Life Street

50%+

WORKFORCE REACH

THE ESSENTIAL EAP BUYING GUIDE

CHOOSING YOUR EAP

A 10-point guide to reaching and supporting more of your workforce, earlier, and choosing a program built on prevention.

Helping more of your people, earlier.

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CHAPTER 01

The engagement gap

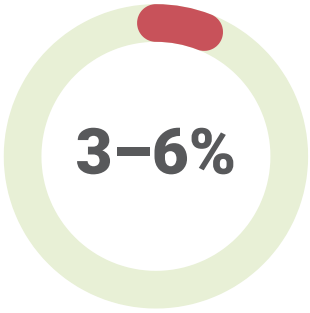
Most traditional Employee Assistance Programs reach only **3–6%** of employees in a year. Yet research consistently shows that 20–25% of people are managing mental health challenges impacting them and their work.

That space, between the few who call and the many who could benefit, is the engagement gap. It is the most useful number to look at when you choose, renew, or rethink your EAP.

A low utilisation rate is not an issue that can be addressed by more EAP promotion or awareness. It is because the traditional model was built to wait for a crisis, rather than to engage the whole workforce, to help people in need earlier.

This guide starts with why program effectiveness stays low, gives you ten questions for any provider conversation, and shows what our proactive model does differently.

THE NUMBERS THAT MATTER



Traditional EAP reach

Of employees, per year

Prevalence of mental health issues

That affect them and their work

Life Street's Proactive EAP® reach

Built for the whole workforce

✓

The gap is closable.

Our proactive model engages the whole workforce early, not just the few in a crisis.

CHAPTER 02

Why program effectiveness stays low

Low engagement is usually built into how a traditional EAP works, not how it is promoted. A handful of patterns explain most of the gap, and each is worth testing when you assess a provider.

The program **waits for a crisis**, and **sits apart from the workplace**, disconnected from the pressures around the person.

There is **one number and no everyday way in**, so people engage only at the point of distress. **Layers sit before support**, and reporting offers **activity, not insight**.

Our Proactive EAP® is built the other way around: it engages the whole workforce early and works in active partnership with the organisation, before problems escalate.

THE REACTIVE PATH TO SUPPORT

1. Problem builds
2. Employee self-identifies
3. Calls a number
4. Triage & wait
5. First appointment

THE PROACTIVE PATH

- ✓ Early digital engagement
- ✓ Prevention & Early Intervention
- ✓ Direct access to professional support
- ✓ Ongoing services & insight

→

More people, reached earlier, better supported.

Our proactive model meets employees before a problem peaks, and stays connected to your organisation.

CHAPTER 03

The 10-point checklist

Take these ten questions into any provider conversation, a renewal review, or a budget discussion. Tick what you can already answer with confidence.

01

What share of your staff does it actually reach?

Ask for the utilisation rate over 12 months, measured against **total headcount**.

02

Prevention and early intervention, or crisis only?

Look for **engaging digital experiences** people can use to get help before a problem escalates.

03

Is it psychologist-owned and led by senior EAP professionals?

Accessible, experienced professionals are preferable to a 'network' disconnected from your organisation.

04

Useful insight, or just activity reports?

Ask to see a sample report and look for **wellbeing analytics**, with findings discussed with you, not just delivered.

05

Is manager and workplace support included and utilised?

The consultants taking these calls need a **deep understanding of people and workplace issues**, from team relationships to stress and burnout.

★

Quick win.

Start with question one. If utilisation sits in single digits, you already have your answer. The rest tells you why.

CHAPTER 03 · CONTINUED

The 10-point checklist

06

How quickly and easily can employees access support?

Map the steps from “I need help” to speaking with a practitioner. Look for **24/7 access** for employees and their immediate family members, including critical incident response.

07

How are employees matched to a practitioner?

The right match follows **experience and skills**, not just who is nearby, with delivery that understands the Australian workplace.

08

What do the app and online resources actually do?

Look for **engaging, purpose-built tools**, not passive information.

09

How does your provider manage your program day to day?

Look for more than an account manager: an **experienced EAP Program Manager** who is a subject-matter expert working with your HR and WHS teams.

10

Can they keep employees engaged after launch?

Ask how the provider keeps the program visible, relevant and useful over time. Look for **ongoing communication, prevention-led resources** and regular review of what is working across your workforce.

The pattern matters. If several answers are unclear, you may be looking at a program designed around access, not engagement. The next page shows what a more proactive model adds with Life Street.

CHAPTER 04

More than a counselling service

Our Proactive EAP® keeps the parts of the traditional model that work, integrating purpose-built digital experiences and services that reach more of your people, earlier.

The foundation every strong EAP provides

- ✓ **24/7 counselling** for employees and their immediate family members
- ✓ **Manager and HR support** for challenging workplace issues
- ✓ **Critical incident response**, onsite when needed
- ✓ An **experienced Program Manager** who partners with you

What our Proactive EAP® adds

- \+ An **engaging digital experience**, built in-house, for the whole workforce
- \+ **Prevention and early intervention**, before problems build
- \+ **Wellbeing analytics** that inform organisational strategy
- \+ **Mental health risk partnership** with your HR and WHS teams

> An EAP is more than a counselling service. The real value is in the partnership between the provider and your organisation.

✓

Two capabilities, one program.

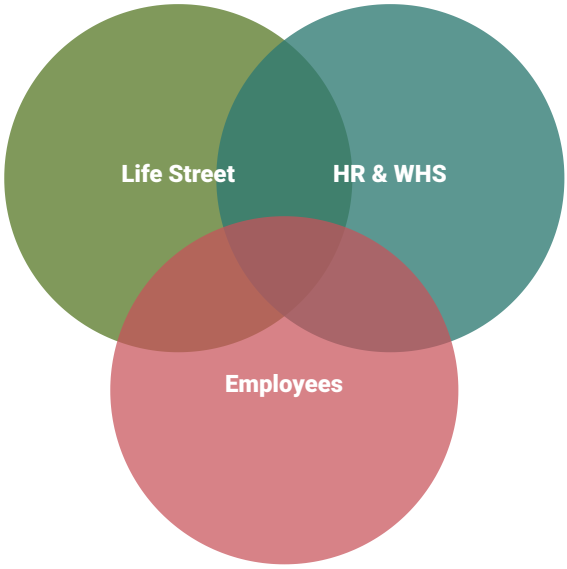
High-engagement support for every employee, and a mental health risk partnership with the organisation. These are rarely integrated in a single program.

CHAPTER 05

What to do next

If you couldn't confidently answer most of these questions, look at the structure behind the service. Our Proactive EAP® brings together senior practitioners, an engaging digital experience built in-house, and a program shaped around your organisation.

A THREE-WAY PARTNERSHIP



One program connecting senior practitioners, your HR and WHS teams, and every employee.

50%+

Workforce reach, not the few in crisis

1 in 5

Employees managing a wellbeing challenge

300+

Built for organisations of your scale

Let's talk.

Schedule a 30-minute chat with Life Street to learn how our Proactive EAP® reaches more of your people, earlier.

lifestreet.com.au · **hello@lifestreet.com.au**

About Life Street

Life Street is a psychologist-owned and led EAP partner founded by **Paul Flanagan**, a Registered Psychologist with over 30 years' experience in clinical and organisational psychology. Paul has played an integral role in the evolution of EAPs and workplace mental health in Australia, and created the Proactive EAP® to reach more employees, earlier. Life Street works with employers across Australia, New Zealand and globally.

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