CCS
CORPORATE
COUNSELLING
SERVICES
UAE EAP
2023 IN BRIEF FIGURES
DOWNLOAD
THE DIGITAL
VERSION
PART OF THE
SUSTAINABLE
HEALTH
MANAGEMENT
ECOSYSTEM

Disclaimer

The information presented in this material is not to be considered scientific research.
It solely represents general aggregated data obtained by CCS through its service delivery.
As all results are greatly impacted by a multitude of factors including but not limited to: CCS`s book of business structure; covered population specifics, clinical method and service types; the authors make no claim towards the generalisation, validation, replicability or applicability of these results.
Still, we consider the results a good basis to understand potential EAP market trends.

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A brief look at the impact of the COVID-19 pandemic on Mental Health access through our EAP service.

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Learnings of the last year and directions of moving forward for effective psycho-emotional support via an EAP in the United Arab Emirates.

FOREWORD

Welcome to the 2023 Employee Assistance Program (EAP) Data Insights Report for the UAE. This presentation aims to offer an analysis of CCS`s EAP usage trends across the region, shedding light on the key challenges and well-being priorities faced by employees over the past year. In a rapidly evolving workplace landscape, understanding these trends is crucial for supporting employee health, improving productivity, and fostering a resilient workforce, as well as tailoring and adjusting our service offering.

The insights presented are drawn from aggregated data, offering a unique lens into the emotional, psychological, and social dynamics of employees in the UAE. We hope this report will empower organizations to make informed decisions that enhance the well-being of their people, aligning with both regional and global best practices.

We appreciate your interest as we strive to build healthier and more supportive workplaces.

CCS CORPORATE COUNSELLING SERVICES

Working in a Post-pandemic world

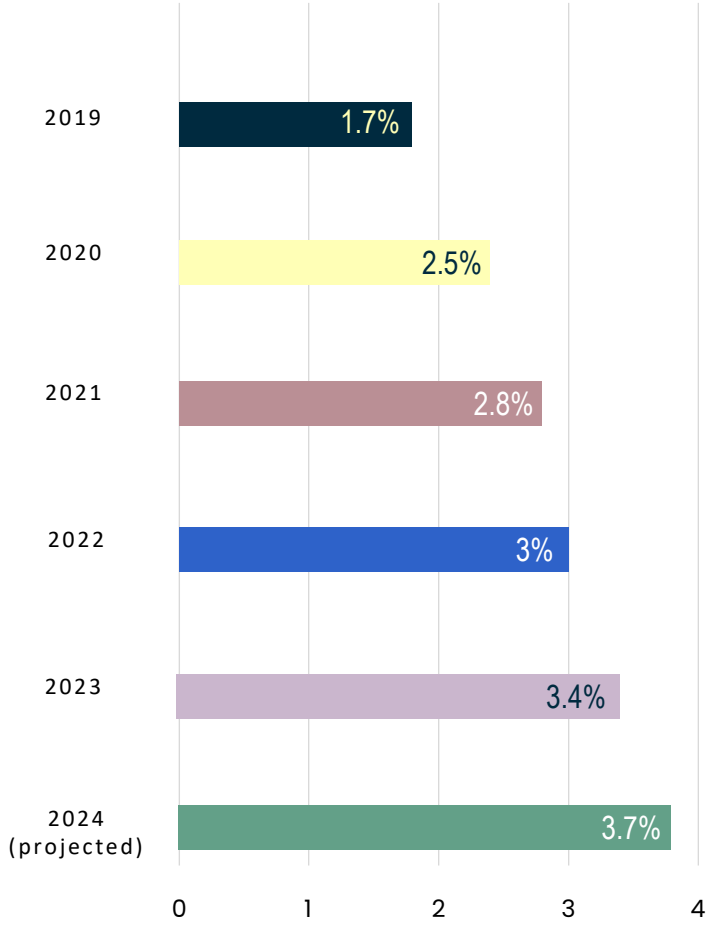
The COVID-19 pandemic significantly heightened the need for mental health support among employees in the United Arab Emirates (UAE). The unprecedented disruptions, remote work challenges, and concerns about job security have led to increased stress, anxiety, and burnout. In response, many organizations in the UAE have expanded their Employee Assistance Programs (EAPs), which provide counselling and mental health services. Utilization of these programs has risen notably, as employers recognize the importance of supporting mental well-being to maintain productivity and foster a healthier, more resilient workforce. This shift reflects a growing focus on mental health as an integral part of overall employee welfare in the post-pandemic era.

A LASTING CHANGE

Initial spikes of increased demand for psychological support generated by the global lockdown were expected to return to pre-pandemic levels, once the situation improved

Nonetheless, the results after two years could not be more different.

EAP Utilization* increase 2019-2024



Although the continued increase in the demand for EAP counselling cannot be traced back entirely to the COVID-19 pandemic as there are many other impacting factors (including global economic and political ones), it is clear the pandemic played a major part in this boost of awareness and demand and has a long-lasting effect.

