

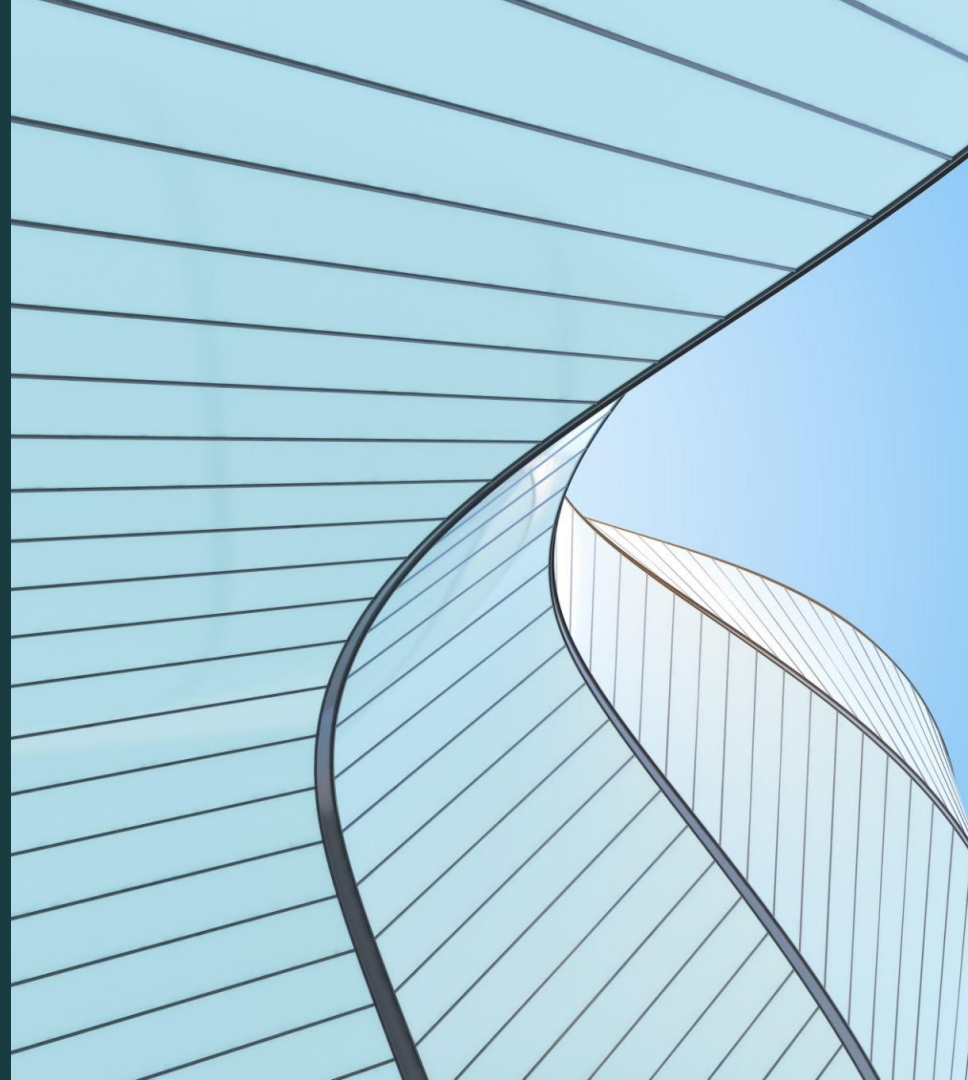
MindSmith  
2025

# EAP+

## For Forward Thinking Organizations

**Redefining Employee Wellness, Engagement, and DEI  
for the Future of Work**

Prepared for: [Client Organization Name]  
Prepared by: MindSmith Health Services  
Date: [Insert Date]



# Executive Summary

Employee mental health and engagement are no longer “nice-to-have” initiatives, they are strategic imperatives that directly impact performance, retention, and organizational culture.

Traditional EAP models have failed to deliver sustainable value:

1. Low utilization (<10% industry average)
2. Cookie-cutter programs with limited personalization
3. Short-term fixes without long-term impact
4. Poor alignment with business performance and DEI goals

MindSmith EAP+ model integrates clinical precision, continuous engagement, and data-driven insights to create measurable shifts in workforce well-being and culture. Our program is designed to scale across all leadership levels, deliver tangible ROI, and become your one-stop partner for wellness, engagement, and inclusion.

