



# An unstoppable force for families.

We uncover and solve every aspect of caregiving.

## What makes Family First **different** than an Employee Assistance Program (EAP) or health advocacy and navigation resource?

An Employee Assistance Program (EAP), a health advocacy and navigation benefit, and Family First—a personal caregiver champion solution—are all workplace benefits or programs that aim to support employees and their families in various ways, but they serve different purposes and provide distinct services.



# Employee Assistance Program (EAP)

An EAP or sometimes called an Employee and Family Assistance Program (EFAP) is a workplace program designed to assist employees with problems adversely affecting the employee's well-being and job performance.

- + There is emphasis on support for critical needs. Primary services are referrals for counseling, coaching, and crisis intervention for a wide range of issues such as mental health, substance use, stress, financial security, relationship challenges, and more.
- + The qualifications and credentials of an individual responsible for conducting intake for an EAP can vary based on the organization but typical qualifications are an individual with education, professional licensure, or certification in psychology, social work, counseling, or human resources.
- + Services may include a limited number of free or low-cost counseling visits and digital resources available to employees and their immediate family members.
- + There is typically no proactive follow-up from the EAP once a referral is provided to the participant.
- + The value of the investment is potentially improved employee and family well-being, access to support, and potential direct and indirect medical and leave cost savings (cost avoidance).

## Health Advocacy and Navigation

A health advocacy employer-sponsored benefit aims to resolve healthcare navigation and insurance-related issues for employees and dependents enrolled in the employer's medical benefits.

- + The purpose of a health advocacy benefit is to support employees in informed decisions about their healthcare, manage medical expenses, and to access the most appropriate and cost-effective healthcare services. Health advocacy services may include finding healthcare providers and specialists, understanding insurance coverage and policies, resolving healthcare billing issues, navigating claims and denials, and negotiating fees.
- + The credentials of individuals providing health advocacy services can vary but typically they hold certifications in patient advocacy, are registered nurses, social workers, or licensed clinical social workers or licensed professional counselors. The advocates are sometimes supported by other clinical, benefits, and claims specialists.
- + There is typically follow-up with the employee or dependent through the resolution of their issue or case.
- + The value on investment is a potentially improved health care experience, access to care, worktime saved and direct or indirect medical and leave cost savings (cost avoidance).

# Family First, A Personal Caregiver

## Champion Solution

Family First champions caregivers by providing an all-inclusive solution that uncovers and solves every caregiving challenge for individuals and any loved one they care for—any family member, friend, neighbor, pet, etc. For greater than 80% of the individuals we work with, Family First Care Experts are uncovering more than four additional challenges than the individual's primary reason for contacting Family First.

- + The primary focus is making sure the caregiver has a trusted champion to solve every aspect of their loved one's caregiving needs and that the caregiver can maintain their own well-being, work duties and other responsibilities while caring for their loved ones—ultimately improving their quality of life and health outcomes, and for their relationships with and health outcomes of their loved ones.
  - Services are delivered by a Care Expert who leverages a Digital Care Hub platform to gather and evaluate health and safety data and social determinants of health to identify gaps in care and correct care paths, find and vet specialized providers and resources within the communities where the individual and their loved ones live and within personalized affordability and culturally competent care needs.
  - Services cover elder, child, adolescent and pet care, healthcare and well-being, mental health, disability, neurodiversity, homecare, family and relationship dynamics, legal challenges, financial security, navigating insurance coverage, Medicare and Medicaid, and more.
  - Services may include but are not limited to ensuring well-being of the individual seeking support, reviewing care plans, clarifying benefit coverage and medical bills, navigating claims and denials, finding specialists and specialized providers, negotiating discounts, researching, vetting and scheduling childcare/elder care, scheduling appointments, coordinating transportation, food, medicine and other care items delivery, translation services, and procuring financial support.
  - + The credentials of the Care Experts are licensed and accredited clinicians and case managers who are supported by a multi-disciplinary team of doctors, nurses, social workers, licensed counselors, researchers, attorneys and other professionals who work together to ensure all aspects of the caregiving journey are managed effectively.
  - + Follow-up support is provided to the individual through live contact with their Care Expert or through online secure messaging or app depending on the individual's preference, throughout the caregiving need or case and until the individual communicates, they are in a stable and satisfied position.
  - + The value on investment is improved employee experience, employer or product loyalty, employee attraction and retention, worktime saved, reduced unplanned absences, reduced stress, improved wellbeing, improved care, potential direct and indirect health care and leave savings (cost avoidance).
- In summary, while these three benefits are all designed to support employees, they serve different purposes:**
- EAP focuses on addressing personal issues that may affect an employee's well-being and job performance.
  - Health advocacy and navigation benefits aim to help employees navigate complexities of the healthcare system.
  - Family First champions employees in managing caregiving responsibilities for their loved ones so they can maintain their own wellbeing, work duties and other life responsibilities.



# Key Family First Differentiators

- + Family First addresses broad personal and loved one's challenges and life events, bringing together and providing oversight of health advocacy benefits and the mental health/work-life services of an EAP and more—into one family-focused solution or “front door” to multi-generational and inclusive family support.
- + Family First supports anyone an individual considers a loved one (not just employees or benefit enrolled dependents).
- + Credentials of the Care Experts and Expert Team support a wide range of needs within one solution and allow for a holistic approach to improving care, safety, experience and outcomes.
- + Focus is on the wellbeing of the caregiver, individual seeking support, to do the work and solve all aspects of caregiving for them so they may focus on their relationship with their loved one and their own well-being, work duties and other responsibilities.
- + The Care Expert stays in contact with the individual and loved ones until they are in a stable and satisfied position.
- + Significant value on investment from a business operation, cost management, and workplace reputation perspective.



## Why Family First?

Family First is an unstoppable force for families. We don't stop until every aspect of their caregiving challenges are solved. We are families' trusted champion and organizations' trusted partner to help you build a more equitable workplace for your employees. Connect with us today!

Contact Us: [family-first.com](https://family-first.com)