300% increase

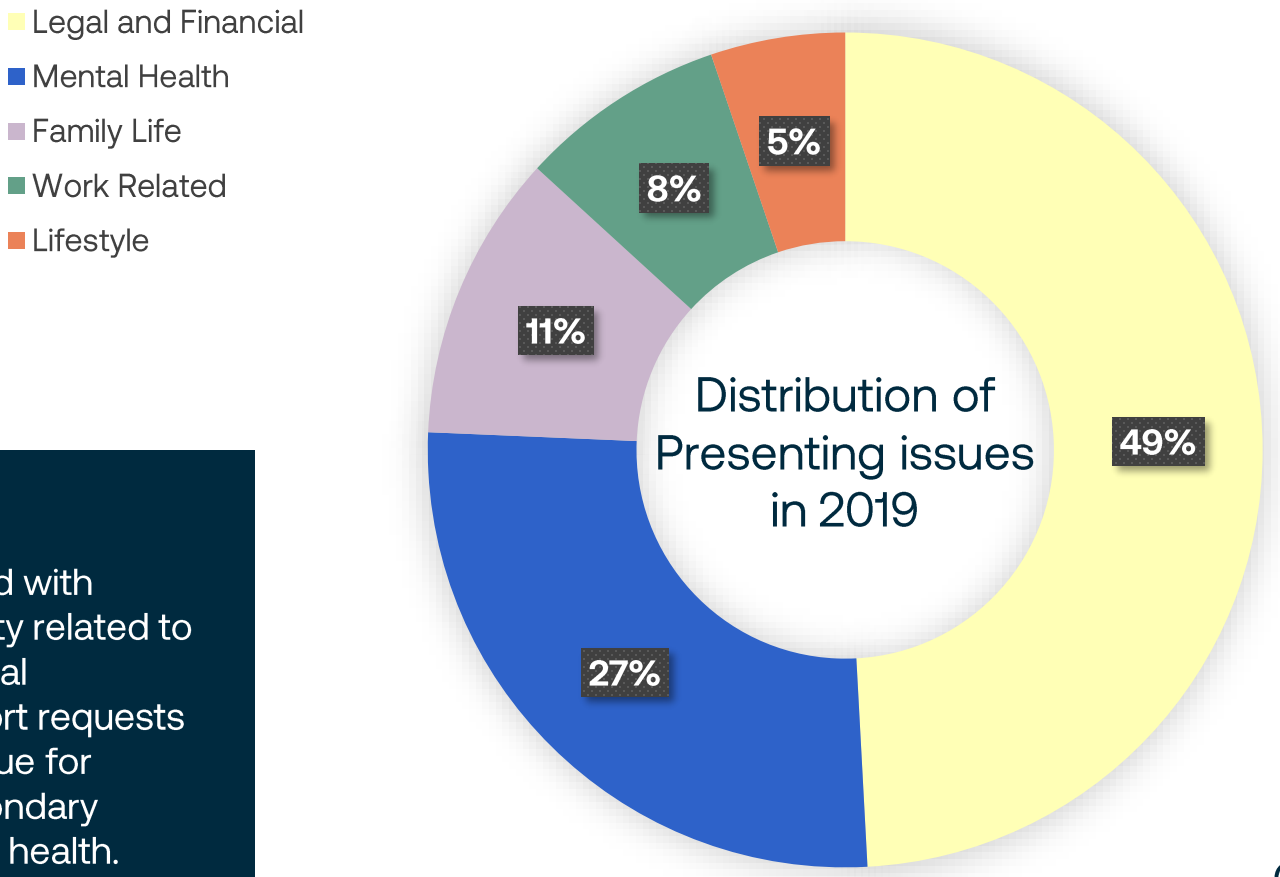
In the number of lives covered by EAP services (comp. to 2019)

180% increase

In the number of corporate accounts activated (comp. to 2019)

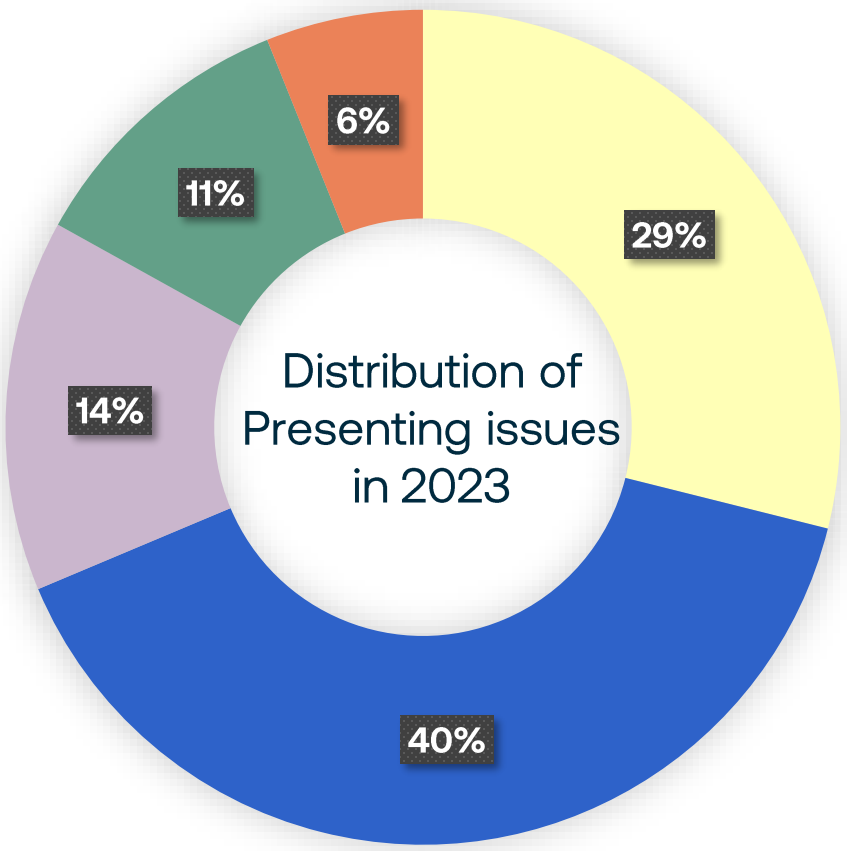
* CCS calculates its EAP utilization rate as a proportion between the number of beneficiary cases accessing the program and the total number of people covered with EAP services within a region

The switch



Historically, due to stigma associated with mental health and heightened anxiety related to financial and legal status for non-local populations, Legal & Financial support requests were the dominating presenting issue for beneficiaries in the region, with secondary requests being in the area of mental health.

in awareness



However, with COVID-19 putting a massive spotlight on issues around mental health, a reduction in stigma from the general population, a stronger push from Employers in promoting services and a shift in public policy has led to more individuals to access primarily for individual mental health related reasons, with Legal & Financial support being secondary.

care connect

Your competitive advantage in the world of mental health support

What is CareConnect?

An accessible, inclusive and unique technical solution to enhance your mental health benefits offering.

CareConnect bridges cultural and linguistic gaps, connecting your employees with professional counselor from their home country for personalized mental health support.

Main Features

- 24/7 availability of services in 30 languages
- immediate support without language transfer or call-back delays
- highly qualified, Master's level specialists providing support

