

CCA AND GINGER

Partnering to Promote Better Wellbeing



CCA and Ginger proudly offer access to an innovative and comprehensive mental health solution that bridges Ginger's cutting-edge technology with CCA's proactive and industry leading EAP services.

By aligning the unique capabilities of each organization, Ginger and CCA provide clients with the best of both worlds—no other EAP has the technological and service capabilities of Ginger, and no other behavioral health technology company provides the caliber of consultation, trainings, crisis management, and organizational support that CCA does. This integration provides a full spectrum of proactive, continuous support, not available elsewhere in the market.



Ginger and CCA's partnership offers a level of support—both for individuals, as well as for organizations—that is unmatched by others in the industry.

GINGER ON-DEMAND MENTAL HEALTH SERVICES

Ginger is reinventing mental healthcare by coupling data science and virtual delivery to provide immediate, personal support. Ginger's collaborative model brings together trained coaches, therapists, and psychiatrists who provide evidence-based support to members 24 hours a day. Via the mobile app, members also have access to interactive, clinically validated content that helps them build the valuable skills needed to manage stress, anxiety, and other day-to-day challenges.



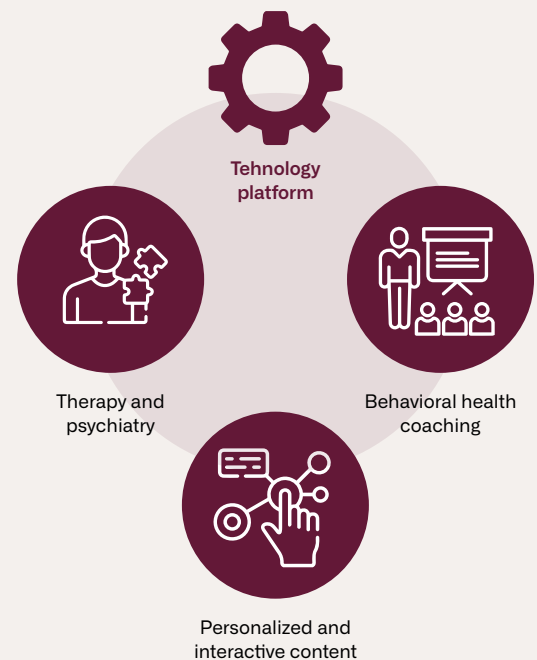
CCA'S INDUSTRY-LEADING EAP SERVICES

CCA helped define quality EAP services over 37 years ago. While traditional EAPs and behavioral health technology companies support employees, they leave a huge gap to be filled in helping the organization proactively reduce risk and appropriately respond to aberrant behavior and other people issues. CCA has made it their mission to ensure that leaders have this vital support at their fingertips through high-touch, supportive offerings, which help those in leadership to promote both individual and organizational wellbeing.



Employee Services Include

- **Unlimited behavioral health coaching** via text-based chat
- **Short-term clinical visits** with licensed therapists and psychiatrists (including medication management) through scheduled video sessions or in-person
- **Referrals** to longer-term counseling, support groups, outpatient programs, community resources, and more
- **Work-life services** including free legal and financial consultations, caregiving resources, daily living supports, and health and wellness information and referrals
- **Wellness seminars** on over 150 topics, available live and ondemand
- **Comprehensive member website** replete with articles, wellness resources, learning centers, and more
- **Self-care library** where members discover and engage in activities on their own terms or in coordination with a coach



Employer Services Include

- **Workplace disruption support** to help HR and managers accelerate the organization's recovery and return to normal productivity after disruptions such as organizational change, reductions in force, accidents, violence, or death
- **Consultations and best practice recommendations** to help leaders determine and implement action steps while coaching them through difficult conversations and providing guidance on handling complex situations
- **Workplace Assist** app providing HR professionals with real-time text support for crisis situations, or any employee or workplace challenge, as well as access to a vast resource library
- **Supervisory trainings for managers and supervisors** to increase their awareness and utilization of the program, as both a performance management tool and a resource to reduce individual and organizational risk
- **Adaptive learning platform** that is self-directed, AI-powered, and completely customized to the end user; training on topics including mental health in the workplace, harassment prevention, psychological first aid, and more
- **OD consultants** to help strategize solutions to organizational issues, provide more in-depth trend analysis of EAP data, and offer coaching to key leaders
- **Diversity, Equity, and Inclusion (DE&I) trainings** to assist participants in strengthening a sensitive, inclusive culture within the organization, developing awareness of their unconscious biases, and incorporating new techniques, strategies, and attitudes into their everyday environment

Key Differentiators

UNPARALED SUPPORT

In addition to immediate access to telephonic counseling support, members can communicate with their individual coaches 24 hours a day via synchronous text coaching. Our coaches, therapists, and psychiatrists collaborate and work together under one virtual roof, continually re-evaluating to ensure the appropriate level of support for each member. This continuous, highly personalized and discreet support has mitigated common hurdles to accessing quality mental health care.

BUILT-TO-ORDER SERVICES

Rather than take a “one-size-fits-all” approach to EAP, we design programs based on needs assessments and data analytics. After a thorough assessment of a new client, including analyzing data from a variety of sources (HR and benefits, medical, behavioral health, wellness programing, prior EAP data, business trends, size, locations, culture, etc.), we then design a program that is customized to their specific needs and goals. Only this way does the program become highly utilized and valued and an integral part of the organization.

INTENSIVE CASE MANAGEMENT AND FOLLOW-UP

Higher acuity cases, such as those involving substance abuse, suicidal ideation, and domestic violence, require an exceptional level of support. There is a dramatic difference in outcomes between simply providing a list of referrals to a distressed employee vs. helping them to secure an appointment—in some cases, this can be the difference between life and death. Intensive, proactive case management and follow-up are key program features.

PROACTIVE ACCOUNT MANAGEMENT

Every account is assigned an Account Executive and Account Team who get to intimately understand the client’s organizational needs, challenges, and key stakeholders. They are an inter-disciplinary team (psychologists, organizational psychology practitioners, clinicians, learning experts, communication specialists, and more) who bring a broad range of expertise to clients, and address everything from clinical crises to organizational challenges. The Account Team is continuously reviewing and analyzing data, following trends, and making strategic recommendations.

MEASUREMENT-BASED, PERSONALIZED CARE

We track quality across each member and deliver the right kind of support to members at the right time, from clinically - validated measures, such as PHQ (depression) and GAD (anxiety) surveys, to adaptability check-ins and ongoing intelligent review of interactions and chat scripts.

ADVANCED TECHNOLOGY WITH A HUMAN TOUCH

Advanced technology, including machine learning algorithms and natural language processing, integrate seamlessly with human understanding and interaction to deliver superior care and support.

All these differentiators contribute to building a program that is highly utilized, trusted and valued, creating a strong ROI.



Seamless Integration

All of Ginger's providers are also part of CCA's provider network, giving employees the option to engage in video counseling with Ginger through their CCA EAP benefit or to opt for in-person counseling sessions. Regardless of whether a member initially accesses Ginger or CCA, we cross-refer to one another to ensure that the client receives the most comprehensive support. Members who do engage in short-term counseling through CCA sometimes also find it helpful to have ongoing support from a Ginger coach. This seamless integration enhances utilization and promotes greater individual and organizational wellbeing.

