



PEOPLE NEED PEOPLE.

We help companies proactively address mental health and addiction in the workplace and connect their employees and loved ones to the resources they need in order to heal.

THE PROBLEM

The most common way companies address mental health and addiction at work? They DON'T until there is a crisis or the situation can no longer be ignored. This approach is costly to companies and their employees.

FREQUENTLY ASKED QUESTIONS

- 1. ARE YOU AN EAP?**

The CARE Initiative is the world's first and only (PEP) Proactive Employer Program and is inherently different.
- 2. WHAT'S SO DIFFERENT?**

The main focus is on reducing stigma, increasing utilization, and moving the mindset from crisis to connection.
- 3. WHAT'S THE CARE CENTER?**

Where members **call or text** to connect with an in-house support team. It's part triage, concierge, and coaching service.

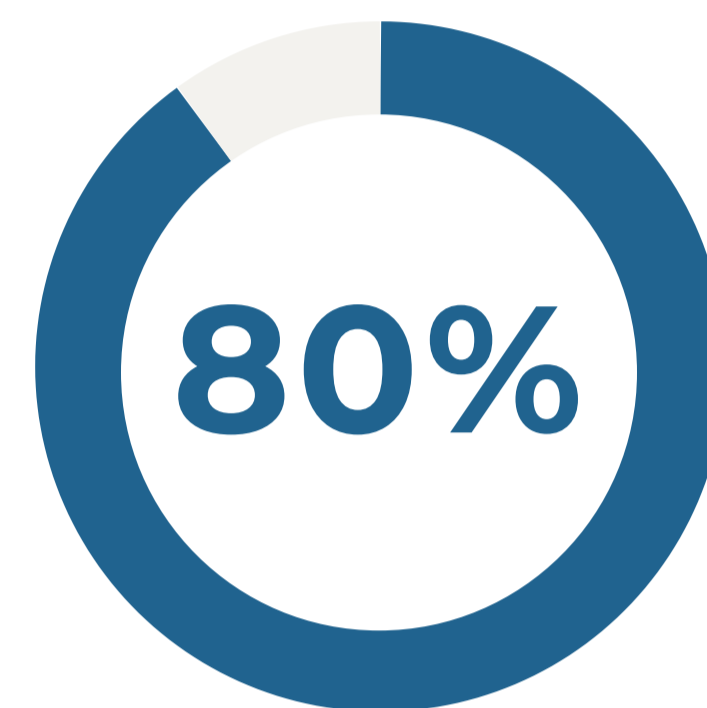
KEY BENEFITS

The message you send employees: We know many of you or your loved ones suffer in silence and we care enough to do different.

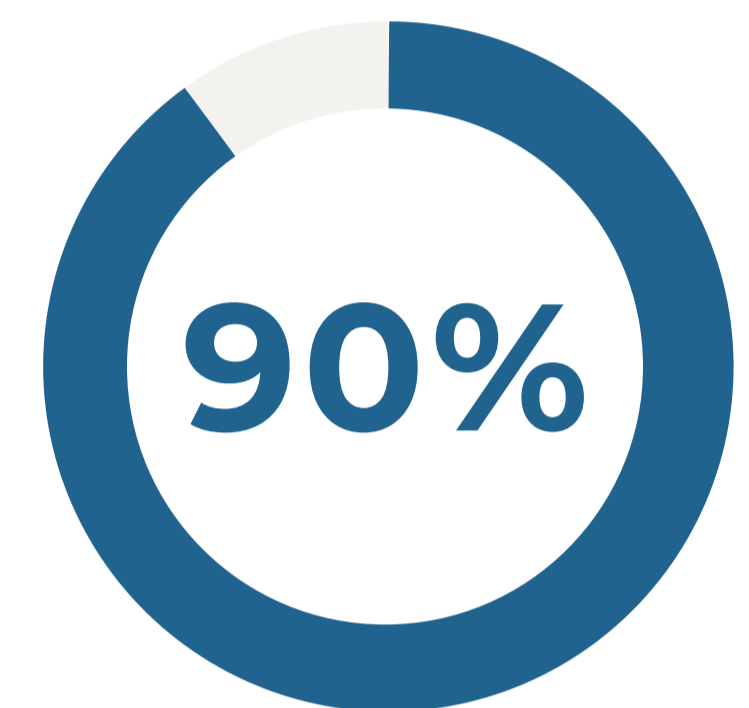
- Reduce stigma around taboo topics.
- Provide a safe, confidential outlet.
- Increase utilization and engagement.
- Limit crisis situations and tragedies.
- Focus on prevention, not reaction.
- Improve culture and employee loyalty.
- Support and prepare HR and managers.
- Gain a competitive edge in hiring.
- Decrease overall costs.