Languages covered

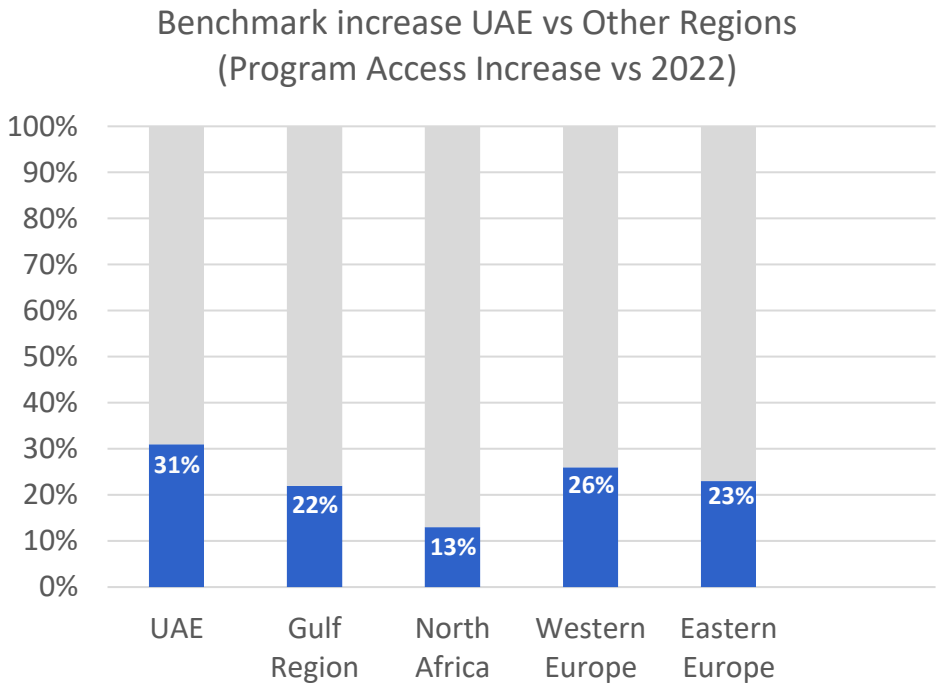
Arabic	Greek	Mandarin	Tagalog
Bulgarian	Hindi	Polish	Tamil
Croatian	Hungarian	Portugese	Thai
Czech	Indonesian	Romanian	Turkish
Dutch	Italian	Russian	Ukrainian
English	Korean	Slovak	Urdu
French	Malay	Slovenian	German
Malayalam	Spanish		

careconnect.world

2023 AT A GLANCE

2023

The UAE has seen exponential growth in EAP utilization as compared to the overall MENA region and even more mature markets such as Western Europe. This growth has been noted over the last 5 years, but has accelerated in the last 2 years, partially due to work being done in other regions, such as Southern Asia, to reduce stigma and encourage a proactive approach to seeking support.



IN FIGURES

97.500
LIVES COVERED

9.950
COUNSELLING SESSIONS

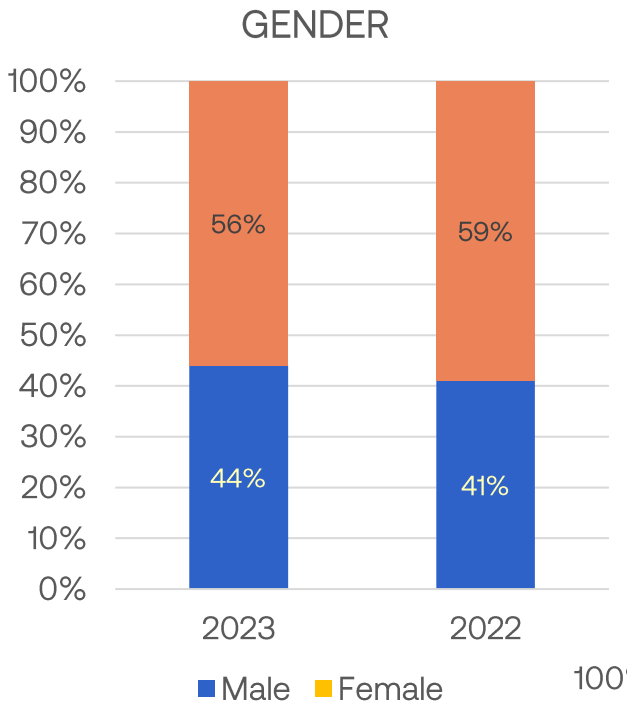
580
TRAINING HOURS

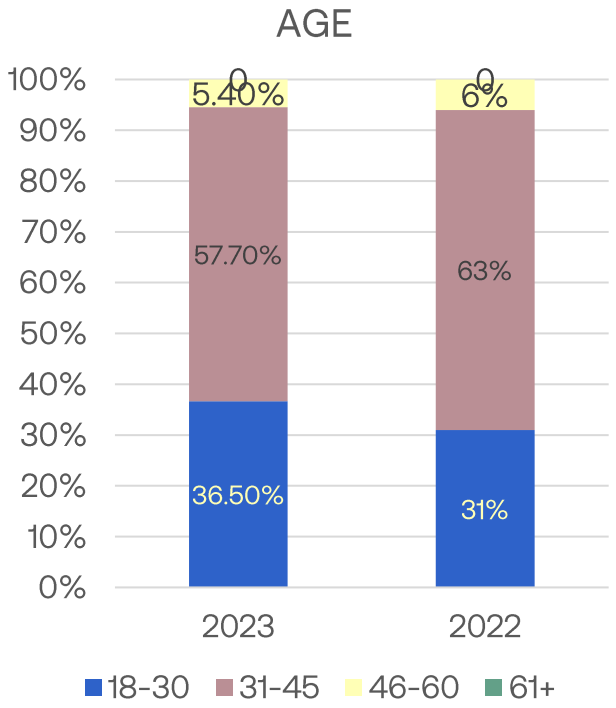
36
CRITICAL INTERVENTIONS

267
MANAGERIAL SESSIONS

125
MANAGEMENT TRAININGS

17
LANGUAGES OF SERVICE DELIVERY





beneficiary

The demographic make-up of users has changed in various ways as the market has evolved.

With the younger generation entering the workforce, we see an increase in usage in the lower age bands, but also in the gender profile.

With reduced stigma and an increased expectation in mental health support, these beneficiaries are less reluctant in accessing services.

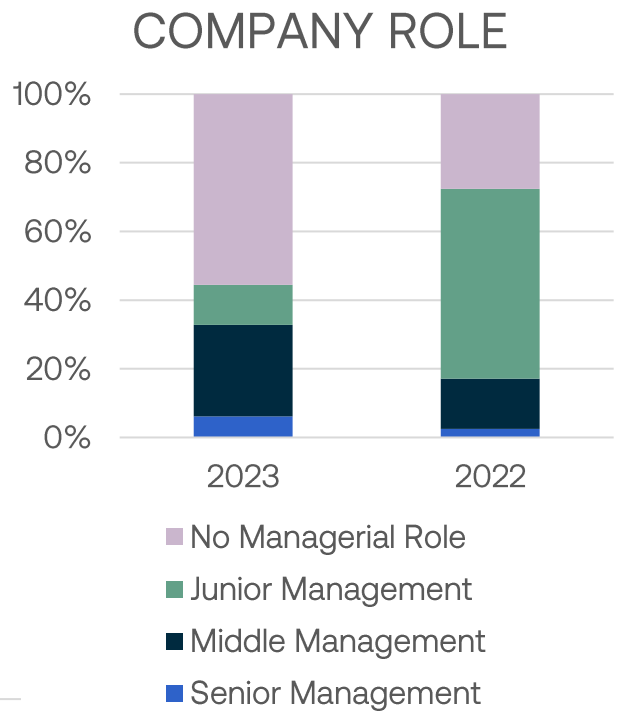
Data has also shown that employees who struggle with situations whereby family members have mental health issues but not access to support are more likely to develop mental health struggles themselves. Many do not know that EAP services are commonly available to their direct family members, regardless of where those family members are. Although a small increase in access has been shown, it still remains in the standard 20-25% of cases we see.

