly to Employers

Many traditional EAPs charge a fixed rate that doesn't vary with the frequency of its use. Employers often spend thousands of dollars on an EAP, to find out that only a handful—or less—of employees are taking advantage of it!

### Inferior Quality of Care

With traditional EAPs, the reimbursement rate for counselors is just a fraction of what a typical licensed mental health counselor receives. This means that traditional EAPs principally attract inexperienced or lower-quality therapists.

### Overcoming the Stigma with Psychoeducation

IOME is working to reduce the stigma by being upfront about the importance of whole-person wellness and self care. We want to encourage people to seek help when they need it, and we want the leadership team and managers to encourage this too. When we meet with organization leaders we give them ideas for prioritizing employee wellness, and we also host wellness workshops where issues like stress and burnout are discussed openly.

### Engaging and Relatable Content

IOME is changing things up and organizing monthly mental wellness workshops that take place right in the workplace—either virtually or in-person. Workshops are thoughtfully curated, engaging and memorable, with content focused on tangible self care tips and strategies for coping with mental health challenges. Also, employees can easily schedule a one-on-one with the presenter—their dedicated onsite counselor—to ask personal questions and request accountability for the self care or mental health task.

### Proactive Support

IOME promotes early mental health intervention to prevent the breaking point from ever happening. This means that we treat people as whole beings—addressing their mind, body, and soul. We talk about the importance of self-care and give them the tools they need to become more resilient. We are especially tuned to the needs of those more at-risk due to major life changes, e.g., postpartum, death of a loved one, divorce, empty-nesting, past trauma etc.

### No Risk: Only pay for what is used

Not only will IOME boost employee utilization of the onsite support sessions, but when it comes to additional offsite counseling sessions, employers will only pay for what is used. So if we negotiate that every employee has access to six additional offsite sessions but only a few employees use them, then we will only bill for those few sessions.

### Vetted, High-Quality Care

On the other hand, IOME offers a great employment package, and takes pride in hiring high-quality licensed counselors with a robust variety of experience. This means EAP clients will receive superior support and a markedly better quality of care from IOME counselors.



## Full Customization & Integration

We understand that your organization is unique, so we will customize your EAP to suit your employees' needs, office culture, and budget. Our aim is to make sure that you and your employees feel valued, supported, and engaged. To do this we offer:

- A meeting with the leadership team to discuss pain points, budget, logistics, and develop a specific plan for a well-rounded and useful EAP.
- A survey of your organization's employees to better understand their workplace stressors, wellness goals, and the level of support they need. This is followed by a critical analysis and wellness plan proposal.
- Based on the introductory meeting and employee survey, we will assign your organization a mental health counselor that fits your specific needs.
- If needed: a vetted referral process for specific wellness partners your organization may require, e.g., financial planners or legal support.
- We will inform employees about EAP services via email, fliers and presentations. We'll use language that promotes mental health support and reduces its stigma—ensuring employees utilize the program to its potential.

## Onsite or Virtual Mental Wellness Support

We've seen that granting people easy access to mental health support right at work enhances their engagement—boosting productivity and inducing a positive shift in workplace culture. IOME's onsite support includes:

- A dedicated licensed mental health counselor who will be routinely available for employee appointments and relationship-building opportunities.
- Sessions that are brief (20-30 minutes), in an intervention-style (i.e., motivating positive change in behavior, emotions, or feelings), and solution-focused.
- A confidential booking link for employees.
- An innovative approach to proactive mental health care so that employees become more resilient when faced with adversity.
- Support and accountability for employees who need additional mental health and wellness assistance.

## Additional Therapy Sessions

For some employees, the onsite wellness support sessions are sufficient to overcome emotional and psychological barriers to workplace engagement. Others may need additional therapy:

- Employees and family members have access to a certain number of full-length therapy sessions outside of work—the number of sessions is negotiable.
- Easy, confidential, and timely—guaranteed booking within a week via a confidential booking link or phone number.
- Local, high quality mental health counselors that serve different niches—e.g., anxiety/depression, marriage or family counseling, mediation and conflict resolution, grief support, goal setting, self worth, and EMDR for trauma. Employees can easily view counselors' bios and choose a good fit.
- If an employee has a need that we cannot meet because of the level of intense support—like substance abuse therapy or eating disorders—then their dedicated onsite counselor will help them find a suitable provider.