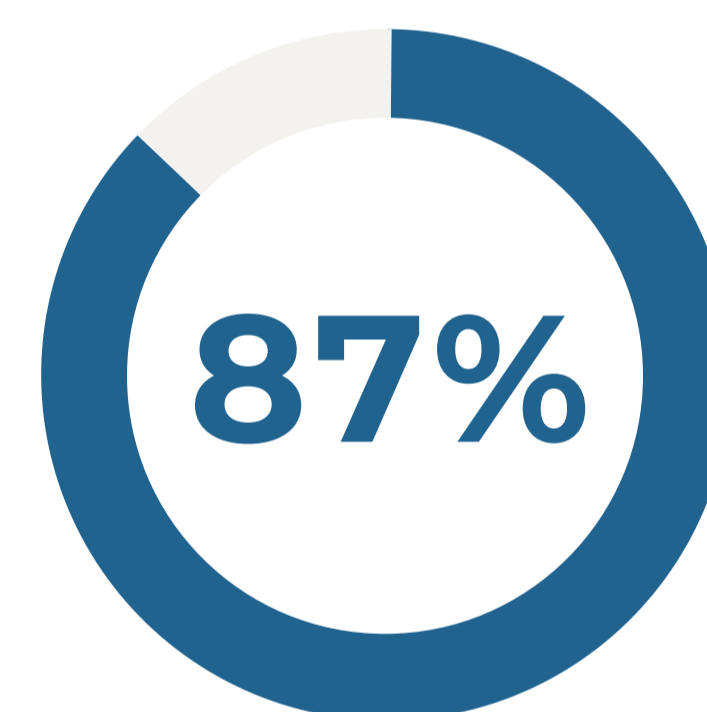
STATISTICS



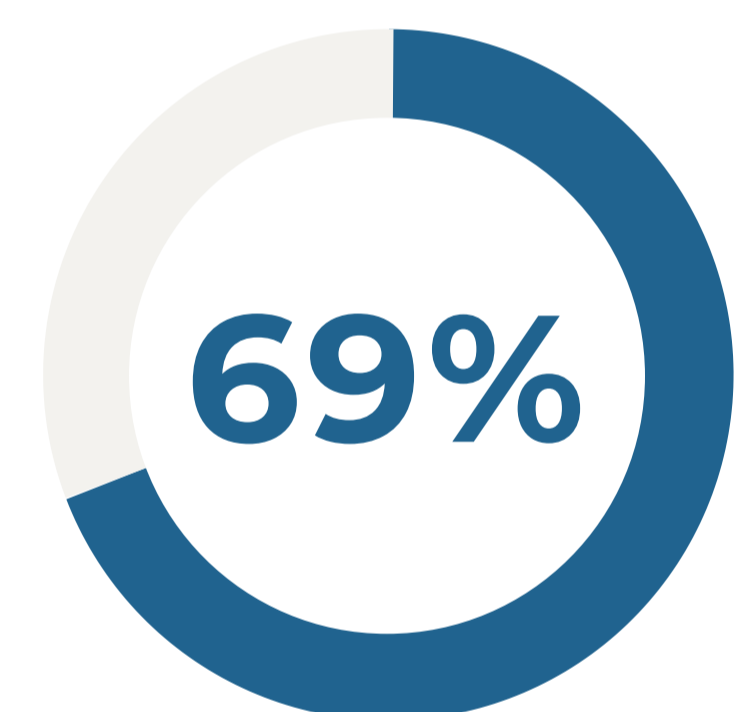
Adults living with mental illness that don't receive care.



Americans with an addiction that aren't getting treated.



Managers that feel ill-equipped to address mental health at work.



Employees that want more employers help with these services.

KEY POINTS



CULTURE

We prepare managers and help your company normalize the conversation.



CONVERSATION

We help provide the environment that increases likelihood people get help.



CONVENIENCE

We eliminate friction points and make it easier for people to reach out.