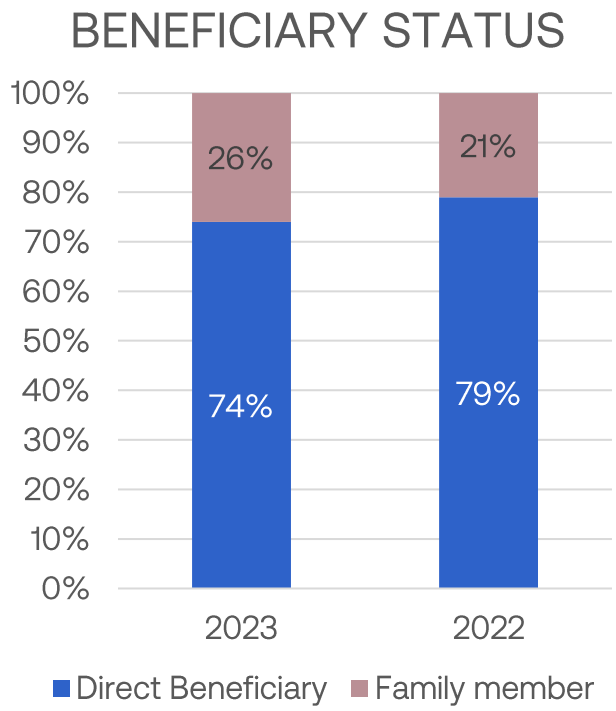
demographics

In addition to this, Managers, both junior and middle management, face quite a struggle on the day to day. Not only are they faced with supporting their direct reports and the issues those individuals are facing (both personal and performance), but they also need to address higher level management expectations.

Data suggests a continued balancing in the accessibility of the EAP services. As more efforts are being invested in providing multiple channels of reaching out to the program (e.g. multiple languages, digital tools, etc.) we can see more entry-level employees and employees with no-managerial roles becoming more interested in EAP and more comfortable to access it.

The overall non-managerial role has increased in access significantly, but this is in line with increase in overall usage and the entry-level demographics we have seen paired with the program`s flexibility to accommodated local populational needs.