# Why EAP+ Is Different

We address every major gap in legacy EAPs:

EAP Gap	Industry Pain	MindSmith EAP+ Advantage
Low Engagement	5–10% utilization	40%+ utilization via personalized Life Lanes™, quarterly Townhalls, and Academy courses
Limited Care Duration	3–8 sessions per issue	Ongoing monthly/fortnightly check-ins year-round
Generic Content	One-size-fits-all	Individualized programs from BHP diagnostics
Access Barriers	Phone-only / slow	Multi-channel digital access with fast appointment scheduling
Lack of Organisational Impact	No real-time data	Quarterly aggregate reports with trends, risks, and recommendations
No Leadership Focus	All levels treated the same	Tiered programs tailored to leadership strata with specialized cohorts

## Program Structure &amp; Pricing

## Transforming Employee Wellbeing & Performance through MindSmith AI-Enhanced EAP+ Model

### Frontline EAP+ ₹9,999 pp/annum

- Monthly check-ins with a MindSmith clinician
- 3 complimentary Life Lanes per year (value ₹9,000)
- Complimentary MindSmith Academy courses for employees and caregivers
- Quarterly group Town Hall (all leadership levels combined)

### Managerial EAP+ ₹24,999 pp/annum

- Fortnightly check-ins with a clinician
- 3 complimentary Life Lanes per year (value ₹9,000)
- Complimentary Academy courses for employees and caregivers
- Mental Health First Aid Champion Training, build an internal network of trained change enablers
- Quarterly group Town Hall

### Leadership EAP+ ₹49,999 pp/annum

- Fortnightly check-ins with a senior clinician
- 3 complimentary Life Lanes per year (value ₹9,000)
- Complimentary Academy courses for employees and caregivers
- Quarterly Leadership Cohorts on performance, resilience, and strategic leadership well-being
- Quarterly group Town Hall

### Additional Services (Optional, at Extra Cost)

- Baseline BHP Survey: ₹2,500 pp/quarter
- Custom pricing for
  - ◆ Frontline Team-Building Events
  - ◆ Middle Management Weekend Getaways
  - ◆ Leadership Wellness and Brain optimization Retreats

## KEY Differentiators

- ◆ Whole-Organisation Model: From frontline to C-suite, fully integrated
- ◆ Embedded Engagement: Town Halls, Life Lanes, Academy learning ensure ongoing relevance
- ◆ Data-Driven Action: Quarterly BHP assessments and organizational wellness dashboards
- ◆ Leadership Development Integration: Mental health linked with performance and resilience goals
- ◆ DEI Alignment: Inclusive programs addressing cultural and generational needs



# WHY Change is Necessary?

Pain Point	Impact	MindSmith Solution
Low utilization (<10%)	Wasted investment	Engaging onboarding via BHP + SKYE; gamified access; >40% usage target
Limited counseling sessions	Unresolved issues	90-day structured Life Lane programs; unlimited digital support
Outdated access methods	Employee frustration	Multi-channel access (Web, App, WhatsApp, Slack, Teams)
Lack of personalization	One-size-fits-none	AI-driven personalization from individual BHP data
Privacy concerns	Stigma, non-use	HIPAA/MHCA-aligned, no individual data to employer
Access delays	Lost productivity	48-hour clinician access SLA, instant SKYE triage
Poor awareness	Employees unaware	Quarterly "Brain Health Week" + ongoing micro-engagement
No continuity	Restarting cases	Persistent care records + continuous SKYE follow-up
Variable quality	Inconsistent results	Academy-certified providers, ongoing outcomes tracking
Lack of manager support	No early intervention	Manager training modules + confidential advisory hotline

## ORGANIZATIONAL OUTCOMES

# Measurable Employee Wellbeing, Cognitive Performance & Leadership Capacity Improvement.

## Higher Retention

Reduced attrition due to improved mental health & engagement.

## Better Productivity

Measurable improvement in cognitive & emotional performance.

## Improved DEI Metrics

Better belonging scores from inclusive mental health programs.

## Leadership Resilience

Stronger capacity to make decisions and lead under pressure.

## Employee Trust

Greater willingness to access services due to privacy-first approach.

## PROPOSED ENGAGEMENT MODEL

We recommend starting with a 90-Day Leadership Pilot to demonstrate tangible results before organization-wide rollout.

### **Pilot Scope:**

- Leadership cohort (20–50 people)
- Baseline BHP + 90-day Life Lane program
- Weekly/fortnightly clinician sessions
- End-of-pilot BHP to measure improvement
- Recommendations for scale-up

### **Pilot Investment:**

Pro-rated from Top Leadership package  
+ baseline survey cost

## Baseline Measurement

Conduct BHP assessment for selected employee segments  
Provide individual reports (private) + organizational report (anonymized)

## Program Launch

Assign each participant to tier-specific clinician and program  
Activate Academy access & Life Lanes

## Quarterly Impact Review

Measure improvement via repeat BHP  
Present data-driven recommendations to HR & leadership



# Thank you

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