Unlocking
EAP Engagement

Employee Assistance Programs (EAPs) have historically struggled with low engagement rates (3-5% globally) [1]. This is primarily due to:
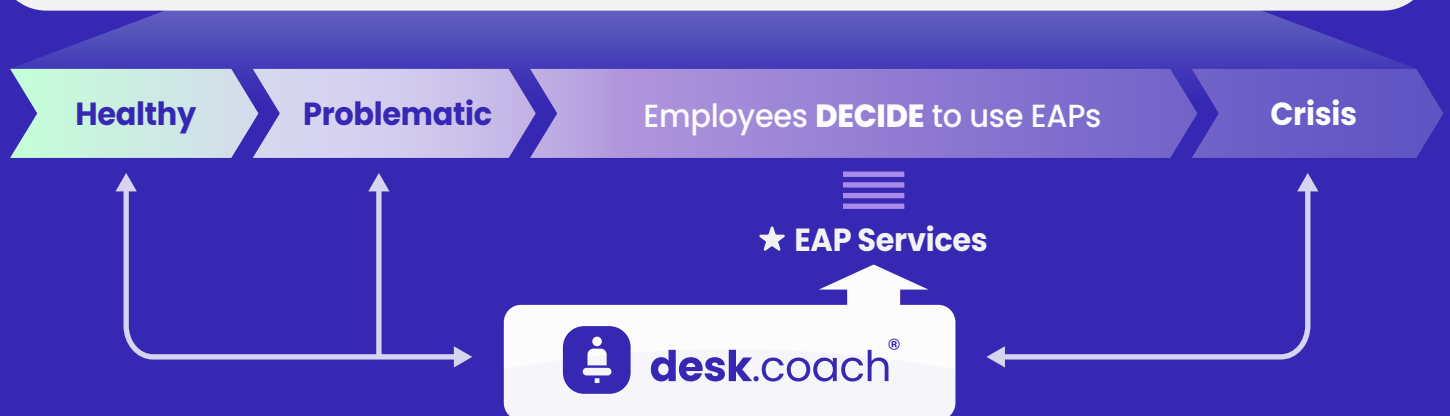
1. Low visibility – employees may know it exists but often don't know where to find it or how to engage with it.
2. Stigma – employees historically have had limited trust in the service, fearing anonymity issues and career or reputational repercussions

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

desk.coach® 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® into the EAP service chain, visibility, engagement, and outcomes are improved for everyone involved.

desk.coach® 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® allows everyone to make informed choices about their health without privacy concerns, establishing a norm of healthy culture.

Healthy → **Problematic** → Employees **DECIDE** to use EAPs → **Crisis**

★ EAP Services

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Award-Winning Workplace Health Solution.

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