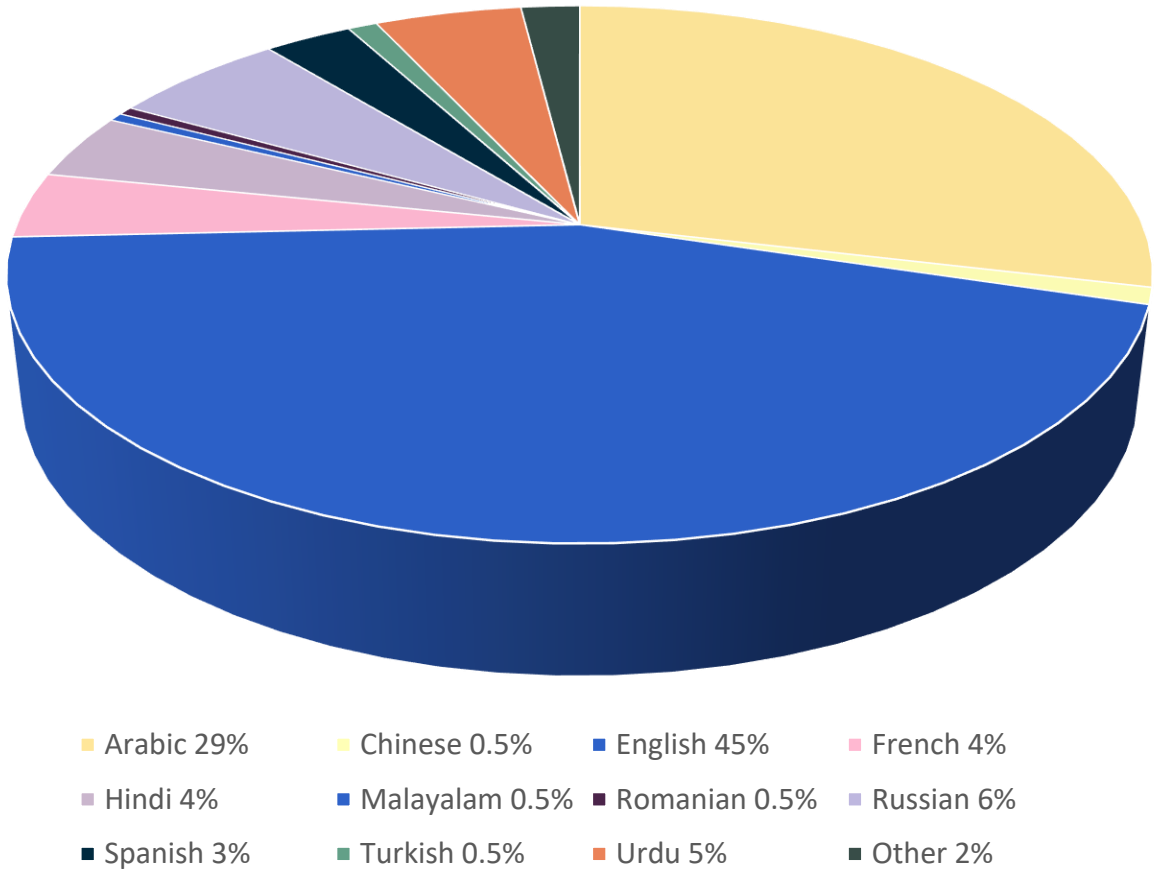




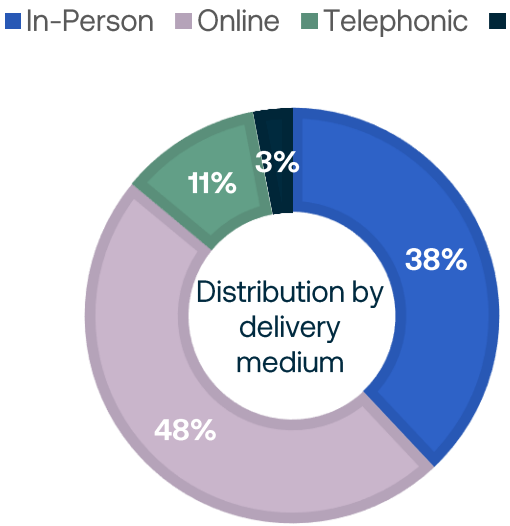
Service by languages

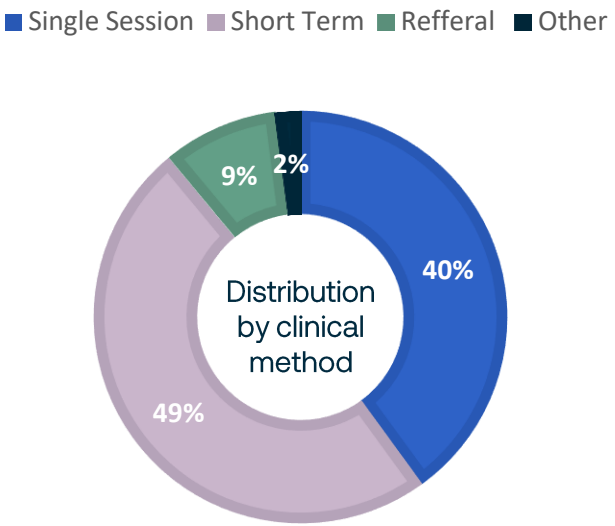
Although English and Arabic are the dominant languages spoken in the UAE, either as a 1st or 2nd language, the demographic make-up of the region does show that the neither of these are the 1st spoken language for many potential beneficiaries who are non-local residents.

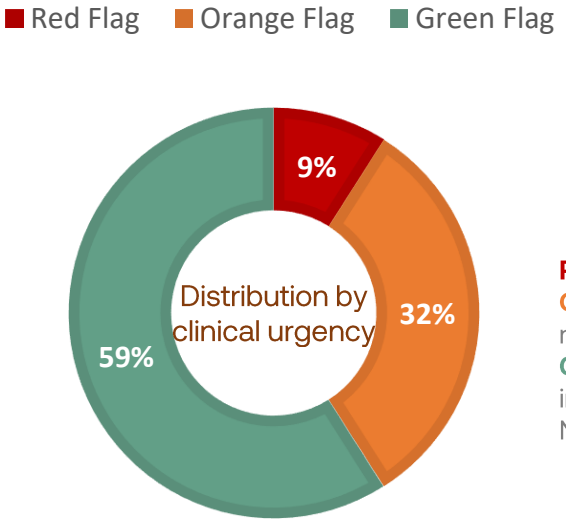
The low usage in other languages is primarily due to lack of knowledge, or lack of access, that support, although virtual/online in delivery, is available for them in their 1st language.



Service by delivery





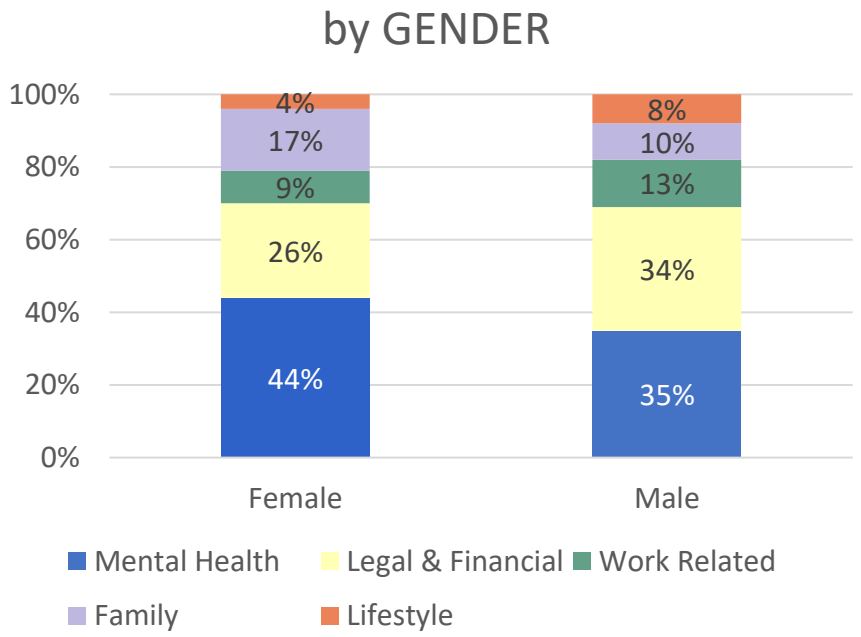


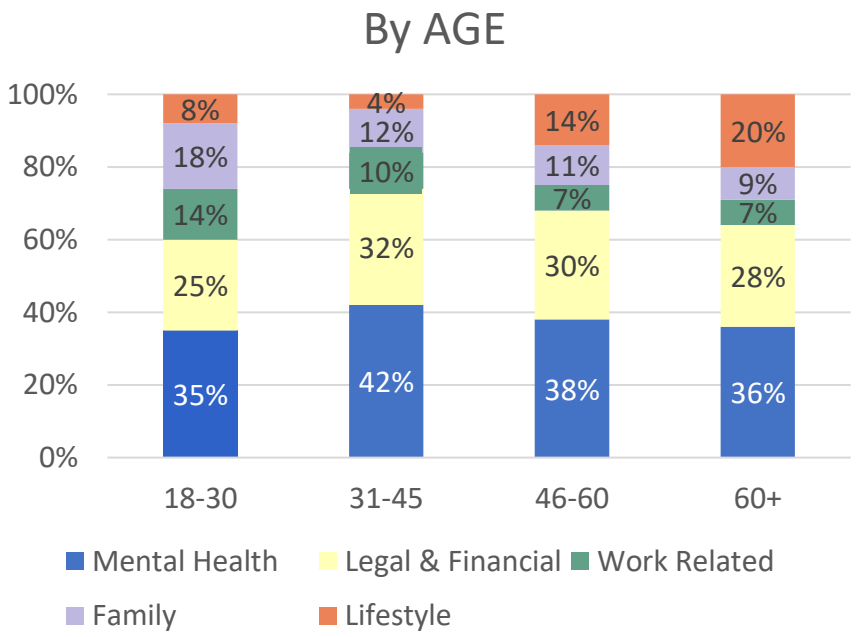
Red Flag = Clinical emergency / High Risk
Orange Flag = Clinical symptoms of mild/moderate intensity / Moderate Risk
Green Flag = Clinical symptoms of low intensity or non-clinical cases / Low to No Risk

A shift in service delivery medium and clinical method has occurred following COVID-19. When previously, In-Person was preferred with short-term on-going sessions as a method, we have seen a shift towards a preference with Online/Video sessions.

With the reduction in stigma and increased privacy of access (due to work from home options), more individuals are taking a proactive approach to their mental health, reaching out when situations are manageable (60%) and requiring a single session vs. having a higher degree of urgency and complexity and requiring short to long term support.

