

NEWS RELEASE

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‘Evolution EAP’ to set new standard in employee assistance

Employee Advisory Resource today launches Evolution EAP: a new offering that will radically transform the employee assistance market in the UK and globally.

Evolution EAP is an innovative and far-reaching re-definition of employee assistance that goes beyond previous benchmarks for service, quality and value for money in the industry. It is the most comprehensive EAP ever offered and gives organisations access not only to traditional EAP services such as short term counselling and support and legal and financial advice, but also a wide range of specialist group therapies and individual clinical interventions provided by the Priory Group, Europe’s leading independent provider of specialist mental healthcare services.

Underpinning Evolution EAP is the most advanced clinical outcomes measurement system ever designed for EAPs which will, for the first time, directly link service outcomes with the overall efficiency and value for money of the EAP service.

“A shake up needs to happen in the employee assistance market to keep up with the changing and varied needs of organisations and their employees,” says Alan King, managing director of Employee Advisory Resource. “Evolution EAP makes this change possible by firmly focusing on fulfilling the needs of clients and encouraging employers to steer away from selecting purely product-focused EAPs that match budgets rather than the actual needs of employees.”

“Our research tells us that the EAP industry is increasingly perceived as not fulfilling clients’ needs and becoming overly product, rather than customer focused. To continue to grow and remain successful the industry must stay in touch with clients’ needs and remain committed to the delivery of customer satisfaction,” comments King.

“By selecting Evolution EAP, organisations are defining their focus on, and commitment to, finding positive outcomes for their people. It demonstrates their willingness to undertake significant organisational change to address the root causes of issues such as stress, absenteeism and substance abuse,” he says.

“Evolution EAP is a broader and more inclusive EAP than has previously been available in the market. By offering core, short and medium term EAP solutions alongside other specialist psychological interventions we can meet the needs of individual employees and dramatically improve workplace performance,” says King.

“Integral to the new Evolution EAP is our ability to systematically evaluate the outcome of EAP interventions. We have also incorporated thorough feedback and evaluation systems so clients can be sure we deliver the best-fit service that can be adapted and guided to meet its needs as an organisation and support the needs of individual employees,” explains King.

Evolution EAP is available to organisations from 10th January 2008. More information is available at www.evolutioneap.co.uk.

NOTES TO EDITORS

- For more information about the Evolution EAP please contact Liz Guilford (E: liz@communicationsmanagement.co.uk / T: 01332 862 246) or Victoria Mulchinock (E: victoria@communicationsmanagement.co.uk / T: 01727 737 990) at Communications Management.
- Background information on the Evolution EAP is available at www.evolutioneap.co.uk.
- **Employee Advisory Resource** is one of the leading providers of Employee Assistance Programmes (EAPs) and integrated work-life services, both in the UK and internationally. Employee Advisory Resource helps clients' employees deal with all sorts of challenges including debt management, financial planning, dealing with addiction, managing stress, absence management and coaching for line managers. They also help organisations further maximise the performance of their employees through integrated services, such as critical incident support and occupational health.

Employee Advisory Resource introduced the UK's first EAP in 1981 and currently has over 350 clients covering over 330,000 employees in multiple industry sectors. These include Yell, Vodafone, Volvo, Pfizer, Thames Water, Surrey County Council, Carphone Warehouse and Virgin Atlantic.

Employee Advisory Resource is owned by a strategic partnership between Accor Services and Workplace Options. Accor Services is the UK's leading provider of employee benefits and work-life solutions. Workplace Options is the largest provider of work-life employee benefits in the United States. For more information go to www.ear.co.uk.