

CASE STUDY

Driving 24x EAP Engagement Through Journey’s Proactive Approach: A Success Story with a Leading Global Medical Technology Company



24x

Increase in EAP engagement

36%

Engagement with Journey Proactive EAP

6%

Engagement rate in clinical counseling



Empowering Mental Health in Medical Manufacturing

A leading global medical technology company faced challenges in addressing workplace mental health for both their manufacturing and in-office employees. Many were unaware of their existing Employee Assistance Program (EAP) or disengaged due to poor experiences with the slow, outdated system.

They recognized the need for change and partnered with Journey Proactive EAP to transform their employee experience. Journey’s proactive approach encouraged daily focus on emotional and mental health while breaking the stigma of seeking assistance among their 25,000 U.S. employees. The results were remarkable: **a 36% overall EAP engagement rate, representing a 24x increase over their previous solution, and a 6.1% engagement rate in clinical counseling.**

This case study highlights how Journey’s customized solutions and proactive initiatives helped a Leading Global Medical Technology Company revolutionize mental health support and engagement.

Enhancing Awareness Through Global Campaigns

In addition to all the great engagement in the U.S., Journey also partners with the company on their quarterly global well-being campaigns, providing education through articles, tip sheets, and videos on topics related to physical, emotional, financial, and social well-being. These campaigns, translated into seven different languages, feature tailored messaging and proactive outreach to meet the unique needs of their workforce, ensuring consistent awareness and engagement across manufacturing and office environments.



“Our communication campaigns with Journey played a significant role in boosting awareness. The partnership has allowed us to connect with employees in a way that feels personal and impactful.”

— Senior Director of Global Benefits

Proactive and Inclusive Mental Health Solutions

Before Journey, the company used a traditional health plan-led EAP, which was impersonal and transactional, offering limited access and no personalization. It was difficult to navigate, had no online scheduling, and featured lengthy, outdated resources.

Journey’s digital platform offered multiple ways to communicate with counselors, including virtual, in-person, and group sessions, making it easy for anyone to reach out in the way they felt most comfortable. Journey’s fast access to clinical care ensured every employee could connect with licensed, experienced counselors—available 24/7.

To cater to their diverse workforce, Journey integrated tools such as QR codes for manufacturing workers and app-based access (using Microsoft Teams) for seamless engagement. Employees could choose from virtual, in-person, or group sessions, supported by a library of live and on-demand content covering topics like stress, anxiety, relationships, and more.

“Our employees loved how easy it was to access support, whether through group sessions or quick 2-minute videos. It’s this kind of flexibility that has truly redefined our EAP experience.”

**Senior Director of
Global Benefits**

Crafting Tailored Strategies for Manufacturing Workers

As a company with employees working across multiple locations and an on-site presence, they emphasized actively engaging employees on site and aligning their EAP strategy with internal Associate Resource Groups (ARG).

Their manufacturing population, often influenced by peer interactions, required a targeted approach. Journey addressed this by creating custom strategies, such as breakroom campaigns and on-site group sessions, to foster a culture of openness and engagement.



"You made me feel much better and renewed my hope that things will be different moving forward. I sincerely appreciate the understanding and support you offered."

— Employee feedback following an on-site orientation.

During critical incidents, Journey provided timely on-site mental health support, helping employees process grief, manage stress, and ensure continuity of care with access to counseling and digital services.

These efforts contributed significantly to their 36% engagement rate - a substantial improvement over their previous provider.



Scaling Success Internationally

The success of Journey’s U.S. program has led to plans for expansion into Canada, beginning in January 2025. This decision reflects Journey’s ability to scale solutions effectively while addressing the nuanced needs of a global workforce.



“Journey’s proactive approach goes beyond traditional EAP services. Their tailored campaigns have helped us engage our diverse workforce and raise awareness in ways we never imagined.”

— Senior Director of Global Benefits

Setting the Standard for Future Mental Health Programs

By implementing Journey’s proactive approach, engagement in mental health support has soared. According to their Senior Director of Global Benefits, “Journey brings an innovative approach that goes way beyond traditional EAP services. We have a diverse workforce, and they have been an incredible partner in engaging our manufacturing population.

Thanks to their tailored engagement campaigns, we saw a significant increase in the awareness of our mental health resources and a 4x increase in clinical cases. They’re truly setting a new standard for Employee Assistance Programs!” This achievement underscores the importance of prioritizing employee well-being and the transformative impact of proactive mental health initiatives.

Reflecting on a Year of Transformation

In just one year, they have witnessed a remarkable shift in employee engagement and well-being through their partnership with Journey.

By combining proactive outreach, digital tools, and personalized care, Journey has set a new standard for EAPs, proving that mental health solutions can be both accessible and impactful.

This partnership showcases what’s possible when organizations prioritize proactive mental health initiatives - a foundation that they are building upon as they look to expand globally.





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- Senior Director of Global Benefits

The Journey Difference: Transforming Workplace Mental Health

Journey redefines workplace mental health support with a proactive approach designed for today’s modern workforce. Unlike traditional Employee Assistance Programs (EAPs), Journey’s comprehensive solution addresses the diverse mental health needs of organizations to meet employees where they are.

Journey’s approach includes a blend of proactive digital tools, diverse online content and live global services, including 24/7 counseling, live coaching, engaging campaigns, digital check-ins, and on-demand resources that are proven to increase employee engagement. By emphasizing a tailored approach, Journey goes beyond the limitations of conventional and digital EAPs, ensuring every employee receives the support they need to thrive.



Learn More About Journey Proactive EAP

Are you ready to elevate employee mental health and increase EAP engagement across your organization?

Schedule a demo today.