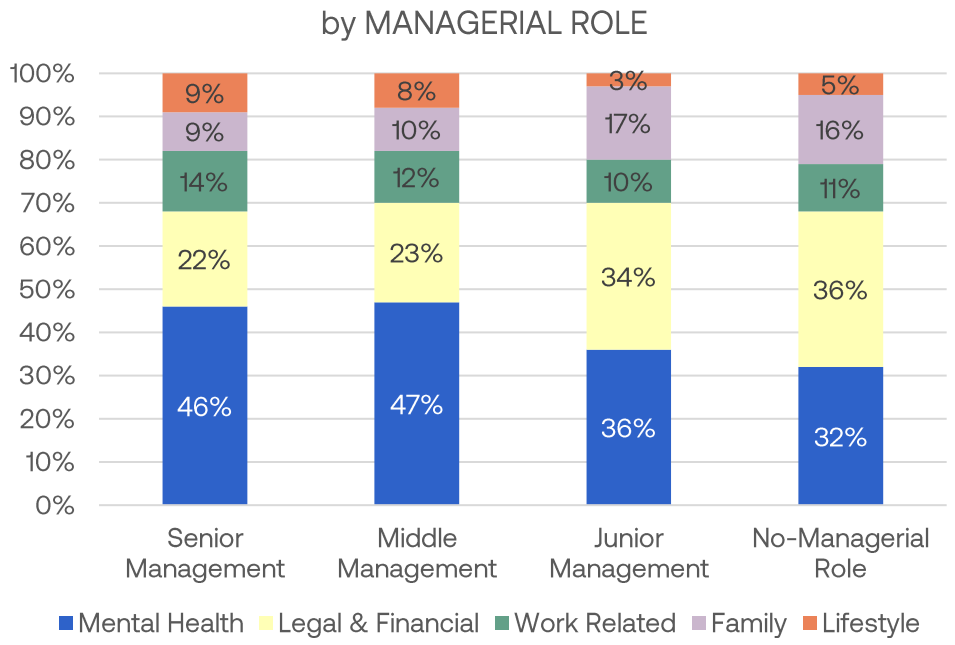
Presenting Issues

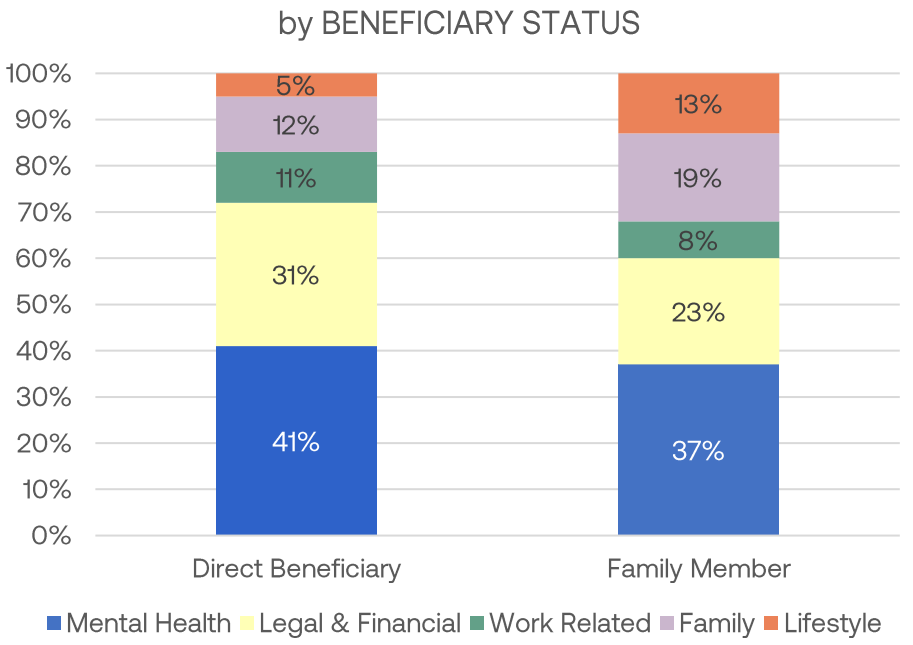




When reviewing the presenting issues by the various demographics, we note that the results are quite balanced and in line with historical tendencies that have evolved over the years. Historically, data would show a starker difference in presenting issues within each of these 4 categories which would be more in line with traditional mindsets relating to gender roles and hierarchical norms within an organisation. With the influx of internal wellbeing and HR policies coming from more mature markets such as North America and Western Europe, coupled with a younger generation with a different mindset when it comes to gender roles and boundaries in the workplace, we see a more fluid and balanced mix of usage for more proactive supports due to reduced stigma.