## Employee Access to the IOME Self Care Community

Having access to amazing resources, fresh ideas, and a wellness community right at your fingertips can truly empower better self care and resilience. For this reason we offer employees:

- Discounts on 50+ local businesses offering self care services and products.
- A monthly self care action plan that tends to the mind, body, and soul (including how we can give back to our communities).
- A mental health and wellness resource library full of insightful content—articles, blogs, podcasts, book recommendations, etc.
- Invitations to join in community enrichment activities that promote a good work-life balance and connection with others. Examples of past activities include paddleboarding, workouts, social events, and community outreach.

## Monthly Mental Wellness Workshops

Something as simple as hosting a monthly wellness workshop can be a gamechanger for morale—giving employees the chance to learn about enhancing their holistic wellbeing:

- Led by your dedicated IOME counselor, or sometimes IOME-approved guest partners who are experts in their respective fields, e.g., naturopathic doctors, nutritionists, financial advisors, personal trainers, etc.
- Topics are relevant to mental wellness and self care. Examples include: self care as preventative care, creating work/life harmony, strengthening relationships, burnout prevention, and overcoming loneliness.
- Workshops provide tangible tools that can be implemented right away and have an open forum at the end for questions and discussion.
- Since workshops can bring awareness to mental or emotional issues that people are dealing with, we always mention the confidential booking link so employees can use it if needed.





One in five U.S. adults will experience mental health challenges, but only half will seek treatment for them (source: SAMHSA, 2019). At IOME we intend to disrupt this trend—and doing so is also in your best interest as an employer.

Bolstering mental wellness in the workplace leads to employees being less distracted, better able to deal with stress, and more content—igniting heightened engagement, productivity, and commitment. Consider these compelling statistics on why you should invest in this high-quality, mental wellness-focused EAP:

## Provides a great return on investment:

ROI for workplace mental health interventions, with opportunities for even greater returns if mental wellness is prioritized at the organizational level and in a proactive way

Deloitte, 2017

## Improves Employee Outcomes:

Employees with high well-being are twice as likely to be engaged and enjoy their work

