

Date: December 6, 2018

To: JLMBC

From: Staff

Subject: **Employee Assistance Program (EAP) Transition Update**

JLMBC MEMBERS

Management
Wendy G. Macy, Chairperson
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Rich Llewellyn
Tony Royster
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Employee Organizations
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RECOMMENDATION

That the JLMBC receive and file the EAP transition update for November 2018.

DISCUSSION

A. EAP Transition Background

At its special meeting on May 31, 2018, the JLMBC recommended the selection of Optum as the Employee Assistance Program (EAP) administrator for the City of Los Angeles LAwell Civilian Benefits Program (LAwell Program). This recommendation was pursuant to a Request for Proposal (RFP) for EAP services that was released on December 13, 2017.

Staff and Optum conduct weekly transition meetings to successfully guide the transition of EAP service providers. The transition timeline of key milestones and current status is attached to this report as **Attachment A**.

B. EAP Transition – Current Status

- (1) Program Branding** – As reported to the JLMBC at its November 1, 2018 meeting, staff worked with Optum to review options for branding and promoting the program and new EAP website. At that time, it was determined that the program would be identified as, “Live And Work Well: Employee Assistance Program.” However, since then, staff and Optum have had further discussions about optimizing the program’s brand as it relates to the full range of services the EAP provides. Staff revisited the branding concept and determined that rebranding the EAP as “Support Plus: Employee and Family Assistance Program” would better capture the full range of services provided by the EAP. The “Support” helps to communicate core clinical EAP support services. The “Plus” communicates the other services the EAP offers such as financial planning and child care assistance services. Finally, adding “Family” ties in the EAP for the whole family, which employees may not realize and maintains some continuity with the previous branding.

The visual representation of the new brand will continue to match the overall LAwell Program branding colors to assist with members' association of the program to the LAwell Program benefit menu and their eligibility to participate. The new branding logo is shown below, and will be included on all communication materials and the EAP website.

SUPPORT PLUS

Employee and Family Assistance Program

On an interim basis, the website Universal Resource Locator (URL) address will remain as liveandworkwell.com, which has previously been advertised in EAP transition communications. The City and Optum are working to secure a custom URL aligned with the "Support Plus" branding and a change in URL will be implemented once that change can be properly communicated to members and stakeholders.

Promotional efforts for Optum's services are set to begin in December 2018 and continue throughout the year, as described in the communications section of this report. Staff and Optum are working to establish an ongoing engagement strategy and metrics to build awareness, monitor engagement and utilization, and assess the success of various strategies.

- (2) EAP Toll-Free Number** – As previously reported to the JLMBC, the current EAP call center number (800-213-5813) will be retained and utilized by Optum. This will provide the smoothest transition for LAwell Program members. Staff worked with both Optum and the current EAP provider, Managed Health Network (MHN), to establish the administrative process and required timeline for porting the number from MHN to Optum during the month of December. Currently, this process remains on target to be completed in December. Calls will be directed to MHN representatives through December 31, 2018. Starting on January 1, 2019, Optum representatives will begin answering calls. Staff continues to work with Optum to review call center features and functionality, such as the main menu, member greetings, and other prompts.
- (3) Continuity of Care** – As previously reported to the JLMBC, staff is working with MHN and Optum to address the handling of claims and services that may require continuous care around the go-live date of January 1, 2019. City staff, MHN, and Optum are creating a transition plan that identifies roles, responsibilities, and resources within each organization to ensure a smooth transition for all members who are receiving continuous services over the transition period.

In November, staff and Optum met with the LAwell Program medical service providers, Anthem and Kaiser to discuss behavioral health and clinical treatment services and the process for transitioning care from the EAP to a member's medical insurance. Optum, Anthem, and Kaiser exchanged information and established a workflow to ensure this type of transition will be as smooth as possible. Optum, Anthem, and Kaiser will continue to check in with each other regularly to ensure continuity of care for members and that a strong working relationship continues through the transition process and throughout the term of services.

Since October, MHN call center representatives have been provided with scripts and training to inform callers about the upcoming transition. MHN representatives will recommend to members that they review Optum’s provider network when selecting a provider from MHN’s network in the event the member may have a need for continuing care past the transition date. Members will be provided Optum contact information and Optum representatives will be prepared to assist members in determining if the provider is in Optum’s network.

(4) Communications for Introducing Optum’s Services – As previously reported to the JLMBC, staff used this year’s Open Enrollment to provide first exposure to the EAP transition for employees. An EAP lunchtime seminar/webinar was held for employees to learn and ask questions about the program and the transition. Notice of the transition was also included in the Open Enrollment Guide and Summary Highlights mailed to all LAwell members.

For the month of December, staff is working with Optum to finalize a postcard mailing to further announce the transition of services. This special mailing will be addressed to the household of LAwell members, and focus on reminding LAwell members and their dependents that the Support Plus EAP services are accessible by any member of the household. Information about Optum will also be distributed via Citywide email and posted on the LAwell Program website, www.keepingLAwell.com. Finally, Optum is providing worksite promotional materials (posters, magnets, etc.) that can be provided to City departments and labor organizations to post at their facilities or distribute to members.

For future communications, staff is working with Optum to develop a kickoff webinar/seminar for LAwell members to be held in January. The kickoff session will serve to educate members on the range of service options available to them and their family through the EAP, emphasizing the Support Plus branding. After the kickoff session, regular webinars/seminars will be held at various City workplace locations with a frequency determined by utilization.

The proposed communications plan is as follows:

Communications Item/Activity	Date
Postcard announcement to household	Mid-late December
Citywide email announcement	Mid-late December
Educational materials distributed to City departments and labor representatives	Late December
Kickoff educational webinar/seminar	Mid-January
Additional educational webinars/seminars (as needed, based on utilization)	TBD throughout 2019

(5) Critical Incident Response and Group Education Services – Staff will be reaching out to departmental human resource liaisons throughout the City who utilize EAP services for their employees, including both group education as well as Critical Incident Response Services (CIRS) for traumatic events. Staff has developed a formal presentation with specific instructions on how to request services under Optum for departmental representatives and

will schedule training sessions for human resources personnel in December. Informal discussions have already taken place with many departmental representatives.

The proposed employer-focused communications plan is as follows:

Communications Item/Activity	Date
Departmental Manager announcement	Mid-December
Kickoff webinar for Departmental HR representatives	Mid-December
Employer use instruction email reminder	Late-December
Additional webinars (as needed)	TBD throughout 2019

Submitted by: _____
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Employee Assistance Program Transition Milestones

MILESTONE	TARGET COMPLETION PERIOD	STATUS
Kick-Off meeting - Identify roles & responsibilities	2 nd Quarter 2018	Complete
Confirm delivery schedule	3 rd Quarter 2018	Complete
Identify EAP components and administrative functions	3 rd Quarter 2018	Complete
Finalize EAP scope of services and sign off	3 rd Quarter 2018	Complete
Review and test website and member portal	4 th Quarter 2018	In Progress
Develop on-site meeting schedule and communication strategy	4 th Quarter 2018	In Progress
Finalize communication materials	4 th Quarter 2018	In-Progress
Train call center staff	4 th Quarter 2018	Upcoming
Implementation	January 1, 2019	Upcoming