



“Best of the Best – Follow-up Q&A

• **Is there a best practice on the number of therapy sessions?** I've seen anywhere from 0-20+ sessions offered, so I'm interested to see how a company should determine how many to offer. (Charles Lattarulo) This really is specific to an organization and what other supports are in place along with the medical plan design. In other words, how much access do people have to mental health services? If you're a global company, some countries have no mental health care beyond EAP. Also how much do you promote the EAP and how successful is it? A good indicator is to look at your current session model and see how many sessions on average people are using. Further, what percentage of people are using all sessions and therefore are left with no additional support?

• **How is this program made available to employees and to their families in a manner that maintains the anonymity and privacy of the requestor of services?** (Charles Lattarulo) All of our services are completely free and confidential. Any data is sent to a data warehouse and de-identified so we are never aware of an employee on an individual level. We only look at aggregate data. The exception to this is our drop-in groups where we disclaim at the start that we respect anonymity but can only guarantee from the counselor. One can join these anonymously if they choose.

• **How does AmEx market these resources to employees?** (Charles Lattarulo) This is a really important question. We have access to a wonderful marketing team and do a variety of things. We market the Healthy Mind brand like we would market anything else. We are consistently upfront on our intranet announcing all our products and services. We also have many visibility campaigns throughout the year – led by our senior leaders. We use our Healthy Minds Squad to meet regularly and help spread our message through their own team meetings and town halls. We blog frequently about current topics. We also are opening a Slack channel for people to just talk about mental health. In general, we use a variety of avenues to get to as many folks as possible.

• **What is the purpose of ViacomCBS benefits and total rewards program?** (Michelle Martin) Our purpose is to help employees and their families live their best lives and keeping ViacomCBS an employer of choice.



- **How does your organization measure success?** (Michelle Martin) Many factors – I put the most weight on employee feedback and program utilization – employee engagement.

- **What role if any have brokers and consultants played in shaping the Tampa and Orlando markets?** (Lea Tessitore) The Florida Alliance and Catalyst for Payment Reform included benefits consultants in the online survey process to ensure consultants' viewpoints are incorporated into the findings. We will make sure the report includes how brokers and benefits consultants can help shape the markets in Florida to drive for healthcare value.