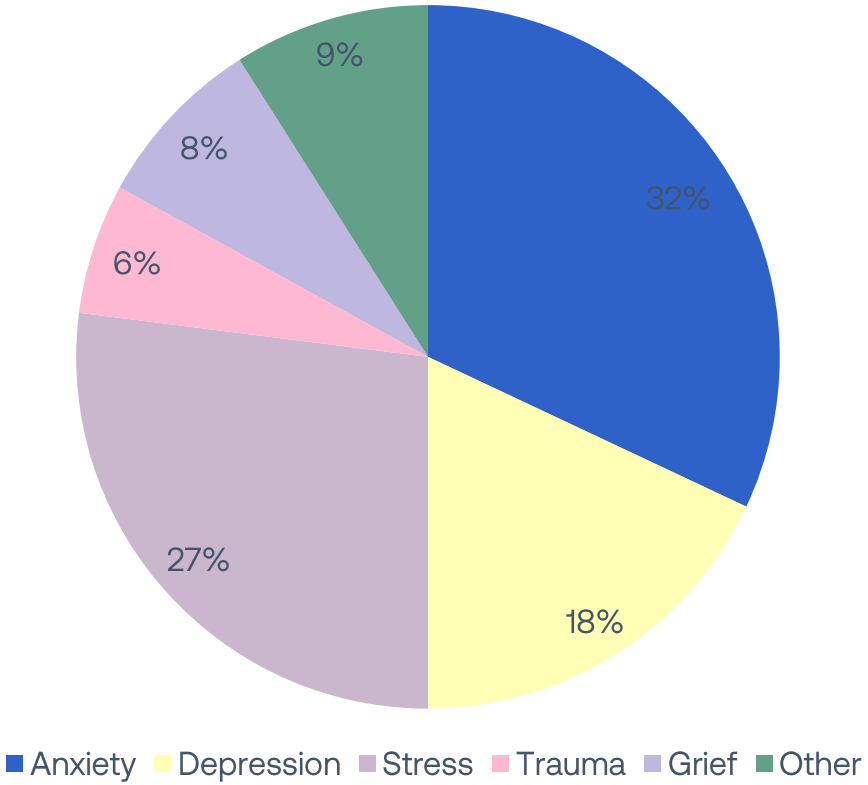
Breakdown



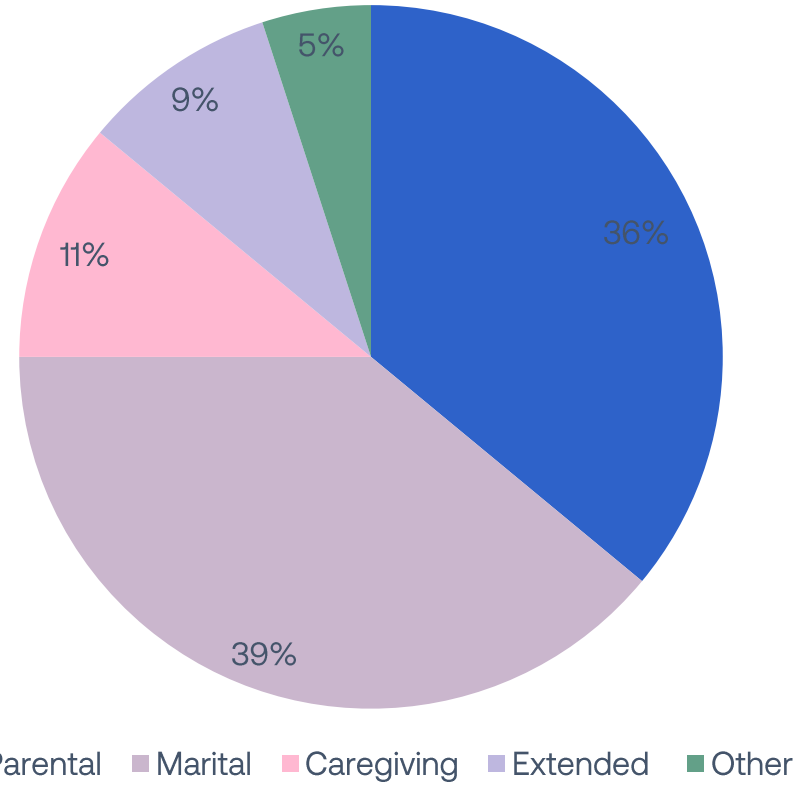


Delving a little deeper into the data, we note a higher usage of the service for Lifestyle related issues for older generations while conversely you have a higher usage of the service by the younger generations for Family and Work-Related issues. The same is true when comparing the managerial roles and they are directly correlated to each other.

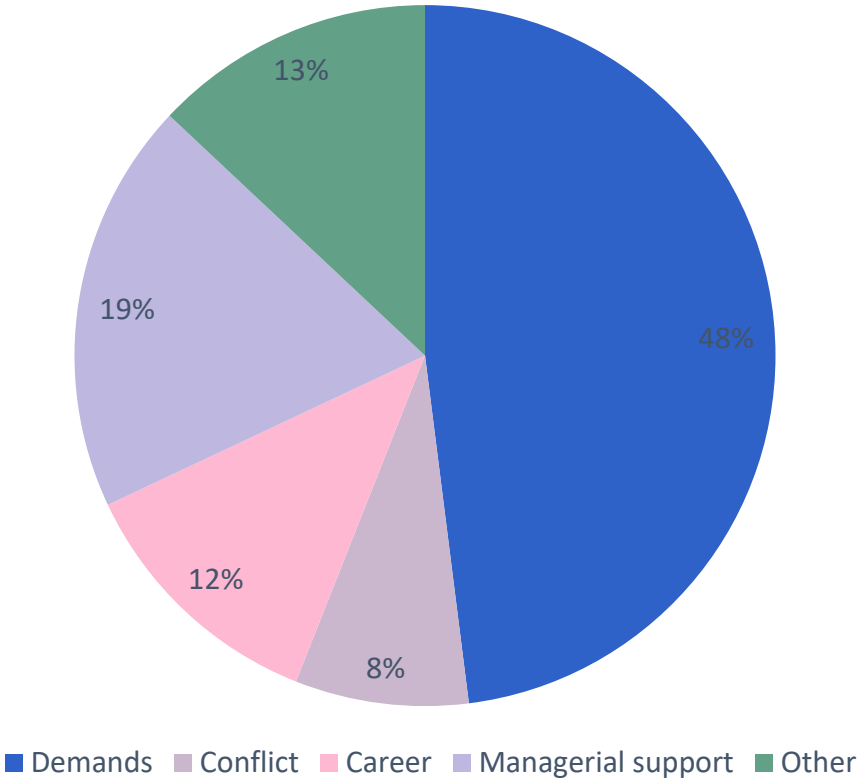
When looking at Genders and Beneficiary type - we tend to see a similar correlation. Although relatively close as percentages the data would suggest that males look for more practical support to issues while women for more proactive symptom management.

