



Need productive employees? There's an EAP for that.

☑ Counseling

- In-person
- Telephone
- In-the-moment
- Text, audio and video messaging*
- Live video**

☑ Critical incident response

☑ Work-Life referrals

☑ Supervisor consultation

☑ Digital behavioral health tools**

☑ Adult and child care

☑ Coaching

☑ Financial consultation

☑ Legal consultation

☑ Organizational training

☑ Awareness materials

Counseling, help during a crisis and awareness materials. That's what employers say they're looking for in an Employee Assistance Program (EAP). What they mean is: help me and my employees manage work and life so that most days can be productive and satisfying. At the end of the day, who doesn't want that?

Your employees will benefit.

The EAP has the tools to deliver on that and much more. This low-cost, high-return benefit is something you offer employees so they can:

- Be more present and productive at work
- Receive help when they don't feel like themselves
- Get support for what's distracting or stressful
- Grow their personal and career skills
- Be a caring, loving friend or family member
- Receive care after a traumatic event or diagnosis
- Make healthy lifestyle choices
- Improve and inspire their daily lives

Your management can too.

Even better, there's something in it for your organization and its leaders. The EAP helps management:

- Best manage performance issues
- Handle crisis situations in a safe, helpful way
- Use resources to limit distractions and increase productivity
- Offer employees somewhere to turn when emotions are high
- Provide organizational training as a supplement
- Promote a free benefit to improve mental health
- Offer preventative care to help reduce medical costs

*For organizations with 25+ employees.
**For organizations with 500+ employees.



For a proposal or more information, contact your Blue Cross account representative or broker.

Blue Cross and Blue Shield of Louisiana is an independent licensee of the Blue Cross and Blue Shield Association and is incorporated as Louisiana Health Service & Indemnity Company. New Directions Behavioral Health is an independent company offering behavioral health solutions and services on behalf of Blue Cross and Blue Shield of Louisiana and HMO Louisiana, Inc.

“New Directions has thought through behavioral health challenges that can slow down our people and business. They care about our employees and make sure everyone gets the help they need when they need it.”

-Gina Danner
NextPage CEO

There are three things employers say they want from an EAP. We've got that and more.

Employers just like you – 250 of them – recently shared they want an EAP to improve productivity, return its cost and be valued and used by employees. And the services their employees tend to use the most are counseling, financial and legal assistance and work-life support. To help businesses achieve this, the EAP offers extensive services to help you:

Reduce Stress

Online assessments alert employees where stress impacts them most. Counseling, coaching, apps, meditation practices, online tools and more can help improve areas that need work.

Handle a life curve ball

Divorce, adoption, losing a loved one, career changes and moving can all interrupt one's daily life. Counseling, thousands of online tools, coaching and consultations can help people adjust.

Manage a crisis

Planning for traumatic events can mean your business is equipped to handle them. Preparation materials, education sheets, dedicated consultation, on-site support and communication can help when a crisis occurs.

Support and improve relationships

Raising kids, living with others or improving friendships can take guidance and investment. Counseling, videos, tip sheets and advice make this easier. Referrals to credible daycares, assisted living, dog walkers, physicians, etc. can also help.

Focus at work

All employees experience a time where they are less engaged at work. Trainings, advice and custom behavioral strategies can help them become more productive.

Lead others

Supervisors handle difficult things like performance issues, troubled employees, HR law and hard conversations. Dedicated consultants can provide guidance so they can focus on the job at hand.

Navigate the legal system

Handling a landlord, large purchase, estate or even an infraction can be easier with the help of a legal expert and thousands of online templates to put into action.

Reduce debt

Money worries can be minimized with custom action plans developed with a financial expert to save, reduce debt or afford a life desired.

Live a healthy life

Changing behaviors to quit smoking, lose weight, manage a disease or exercise more can be more manageable when broken into baby steps. Situational coaching, videos, counseling and digital tools can help employees start living healthy.

**For a proposal or more information, contact your Blue Cross
account representative or broker.**