



## LifeGuides® is the Perfect Complement to EAP's

EAPs generally focus on offering employees access to knowledgeable specialists, during a select number of crisis situations including mental health, death, bankruptcy & addiction. LifeGuides® offers families access to a broader range of Life Challenges, plus an expansive range of Personal Growth & Learning Opportunities to enhance vitality and happiness.

With LifeGuides®, an employee chooses a trained Guide, who has the exact life experience they value now, as well as offering warmth, wisdom, and emotional guidance. The following chart compares LifeGuides® and the average EAP:

	LIFEGUIDES®	EMPLOYEE ASSISTANCE PROGRAM
<b>SUPPORT FOR PERSONAL GROWTH OPPORTUNITIES</b>	Covering the widest variety of Personal Development Opportunities (e.g. Living in Greater Purpose, Learn to Meditate, Peak Performance), with one-on-one guidance, to help employee families thrive.	Not generally covered.
<b>SUPPORT FOR LIFE CHALLENGES</b>	Covering a wide variety of Life Challenges (eg. Care Giving for a Loved-One, Home Schooling, Natural Disaster Loss, Parenting Stress) to help employee families navigate difficult times.	Coverage is often limited to 6 categories including mental health, death, bankruptcy & addiction, but super EAPs provide limited depth of customer service, and support across a much wider range.
<b>ADVISOR TYPE</b>	A Guide is someone who has been through the same Personal Development Opportunity or Life Challenge, as the employee, and provides relatable experience, emotional guidance, wisdom, and empathy.	Generally, a maximum of 3 sessions related to one of several crisis topics. Limited flexibility and no long-term service continuity or relationship with the same advisor.
<b>SELECTING AN ADVISOR</b>	Participants can choose from many Guides via our Website, or speak to a Wellbeing Concierge to be matched to a Guide based on personal objectives.	Call-by-call customer service assigns participants, based on service qualification, to a provider in the covered support areas.
<b>PROACTIVE VS. REACTIVE</b>	Proactive approach to Personal Growth Opportunities or Life Challenges. No crisis or diagnosis is necessary.	Reactive, urgent approach, focused on an immediate need. Solution-focused and solving a crisis, versus improving Wellbeing.
<b>COMMUNICATION MODE</b>	Text, talk, chat, email, video call.	Primarily phone calls, plus emails.

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<b>RELATIONSHIP WITH ADVISOR</b>	Over many sessions, participants can build an authentic, caring, long-term relationship that offers true empathy.	Participants are assigned to a random professional. There may or may not be synergies (culture, values, lifestyle, ethnicity) and a human connection. Limited time, or interest, exists to build a relationship.
<b>LENGTH OF SUPPORT</b>	Can range from short-term intensive support, to many sessions over years, such as with guidance related to a Loved-One with Dementia.	Generally, there is a maximum of 3 sessions related to one of several crisis topic. Limited flexibility, and no long-term service continuity.
<b>SCHEDULING</b>	Flexible scheduling to meet the availability of the participant with a wide range of hours and time zones, including weekends.	Sessions are typically scheduled during extended office hours, except crisis intervention (which LifeGuides does not do).
<b>ENGAGEMENT SERVICES</b>	LifeGuides® offers turnkey and tailored user engagement plans, easily implemented. LifeGuides® also works with supervisors in service awareness training, since it can save them a lot of their time as a tool for employee support.	Typically, HR promotes the services to employees.
<b>SERVICE PERSONALIZATION</b>	Services are personalized to each participant. LifeGuides® adapts to the demands of employees and the market, dynamically adding new Personal Development Opportunities and Life Challenge categories.	Services are primarily focused on a select number of crisis types and are more rigid.
<b>CONTENT</b>	Intelligence Assistance® (IA) software platform provides personalized content delivery from a curated Resources Library.	The referred professionals may or may not share additional information which is relevant to the participant's situation. Participants tend to cautiously share info with an EAP which makes customization more difficult.
<b>CONFIDENTIALITY</b>	100% confidential and employees perceive LifeGuides as confidential	100% confidentiality, yet, with perceived confidentiality risks.
<b>NETWORK RESTRICTIONS</b>	No network restrictions exist. LifeGuides® sources the best resources from everywhere.	Resources are often limited to the EAP's platform.
<b>LIMITATIONS</b>	LifeGuides® does not handle crisis situations with an intervention, such as suicidal participants, or provide direct mental health counseling, legal / tax services / financial planning, or any service that requires a license. LifeGuides® trains and certifies their Guides.	EAP's handle referrals to suicide lines, addiction centers, therapists, legal counsel for a bankruptcy and the like. Only a limited number of sessions are covered to such referred vendor.
<b>PRICING</b>	Pricing is PEPM.	Pricing is PEPM.
<b>EMPLOYEE CO-PAY</b>	Unlimited free services.	Employee co-pay typically takes place after 3 sessions with a licensed advisor, like a lawyer, yet can be unlimited talk to the EAP's customer service.

Enhance your Innovation and Leadership in Employee Care

Let's chat about how LifeGuides can help enhance your Culture of Caring™