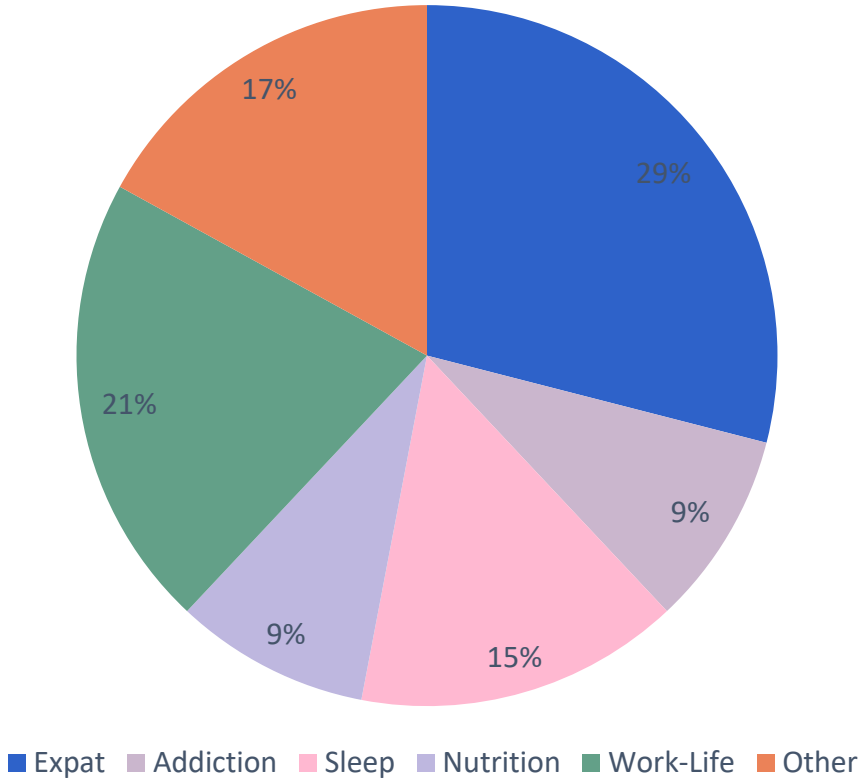


MENTAL HEALTH
presenting issues distribution



FAMILY LIFE
presenting issues distribution





WORK RELATED
presenting issues distribution

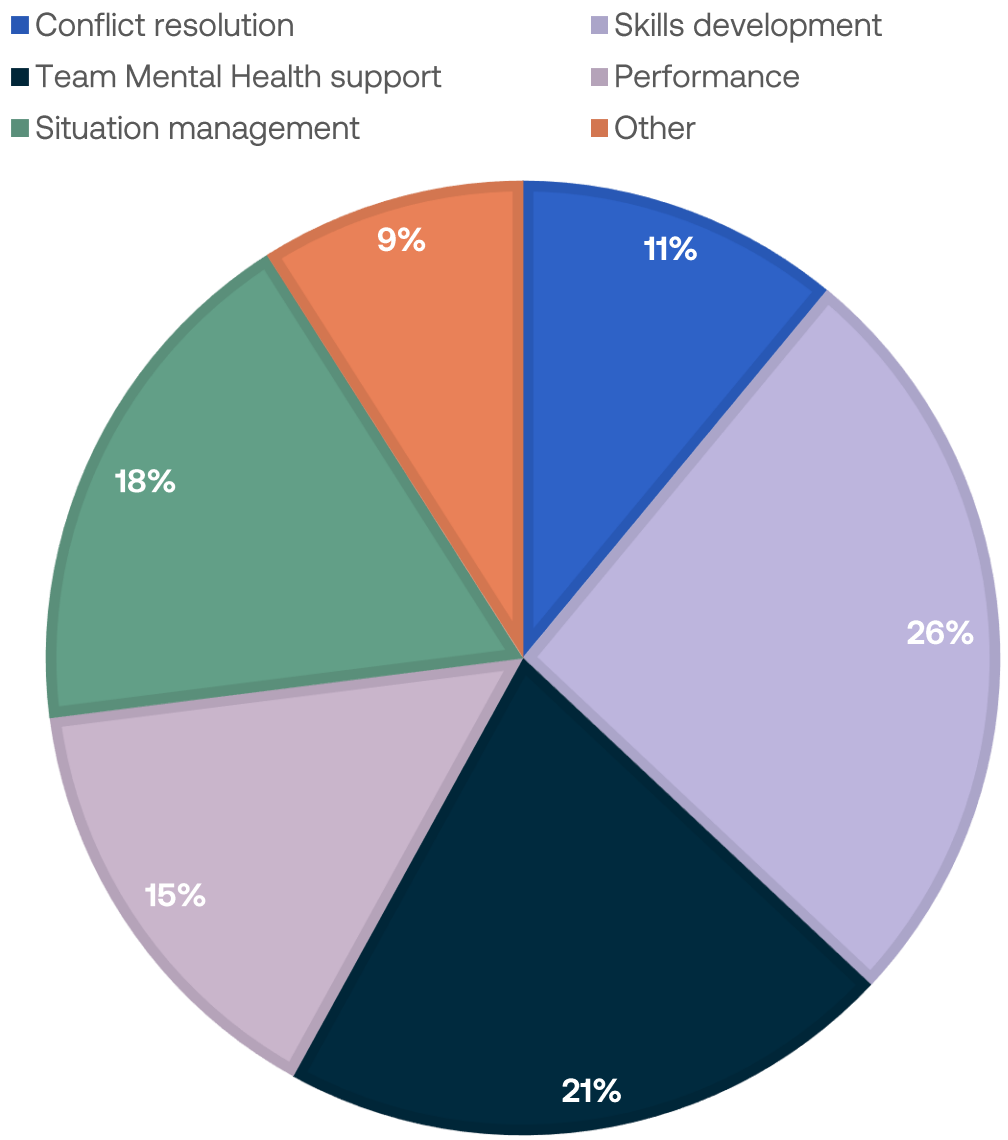
LIFESTYLE
presenting issues distribution

Managerial Suport

Frontline and mid-level managers are the most impacted by Employee Mental Health as they find themselves in the situation of dealing with the impacts, and many times, with the actual issues.

Managers quite often reach out to the EAP seeking support on how to manage an employee's mental health issue as well as navigating difficult situation related to this such as performance management or team dynamics.

In addition, many are promoted into managerial positions without adequate management training or skill development.



AUXILIO

Redefining e-mental health support

Discover the best digital mental health assistant.

A modern and effective online tool that helps all your employees find the psychological guidance and support they seek – easier, faster, and better than ever before!

AUXILIO is a unique and highly innovative digital approach, assisting large numbers of individuals in exploring their mental wellbeing concerns.

Ease of access, digital evaluation and guided support – making use of the latest state-of-the-art digital technologies and its professional network of experts – improve individual wellbeing and make AUXILIO the new way forward!

Your journey to wellbeing begins with AUXILIO!

FINAL CONSIDERATIONS

PRIORITIES MOVING FORWARD

MULTI-LANGUAGE ACCESS EXPANSION
Increasing knowledge and access to multi-lingual services for non-local residents to increase effectiveness of support programs.

CONTINUED CLINICAL METHODOLOGICAL DEVELOPMENT
Continued research and development based on the evolving mental health trends, regulatory and market evolution and employer needs.

REINFORCEMENT OF MIDDLE-MANAGEMENT
Equipping front line management teams with the skills, knowledge and support to better manage workplace situations and employee wellbeing.

INTEGRATION WITH EXTERNAL SUPPORT STRUCTURES
Create and exist in a support ecosystem for beneficiaries including other service providers available via their employer.

CONNECTIVITY WITH EXTENDED HEALTH SERVICES
Partner more closely with local health authorities and mental health providers to provide more seamless access to further or alternate support options.

Leading employee mental healthcare services in EMEA.

proven clinical excellence

cultural integration

extensive geographical reach

Together is the way forward. The way into a better future. We believe that together we can achieve more. In life. And in business. So let's change healthcare for better.

More than 35 years of experience in the field grant us the ability to provide our clients with EAPs that stand out thqough high levels of professional expertise, robust in-contry delivery networks and culturally sensitive approaches.

CCS CORPORATE COUNSELLING SERVICES

together we care.

For more information about our EAPs visit:

ccsint.com/services/EAP