

BENEFITS & BEYOND

Normalize getting mental health support

More employees say they have mental health concerns for themselves or their families, giving employers the opportunity to review their workplace benefits programs—including employee assistance programs (EAPS)—and adjust them to meet a growing need.

Employers can build programs that can reduce stigma and encourage employees to get the care they need with the help of these three insights.

1: UNDERSTAND AVAILABLE PROGRAMS AND RESOURCE ACCESS

There's a well-being gap in employee benefits packages.

97% **OF EMPLOYERS** SAY OVERALL EMPLOYEE WELL-BEING IS IMPORTANT TO THEM

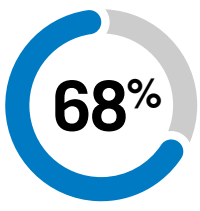
63% **OF EMPLOYEES** SAY THEIR EMPLOYERS' BENEFITS PACKAGE HELPS THEM MANAGE THEIR OVERALL WELL-BEING

Employee assistance programs (EAPs) are a common offering to help with employee mental health. But making them available and using them are two different things.

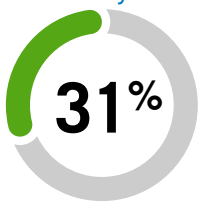
But only



OF EMPLOYERS
OFFER THEM



OF EMPLOYERS
ARE SATISFIED WITH EAP RESULTS



OF EMPLOYEES
SAY THEY TRIED USING THEM

How employers can help:

- Periodically review EAPs against employee needs to better align program offerings and encourage use.
- Address employees' mental health needs holistically, broadly, and with a long-term view.

2: REMOVE BARRIERS TO EMPLOYEES' SUCCESSFUL USE

Two major reasons employees don't bring up mental health at work are worries about **stigma (40%)** and **confidentiality (38%)**.

And when they have access to EAPs, employees still might not use them:



55% **OF EMPLOYEES**
HAVEN'T USED THEIR EAP



Just under a **THIRD** **OF EMPLOYEES** SAY THEY HAVEN'T USED THEM EVEN THOUGH THEY HAD A NEED

How employers can help employees:

- Foster a supportive culture with manager training that reinforces confidentiality and removes stigma.
- Increase program engagement by elevating mental well-being as a core workplace priority.

3: COMMUNICATE OPTIONS BASED ON EMPLOYEE NEEDS

Employers and employees disagree on how often EAPs are communicated. The gap is notable in the two most common communication events:

OPEN ENROLLMENT



Employers



Employees



Gap

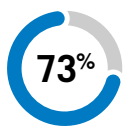
EAP MONTH OR AT ANOTHER TIME



Employers



Employees



Gap

And while employers agree on communications frequency, almost four out of five acknowledge employees underuse their EAP benefits.

How employers can help employees:

- Assess program communications effectiveness and adjust timing, format, and other variables to make them more relevant and actionable.
- Look for communications opportunities that are often missed, like during manager conversations or when employees are on leave.

Learn more about maximizing EAPs and other mental health programs in *Benefits & Beyond*.

For more information, please contact your Prudential representative.

All statistics and references are derived from the data obtained through the Benefits & Beyond research, conducted in January and February of 2025.

Group Insurance coverages are issued by The Prudential Insurance Company of America, a Prudential Financial company, Newark, NJ.

© 2025 Prudential, the Prudential logo and the Rock symbol are service marks of Prudential Financial, Inc. and its related entities, registered in many jurisdictions worldwide.

1087480-00001-00
NOT11_FL_GI1886_01

Prudential