



# Unlocking EAP Engagement

**Employee Assistance Programs (EAPs)** have historically struggled with low engagement rates (3-5% globally) [1]. This is primarily due to:

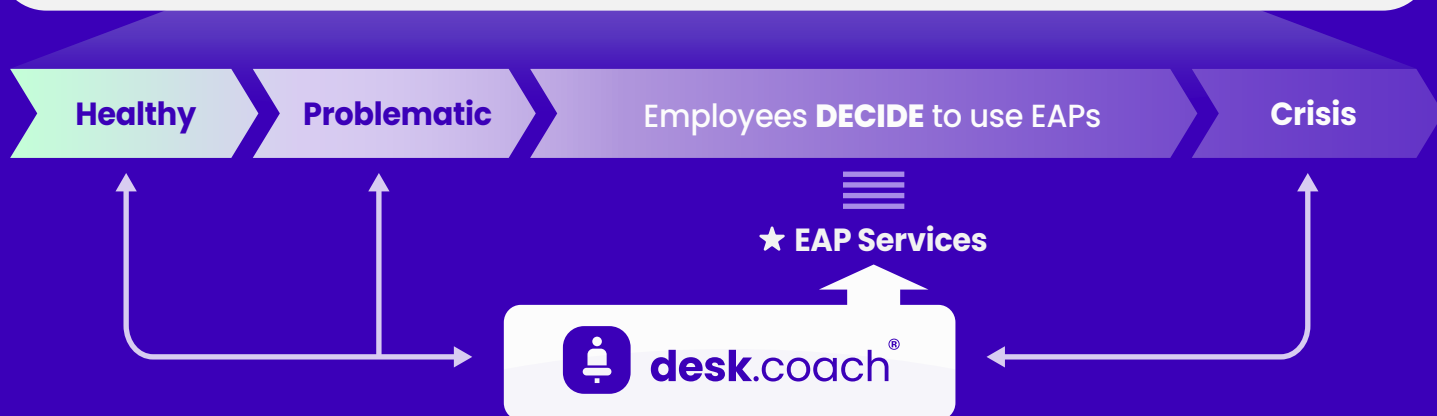
1. Low visibility – employees may know it exists but often don't know where to find it or how to engage with it.
2. Stigma – employees historically have had limited trust in the service, fearing anonymity issues and career or reputational repercussions

Therefore, EAPs mainly treat employees in crisis, lacking a preventative approach.

**desk.coach**<sup>®</sup> enhances visibility of EAP services for all employees, driving higher engagement. Through a preventative approach, it fosters trust, promotes wellbeing, and overcomes previous barriers of distrust. By integrating desk.coach<sup>®</sup> into the EAP service chain, visibility, engagement, and outcomes are improved for everyone involved.

## desk.coach<sup>®</sup> as an Early Intervention Approach

1. Providing daily in real time health nudges, creating high visibility, and ease of access to **EAP offerings**.
2. A secure, low integration push mechanism delivering **500+ health nudges** to help reduce the occurrence of workplace risks in early stages.
3. By bucking the trend on personal data collection, desk.coach<sup>®</sup> allows everyone to make informed choices about their health without privacy concerns, establishing a norm of healthy culture.



[1] HCML (2024, June 13) Employee Assistance Programme confusion is hurting businesses financially.