

From Value Options' Announcement as the vendor providing Michelin's EAP services

Michelin is a client of David J. Hay and Associates: djh@djhay.com; 845 255-8461.

Michelin North America is announced as the winner of the 8th Annual Employee Assistance Society of North America (EASNA) Corporate Award.

Each year EASNA acknowledges one American and one Canadian company that demonstrates excellence in their use of EAP programming and service delivery. An independent panel of judges reviewed submissions and selected Michelin North America for their excellent integration of EAP services to ensure the health and wellbeing of their company's workforce.

"This is a tremendous honor for Michelin North America," Michelin's EAP Benefits Manager, Jim West said, "We integrate our EAP into every strategic initiative that focuses on employee wellbeing. Our leaders see this as an integral part of our business strategy. It is reward enough to see the positive impact this has on our workforce, but this award is an important acknowledgement."

Michelin North America has an extensive commitment to ensuring that a comprehensive EAP is available and also promotes its value to employees and family members. As part of its "Choose Well-Live Well" corporate wellness program, the company has stated goals for improving health and productivity and reducing absenteeism, presenteeism and health care costs. The Michelin Employee Life Services (MELS) is a core component of the program.

Utilization of the MELS program, which includes EAP, work-life and legal and financial services, has grown by 41% since 2009 – leading to a 12.11% utilization rate in 2011. Key to this growth is how Michelin leverages its vendors and communications through the wellness program.

The MELS program uses typical promotion tools, but also uses atypical tactics such as a data-driven initiative to promote work-life programs, and leverages both Michelin employees (including wellness champions) and wellness vendors to promote the value of EAP.

Moreover, the company coordinates communication and focus on work-life issues (which are less stigmatizing), resulting in a significant increase in work-life usage (171%) year over year. Employees and their family members now recognize that MELS not only assists with the traditional issues addressed by EAP, but also a wide spectrum of life's everyday issues.

Michelin North America also incentivized EAP providers through a higher reimbursement rate, so participants complete a client feedback form (CFF) following counseling sessions. This process clearly demonstrated that monitoring outcomes and providing feedback to clinicians reduces treatment failures. Furthermore, provider outcomes for 2010-2011 demonstrated a 23% reduction in absenteeism and a 43% reduction in presenteeism.