

Overview of Pima County EAP and Nurseline Program

When it comes to health and well-being, members often do not know where to turn for help when searching for a provider, seeking legal advice, losing weight, dealing with stress and other challenges life throws their way. Care24 serves as a single, reliable resource to help members make well-informed health and well-being decisions.

Solution: Care24

Care24 provides members with a single, toll-free number that connects them with clinical, wellness, financial, legal, and counseling resources, which are available — through Care24 NurseLine and Employee Assistance Program (EAP) — 24 hours a day, seven days a week.

Key Advantages

Care24 provides members with a single, reliable source for:

- **Clinical support:** Care24 provides clinical advocacy that helps drive better health outcomes. Members can talk with a live, registered nurse anytime, day or night. Our nurses have access to robust clinical guidelines, along with the member's health history, which allows the nurse to address not just the members' immediate symptoms, but their total health.
- **Navigational support:** Care24 provides navigational advocacy that educates members on their benefits, and the resources available to them, which includes referrals to UnitedHealth Premium designated providers, wellness programs and more.
- **Work and life support:** Care24 provides access to employee assistance specialist help members deal with stress, depression, anxiety, personal financial issues, legal questions, parenting and family issues, domestic violence, substance abuse and recovery, and eating disorders.
- **Managers, supervisors and worksite support:** Care24 offers workplace programs that provide managers and supervisors with tools to help keep work group on track through critical response incidence services and consultative help with workplace problems affecting productivity and profitability.
- **Online support:** Care24 provides online access to live nurses and employee assistance resources through [liveandworkwell.com](https://www.liveandworkwell.com).

Care24 in Detail

Care24 provides members with direct access to registered nurses and employee assistance specialists. Our phone system allows callers to select access to either a Registered Nurse or an Employee Assistance specialist from a simple menu. If a caller is not sure which resource would best be able to support them, they can speak to a nurse first who will assess their needs and then either work directly with the caller or introduce them to an EAP specialist.

Employee Assistance Program

Our EAP is designed to address behavioral issues in their earliest stages and prevent them from becoming more costly issues down the road. Through welcoming, supportive, and comprehensive services provided by master's-level employee assistance specialists, Care24 EAP encourages members to seek assistance for issues and behaviors that negatively impact work performance and quality of life. Our services improve the overall health and productivity of employees: reducing absenteeism, promoting employee retention, and resulting in long-term cost savings for Pima County. Pima County members have 5 visits per incident per year.

When the member calls, an employee assistance specialist performs the following:

- **Assessment.** Specialists conduct an assessment during the initial call, using their clinical judgment to detect underlying issues and offer targeted assistance right from the start.

- **Risk Screening and Crisis Intervention.** We screen callers for risk and provide crisis intervention if needed, helping members access the most appropriate clinicians and benefit coverage.
- **Solution-Focused Consultation.** We use solution-focused consultation techniques to help callers focus on their resources and steps toward desired outcomes rather than their problems, shifting the member’s perspective to enhance possible outcomes.
- **Personalized Referrals and Full Benefit Exploration.** Depending on the member’s needs and preferences, the specialist refers the member to any of a wide range of options — from legal/financial referrals to face-to-face counseling to community resource referrals. We also help members access all benefits offered through their benefits plan.

When appropriate, members also receive packets of relevant educational materials to help them better understand their issues and concerns.

Work and Life Issues

Care24 employee assistance specialists offer telephonic consultation and referral to community resources on topics such as:

