



EMPOWERING WORKPLACES THROUGH PEOPLE-FIRST MENTAL HEALTH SUPPORT

How Best Care EAP Drives Real
Impact with High Utilization and
In-Person Counseling



Best Care EAP



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[bestcareeap.org](https://www.bestcareeap.org)

EXECUTIVE SUMMARY

Employee mental health is no longer just a concern, it's a business imperative. As workforce expectations shift and stress levels rise, employers are being asked to offer more than surface-level support. They must deliver benefits that employees actually use and trust. Best Care Employee Assistance Program (EAP) answers that call with a people-first approach rooted in empathy, accessibility, and high impact service delivery.



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BEST CARE EAP

Best Care EAP is distinguished by a clinical counseling utilization rate of 7.6%, significantly surpassing the national average of 3–5%. This high level of engagement signals both strong awareness and genuine employee trust. Furthermore, 65% of Best Care users say they prefer in-person counseling, a modality the organization continues to prioritize despite industry-wide shifts toward virtual-only services.

This whitepaper explores how Best Care EAP's model, built on personal connection, local presence, and deep-rooted trust, delivers tangible value for both employees and organizations. With over four decades of experience and successful partnerships with large and small institutions, Best Care demonstrates that employee well-being and business performance go hand in hand.



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A NEW ERA FOR EMPLOYEE MENTAL HEALTH

The modern workplace is undergoing a transformation, driven by evolving employee needs, a heightened focus on well-being, and increasing awareness of the impact of mental health on performance and retention. As a result, employee assistance programs are facing scrutiny: are they simply a line item, or do they drive real outcomes?

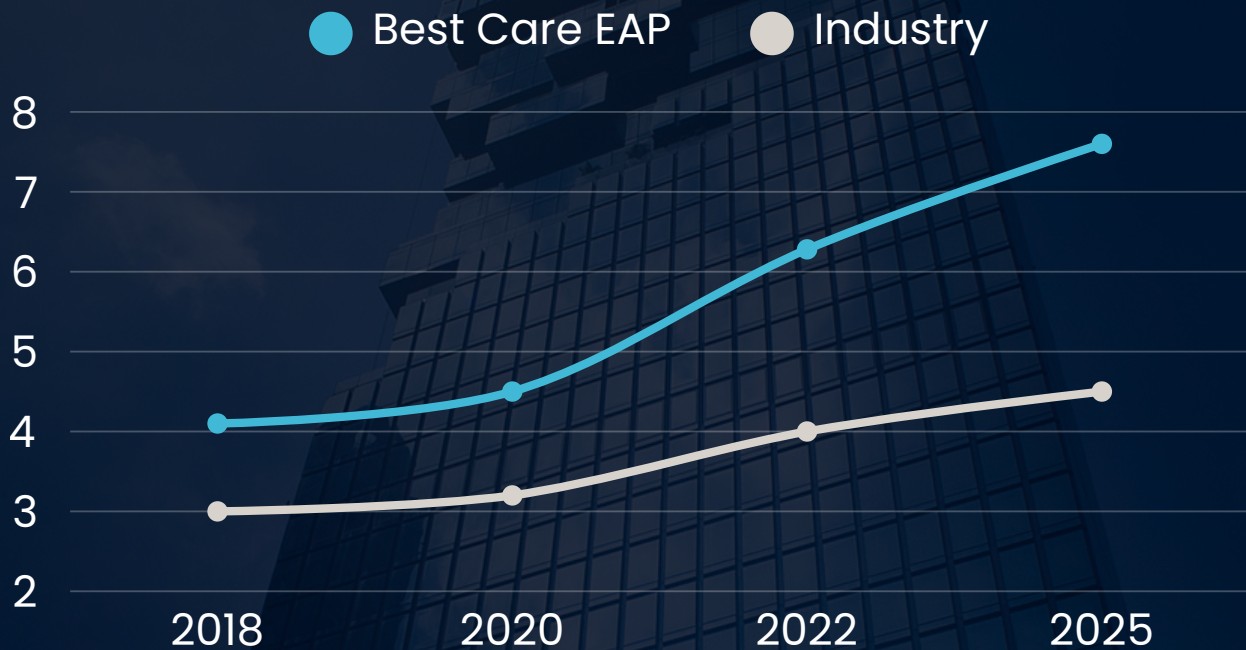
Unfortunately, many EAPs suffer from low visibility, lackluster engagement, and impersonal service delivery. They may check the compliance box, but they fail to make an actual difference.

Best Care EAP is changing that known narrative. Headquartered in Omaha and serving clients nationwide, Best Care offers a locally rooted, high-touch model that puts people first. With a strong preference for in-person services, a commitment to personalization, and a satisfaction rate above 90%, the program consistently outperforms traditional EAP benchmarks.