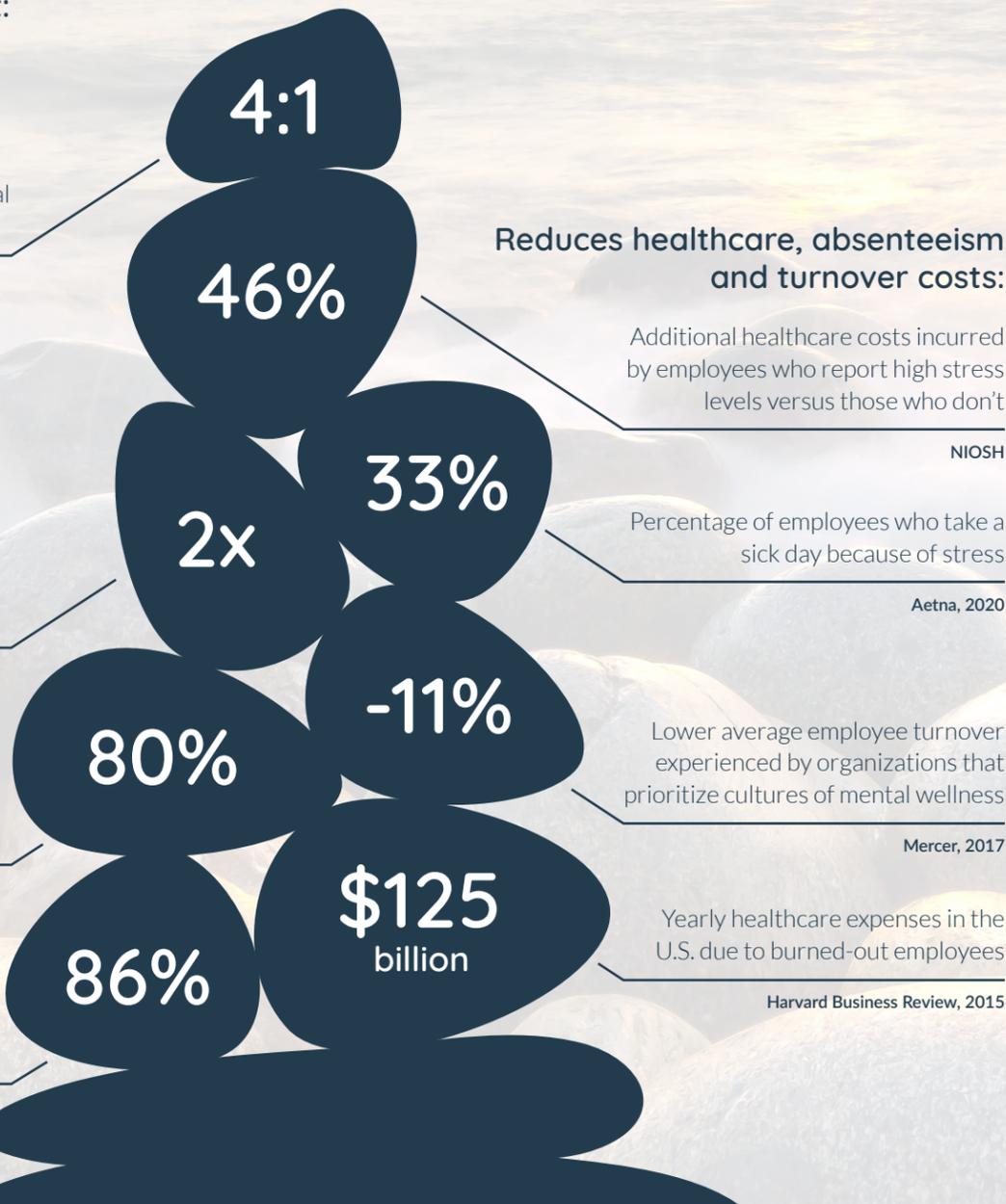
Limeade, 2021

Percentage of employees treated for mental illness who report improved job satisfaction and work efficacy

Psychology Today, 2004

Percentage of employees treated for depression who report improved work performance

Psychopharmacol Bull., 1996



## From employees who received onsite mental wellness support from IOME:

"[Onsite support means] **I can be more focused on my work** instead of consumed by things going on in my personal life."

When asked if the IOME mental health support sessions have been helpful to overall work productivity: "Yes! I was actually **able to go back to work**. [Before] I had to leave work early and missed 3 days of work because of how hopeless I felt and not being able to stop crying."

"[I am grateful for] the **flexibility to do this during the day while at work**. This option made it easier for me to seek assistance."

## From Leaders with the City of Fort Collins:

"Becky Lauridsen, Founder of IOME, is a **passionate advocate for your mental well being**. She shares her knowledge, experience, and resources with great empathy and grace."

"[Becky has] given our employees the **gift of support with hope and compassion**. She gave them tools to learn to understand that they are not alone, to understand what they are really feeling, and how to take care of yourself during a pandemic and beyond."

"Thank you again for realizing the importance of mental healthcare, for making it accessible onsite to employees, and bringing IOME into my life. It has been **wonderful to work somewhere that cares for employees as whole people.**"

"I probably **would have quit my job** without the ability to talk through some of the work issues I have experienced over this past year without the support provided from this service."

"[Onsite support] provides me with **ideas and steps to deal with work issues**, [and] gives me confidence in my employer for providing this wellness service at no cost and showing consideration for my well being."

"It really helped when I was coming back to the office fulltime. COVID was scary and I was so grateful to have someone to talk to. Now, I feel like **I am excited about work and not overwhelmed**. I'm working on my physical health and that is helping stay focused at work."



## The IOME Story: the start of guilt-free self care

After graduation, Becky Lauridsen, founder of IOME, thought she landed her “dream job,” only to find out within three short years that she was completely burnt out. Clocking in and clocking out, living life on auto-pilot, bringing work-stress home and taking home-stress to work. She was barely meeting minimum workplace requirements as her own struggle with postpartum depression and anxiety loomed each and every day. Of course, she carried the weight of these burdens and assumed they would somehow just go away. Unfortunately they didn’t and Becky hit her breaking point.

Sorry to disappoint, but this breaking point was not exciting or dramatic—in reality it was quite boring. On a whim, just like that, Becky decided to quit. She wasn’t thinking about her mortgage or her student loan debt or how the company was going to fill her position, she even let her license expire. She was done—done with the place of employment and done with the industry. In the following two years Becky finally addressed her own self care and mental wellness. It was during this time of personal growth and journey towards wellness that it became alarmingly clear how many others were in a similar precarious situation.

Through her work as a therapist Becky realized there were so many warning signs that led up to that breaking point. If she and her fellow mental health counselors could intervene at the earliest signs of burnout, depression, fatigue, etc, then they could prevent the breaking point from ever happening. This was the driving force behind the creation of IOME—a passion for preventative mental health care, which is shared by Becky and her team. Through IOME employees now have simple and effective means for accessing quality mental wellness care, ensuring everyone has the opportunity to achieve Guilt Free Self Care.

“You deserve the best because your loved ones deserve the best of you, not what’s left of you”

— *Becky Lauridsen*

Founder of IOME



# IOME®

*guilt free self care*

Please reach out to start customizing your EAP with IOME

📧 [becky@iowemenow.com](mailto:becky@iowemenow.com)

☎ 970.658.5598

[iowemenow.com](http://iowemenow.com)