Issue	Consultation Topics	
Life/Well-Being Issues	<ul style="list-style-type: none"> • Marital • Family & Couple Relationships • Family Conflicts • Divorce • Blended Families • Domestic Abuse • Sexual Abuse • Dealing with Anger 	<ul style="list-style-type: none"> • Teen Violence • Suicide • Balancing Work/Life • Stress Management • Anxiety • Depression • Grief & Loss • Concerns for Others
Work	<ul style="list-style-type: none"> • Workplace Conflict Issues • Career/Job Dissatisfaction • Workplace Performance Problems • Workplace Culture 	<ul style="list-style-type: none"> • Disciplinary Action • Sexual Harassment • Terminations • Conflict with Supervisor/Employee
Elder Care & Senior Issues	<ul style="list-style-type: none"> • Assisted Living Options • Aging and Health Problems • Meal/Nutrition Programs • Elder Abuse & Neglect 	<ul style="list-style-type: none"> • Medicare & Medicaid • Caregivers of Elderly • Long-Term Care Insurance
Child Care	<ul style="list-style-type: none"> • Child Care Options • Summer Programs • Before/After School Care • Pre-Schools & Nursery Schools 	<ul style="list-style-type: none"> • Special Needs Programs • Overnight Swing-Shift Resources • Sick Child Alternatives
Adoption Issues	<ul style="list-style-type: none"> • State Adoption specialists • Adoption Agency Overviews • Support Groups 	<ul style="list-style-type: none"> • Public Adoption • Private Adoption • International Adoption

	<ul style="list-style-type: none"> • Special-Needs Children 	
Addiction	<ul style="list-style-type: none"> • Compulsive Gambling • Recognizing Drug Abuse • Alcohol 	<ul style="list-style-type: none"> • Tobacco Cessation • Eating Disorders
School Selection	<ul style="list-style-type: none"> • General Information on Selecting the Proper School (Public, Parochial, Military, Vocational Schools, Independent) 	<ul style="list-style-type: none"> • Before/After School Programs • Tutoring Programs
College Selection	<ul style="list-style-type: none"> • Academics • Admissions Procedures • Educational Consultants • Two & Four Year Undergraduate Programs 	<ul style="list-style-type: none"> • Degree Programs • Cost Projections • Financial Aid Options • Test Prep Courses

Financial, Mediation and Legal Assistance

Care24 also offers financial, mediation and legal consultation services:

Personal Legal Issues

Members with legal problems have access to a national network of over 22,000 attorneys through Care24. Members are entitled to either a free 30-minute telephonic or in-person consultation with a state-specific attorney, per separate legal issue. Should a member choose to retain a referred attorney, legal services are offered at 25 percent below the firm's current rates. Members thus have easy access to help for a variety of legal issues, including:

- Wills
- Deeds
- Document preparation
- Probate matters
- Divorce
- Trusts
- Living wills
- Power of attorney
- Separation
- Traffic matters

Please note that we do not give advice regarding legal action against employers. To ensure quality, staff follows up with every member given a referral, and retained cases are periodically reviewed for legal appropriateness. Members also have access to an interactive website that includes 900 legal guides, 1,200 legal forms, financial calculators, and an interactive will-making program that provides members with a resource to create their own state-specific will privately online.

Mediation Services

A nationwide network of more than 2,000 professional mediators helps members involved in disputes to reach mutually acceptable decisions. Callers receive referrals to qualified mediators who offer a free 30-minute consultation. Subsequent mediation sessions are offered to clients at 25 percent below the mediators' normal fee. Help is available for a wide range of issues, including:

- Separation
- Child custody
- Visitation
- Child support
- Divorce
- Property division
- Real estate disputes
- Contract disputes

- Inheritance disputes
- Living arrangements

Mediators are either licensed attorneys or subject matter experts with advanced degrees and over five years of professional mediation experience. All mediators are required to maintain professional malpractice insurance.

Financial Issues

To help individuals address financial concerns, we offer access to a team of credentialed financial professionals, including licensed CPAs and Certified Financial Planners. Members receive up to 60 minutes (in 30-minute increments) of telephonic consultation regarding each financial issue. Members may call for assistance on a wide range of topics, including:

- Bankruptcy
- Budget planning
- Credit and collections
- Financial planning
- Retirement planning
- Mounting debts
- Wage garnishments
- Investments
- Mutual funds
- IRAs
- Stocks and bonds
- Annuities
- Taxes
- Home buying

Unparalleled Network Access

OptumHealth's nationwide network of more than 104,000 clinicians ensures that members will have access to face-to-face counseling wherever they live, work, or travel. All OptumHealth network clinicians have met high standards for network inclusion and stringent credentialing criteria. Our first choice for EAP referrals are designated specialists within the network who have proven EAP expertise.