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HIGH CLINICAL UTILIZATION = HIGH IMPACT



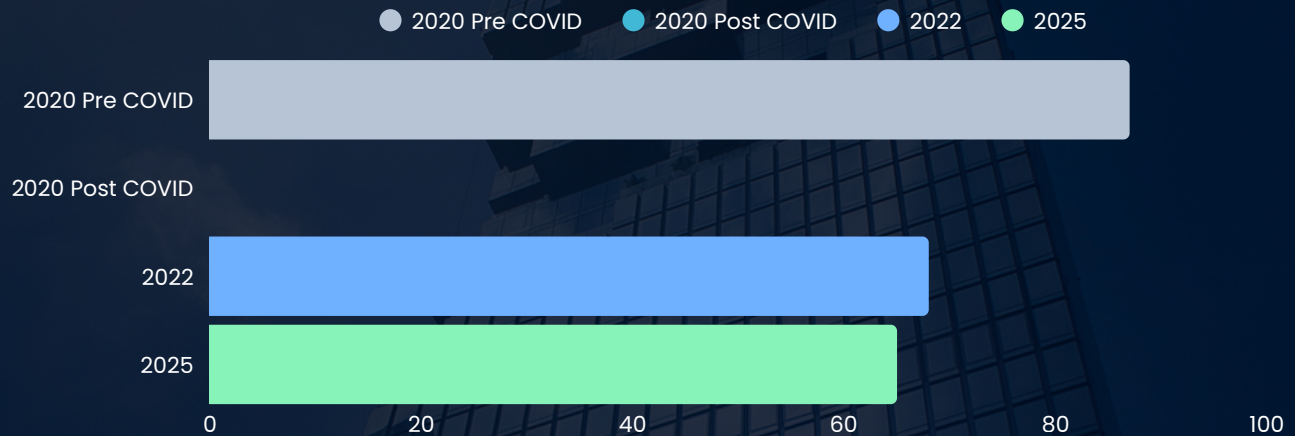
A counseling benefit is only valuable if employees use it. Best Care EAP achieves a clinical counseling utilization rate of 7.6%—a notable contrast to the 3–5% average seen across the EAP industry.

This high utilization is not accidental. It's the result of intentional design: strong onboarding, proactive communication, trusted visibility in the workplace, and ease of access. When support is easy to find and personalized to the employee experience, it gets used and it drives results.

Organizations that see higher EAP engagement tend to experience a measurable reduction in stress-related absenteeism, workplace conflict, and turnover. Early intervention through counseling also reduces reliance on more expensive long-term healthcare services, ultimately lowering employer costs.

FACE TO FACE SUPPORT MATTERS

Best Care EAP BOB: % In-Person Counseling



In a post-pandemic world, many providers have pivoted to fully digital service models, offering coaching versus counseling. While virtual care is convenient and essential for access, it is not a one-size-fits-all solution. At Best Care EAP, we recognize that for many employees, healing and progress are most effective face-to-face.

In fact, 65% of Best Care users express a preference for in-person counseling. That preference is rooted in the value of physical presence—the nuanced communication, the relational trust, the comfort of a safe space. In-person counseling often enables faster rapport, deeper conversations, higher engagement and quicker resolution—often in just three to four sessions.

Best Care's hybrid model honors flexibility and human connection. Employees can choose the setting that suits them best, whether they're navigating everyday stress or complex personal challenges. While the industry scales back on physical presence, we continue to invest in it, because we've seen firsthand the difference it makes.



A NEBRASKA UNIVERSITY

A powerful example of Best Care EAP's impact can be seen in our longstanding partnership with a Nebraska University. Through this collaboration, thousands of faculty and staff have access to confidential, no-cost counseling services, both in person and virtually, without needing a referral.

But support doesn't stop at counseling. Employees as well as family members receive holistic services including legal and financial consultations, work-life referrals, and 24/7 crisis response. This comprehensive benefit suite addresses both acute needs and everyday stressors, creating a stronger foundation for individual and team performance.

Results reflect high utilization and satisfaction, with HR leaders praising the ease of implementation, employee engagement, and responsiveness of the Best Care team. It's a partnership built on trust—and a shared mission of caring for the people who power the institution.



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A LARGE OMAHA EMPLOYER

Another powerful example of Best Care EAP's impact on utilization can be seen in our partnership with a large employer in Omaha.

Reviewing utilization data and working with their HR team, Best Care EAP was able to identify a barrier to care. While the organization had a very high 8.5% clinical utilization in 2022, there was a barrier in perception of the program not offering enough sessions that resulted in some employees and family members not seeking the care they needed.

By working with the team, Best Care EAP was able to increase the number of sessions offered, which resulted in a 21% clinical utilization rate by the end of 2024.



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Omaha's trusted EAP leader is ready to partner with you. Connect with our team today to explore EAP solutions that deliver real impact.

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