

STRATEGIC OUTCOME MEASUREMENT SERVICES

For Employee Assistance, Mental Health and Counseling Platforms

Advanced methodologies for new insights and applications

With new platforms and competitors emerging every year, differentiating and demonstrating value can be a challenge for providers of employee assistance, mental health and counseling platforms.

While reporting the "before and after" of workplace, well-being and mental health outcomes for users of services is a good start, such approaches are often not sufficient to make a strong impression given most service providers employ them. Advanced methodologies can be deployed to address such challenges.

For providers wanting to better leverage outcome measurement

Outcome measurement can be leveraged for purposes other than demonstrating impact and value, strategically applied to enhance business practices and service delivery.

Our services and products are developed using an interdisciplinary approach based on the behavioral, psychological, and data sciences, and industry expertise. They help to convincingly demonstrate impact of services, differentiate from competition, and inform data-driven approaches. Ultimately, they can help increase business growth and cost-effectiveness of service delivery.

Go beyond the basics with unique approaches and tools developed by Workreach Lab for the industry



Features of our strategic outcome measurement services:

- ✓ High-level strategic input from industry experts, with research psychology, data science, and public health backgrounds
- ✓ Scientific methodology based on a mix of academic and industry approaches, for the best of both worlds
- ✓ Contributes to analytics and data science strategies
- ✓ Customized and tailored approach, not one-size fits all
- ✓ No disruption of service delivery
- ✓ Can be deployed on a sample of service users
- ✓ Cutting edge advanced methodologies, tools, protocols, statistics and analyses
- ✓ Possibility of including a control group
- ✓ Independent research reporting for credible demonstrations of impact and value of services (e.g., mental health, workplace outcomes, and ROI)
- ✓ Showcases the unique value of services, helping to differentiate from competition
- ✓ Supports continuous service improvement

We help evolve your outcome measurement approach towards one that is more strategic and producing stronger evidence of impact and value



How we help

Environmental scan and review

We start with an environmental scan and review of existing outcome measurement and data science activities. From there we develop an outcome measurement approach, working with our clients to finalize it based on their short and long-term goals as well as available resources.

Research and reporting

We then work with our clients to launch the study and data collection, followed by statistical analyses and reporting. A primary deliverable is an independent research report prepared by Workreach Lab showcasing the impact and value of services on a number of mental health, well-being, and/or workplace outcomes. While we cannot guarantee the nature of the findings, we do guarantee the best scientific approach possible.

Independently conducted outcome measurement increases confidence in findings and counseling services

Multi-level strategic applications

Demonstrating impact and value is just one of the applications of outcome measurement. We help to identify data-driven applications, and can provide a number of additional services/products:

- Counselor metrics to maintain a high quality network of service providers and increase cost-effectiveness
- Predictive analytics tools to inform early care pathway of service users and improve outcomes
- Client-counselor matching algorithms to optimize user experiences

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