Services for Managers, Supervisors, and Worksite Wellness

Care24 offers unlimited telephonic management consultation and referral services. Clinically licensed management consultants will provide unlimited telephone consultation to managers and supervisors, including assistance to managers who are dealing with troubled employees. If it is determined that a management referral is appropriate, a management consultant will work with the manager to establish specific steps for approaching the employee. Examples of consultation related to management referrals available to customer's managers and supervisors include the following:

- Consultation about the manager's role in recommending the EAP to an employee whose personal problems have had a negative impact on his/her work performance
- Working with the manager to establish specific objectives and steps for meeting with the employee when an EAP referral has been identified as appropriate
- Clarification of confidentiality limits, confidentiality protocols, and the recommendation that the employee provide *written consent* to allow the Management Consultant to contact his/her manager
- Follow up after the referral, once written authorization for release has been obtained, including suitable guidelines for supervision
- Our *EAP Managers' Resource Guide* to help managers understand the EAP benefit and use it effectively
- Assistance with mandatory management referrals, including referrals to Substance Abuse Professionals (SAPs) for employees in safety-sensitive positions, when an employee's conduct is of such serious concern that utilization of the EAP becomes a condition of continued employment

Critical Incident Response Services (CIRS)

OptumHealth regularly assists our customers with the effects of unexpected crises, from the tragedy of 9/11, the devastation of Hurricanes Katrina and Ike, to situations involving workplace accidents, death of a coworker, or acts of violence.

Following a critical event, our team of trained CIRS Coordinators provides immediate consultation, support, and materials to the manager. Our Coordinators also develop a plan with the manager to deliver timely on-site group and individual counseling, which is performed by our national network of trained responders, in the workplace. Our internal network of CIRS responders and our partnership with Crisis Care Network (CCN) allow us to provide PIMA COUNTY with the highest level of coverage nationally, with more than 6,550 trained responders.

Critical Incident Response Services is included in the bank of on-site service hours.

Onsite Services to Promote an Effective Workplace

A wide range of on-site programs and services are also offered to our customers to help their organizations address workplace challenges and improve workplace dynamics and employee health and wellness. To allow PIMA COUNTY to make the decision regarding the most appropriate types of services for its organization, all on-site services (e.g., training, workshops, Critical Incident Response Services) are included in a bank of on-site service hours. Additional hours may be purchased.

On-site training services include the following:

- **Wellness and WorkLife Seminars.** These workshops promote healthy lifestyles, providing practical skills for dealing with common problems facing individuals and families. Programs address such topics as Smoking Cessation, Growing Healthy Families, and Developing Capable Kids. These seminars can be of great value in helping members deal with sources of stress, both in and away from the workplace.
- **Human Resource/Workplace Concerns and Work Skills.** Our seminars for human resources and employees promote positive communications, team building, and problem solving skills for all levels of professionals. Workshops include Improving Communication Skills, Building Customer Satisfaction, Dealing with Difficult Behaviors, and many more.
- **Professional Development for Managers and Supervisors.** These seminars help managers enhance supervisory and communication skills, understand organizational dynamics, and enhance morale and motivation in the workplace. Topics range from Effective Performance Appraisals to Managing Trauma to Dealing with Conflict.
- **Sampler Programs.** These programs are 30-minute sessions designed to give customers a taste of our training programs. These brief sessions are perfect for worksites with scheduling and time constraints and include Communicating without Words, Stress, and Healthy Living.

The Care24 NurseLine: Any Time. Any Reason.

For members who need help understanding their benefits, have clinical questions, need help finding a physician and more, we offer Care24 NurseLine. Care24 NurseLine is a true health advocacy solution, whether the focus of the call is on clinical or navigational support.

Clinical Advocacy

The heart of Care 24 NurseLine is convenient clinical advocacy, with nurses available 24 hours a day, 7 days a week, to provide symptom triage and general health education. Our nurses provide caring and personalized support, evidence-based information about the members' specific medical conditions, treatment options and self-care recommendations.

Even in this traditional context, NurseLine callers experience a difference. Our nurses work with a proprietary coaching methodology that drives behavior change. Nurses assess each individual's unique needs, priorities, values and preferences to help empower them with appropriate information and a real action plan. The model also encourages nurses to probe further and ask questions that lead to identifying opportunities the caller was not even aware of.

Multi-call Option

We are committed to make the most of the opportunities presented by members; this is why NurseLine employs a multi-call approach. This model allows the nurse to reengage an activated member through a follow-up call to address additional health care needs. Scenarios where a follow-up call is most often to occur include:

- **Emergency Disposition:** When a member requires emergency care, the nurse will call the member back to confirm they received the appropriate care, ensure the member has a primary physician and make appropriate program referrals.
- **Medical Director Escalation:** For members with complex or rare medical conditions, the nurse will enlist the assistance of the Medical Director to provide expertise. The nurse will call the member back to provide guidance on the condition and connect the member with the right resources.
- **Multiple Co-morbidities:** For members with health needs that extend beyond the initial phone call, but are not appropriate for referral to an on-going coaching program, they may be referred to another wellness program such as Case or Disease Management.

Navigational Advocacy

In addition to providing expert clinical support, NurseLine nurses serve an equally vital role in their position as a navigational hub—a convenient, deeply-informed nurse resource that is committed to making the most of OUR CUSTOMER'S health and wellness assets for your members.

Resource Referral

Our nurses work with a sophisticated desktop platform that provides them with a comprehensive view of all available programs and resources. The nurses are trained to help make these connections for members looking for help but are not sure where to go. NurseLine nurses make connections for callers, providing referral to resources for everything from claims issues to mental health programs to community resources.

Referral is also the outcome of many of the calls that begin with symptom triage or health information. As the nurses coach callers, they are looking for opportunities to provide proactive referrals and warm transfers to health and wellness programs that will help the individual achieve their health and well-being goals, knowing that callers are more likely accept and enroll in available programs when they are referred by NurseLine.

In fact, a primary driver of our enhanced multi-call model stemmed from our commitment to allowing sufficient time to identify and communicate these vital referral opportunities.

Physician Referral

One of the most significant referrals that NurseLine can provide is to high quality physicians. Fostering these relationships within PIMA COUNTY'S's covered population is central to the mission of the solution and there are number of ways participants will experience this commitment.

For some participants, the lack of relationship with a primary care physician will be the reason for the call. For others, the need for a physician referral will arise during the consultation with the nurse.

In either case, NurseLine callers speak with nurses who are versed in the many obstacles that can stand in the way of a quality physician. Nurses coach members on options for addressing the obstacles, while leveraging search tools that not only identify physicians, but also incorporate quality and efficiency data into the search.

Even with a good referral, actually getting in to see the doctor can be a challenge. For this reason, callers will have access to further support as nurses present the option of working with physician search specialists. These non-clinical NurseLine staff members have the training, processes and tools to connect individuals with high quality care, including options for:

- Provider and facility search
- Provider research and confirmation
- Appointment setting
- Medical records transfer and coordination
- Community resources

Online Services

In addition to the telephonic and onsite services available through our Care24 NurseLine and EAP, members also have immediate access to online support through Live Nurse Chat and **liveandworkwell.com**.

Live Nurse Chat

Live Nurse Chat is a unique, Web-based service that offers live, one-on-one interaction between our members and an OptumHealth information expert. This unique service, accessed through **myuhc.com**, gives users easier access to comprehensive, personalized health care assistance. Personalized interaction is available anytime day or night, so users can have immediate access to information when they want it, the way they want it.

Live Nurse Chat provides comprehensive information online to users. Experienced registered nurses with extensive clinical training staff the service. These nurses offer one-to-one dialog – not just information – for a high-touch interaction. Our nurses can offer users an extensive range of options for finding information, including:

- Live chat with a registered nurse.
- Referral to a telephonic nurse or emergency number if urgent symptoms are presented.
- Web pages delivered in real-time from **myuhc.com**, or many other approved Web resources.
- A complete transcript delivered to the user, including Web pages.

Liveandworkwell.com

The **liveandworkwell.com** portal focuses on mind-body integration for a practical, low-cost approach to wellness and well-being. The portal provides member access to care and benefit self-management tools, self-help and prevention programs, searchable directories, educational materials, calculators, videos and more. The portal also features a password-protected Administrative Toolbox section that support managers, supervisors and HR staff with helpful resources and engagement tools.

Member Engagement

We recognize that the introduction or redesign of health care benefits often results in the need for transitional communication materials to be provided to your employees. Our client services and marketing teams have extensive experience in planning, drafting, designing, producing and distributing member communication material. They will work with PIMA COUNTY to develop a strategic communication plan that may include brochures, postcards, tip sheets, e-mail messages and other suitable communication vehicles.

Our communication solutions are designed to promote the available services and drive utilization among eligible users and their families. Traditional employee communications tools are used along with custom solutions to help our customers achieve these goals. Our in-house capabilities are extensive and include communication consultants, editorial and design resources, and state-of-the-art printing and distribution partners.

Brochures

Brochures containing a magnet and wallet card providing the toll-free number, information on the service, reasons to call, sample Audio Health Information Library topics and features, and benefits of our services will be sent to participants. The brochure, magnet, and wallet card are all imprinted with the toll-free number, so the number is readily available to the participant. The brochures offer a wide range of customization options at no additional cost:

- Black and white logo can be placed on the front mailing panel and wallet cards
- Any of the brochure text can be customized to highlight specific aspects of the service or to focus on reasons to call that would resonate with the targeted population; organization-specific messages are also possible
- Audio health information library can be customized to include any of the 1,700 English and 600 Spanish topics which are designed to appeal to the needs of the audience
- URLs can be added to the contact information
- Customer service phone numbers or custom TTY/TDD numbers can be included, if applicable
- Disclaimers or other special messages can be included as desired and space allows
- Brochure customizations, including Spanish options, are available at an additional cost and include a wide range of options from simply adding a color logo to a complete redesign to match the look and feel of the organization's other materials, including photo changes

Postcards

Promotional are sent to encourage individuals to take full advantage of our services. The postcards offer a great deal of customization flexibility at no additional cost:

- Phone number, logo and URL are included on the mailing side of the postcard; custom TTY/TDD numbers can be included, as applicable
- Disclaimers or special messages can be included as desired and as space allows

Our direct services and marketing teams will discuss customization options with you and develop the communication materials you need.

Reporting and Results

Standard reports include monthly or quarterly delivery of program performance, outcomes and usage trends. The standard reports include a variety of content and media options, including the following:

- **Utilization report:** Our utilization report includes service delivery details, most frequent topics discussed, issue resolution trends and detailed utilization information. The balance of the report includes program in-depth usage detail for clients who are interested in a deeper dive, including monthly usage figures, trending of usage rates, and a detailed listing of all topics discussed with participants.
- **Outcomes report:** Participant survey results track caller health and well-being, decision making in regard to health care, willingness to select a particular benefits package option, and satisfaction levels in regard to the service provided by the call.

Care24 can also provide member satisfaction reports. Our 2011 VOICE (Voice of Integrated Consumer Experience) satisfaction survey results indicate 95 percent overall satisfaction with our services. We achieve these results because Care24 focuses on the whole person by providing information and support for every type of health and well-being concern, including family problems, work stress, financial troubles, legal worries, substance abuse, health concerns and many other issues.

Care24 not only provides valuable services to members, it gets results. Did you know that 70 percent of members who called Care24 NurseLine with the intent to visit the emergency room, actually ended up avoiding the trip? This helps our members get appropriate care and it helps lower PIMA COUNTY's medical costs.

Care24 EAP also helps save Pima County money by improving productivity and reducing absenteeism. After calling Care24 EAP, 93 percent of members reported improved productivity at work, and 44 percent reported that Care24 helped them avoid being absent from work.

In Summary

Care24 is a comprehensive program that provides members with a single resource for their clinical, work and life needs, 24 hours a day, seven days a week. Care24 programs not only provide members with the support they need, when they need it, it is proven to increase productivity, lower absenteeism and reduce health care expenses.