

# INCREASE SUPERVISOR REFERRALS TO YOUR EAP



- ✓ IDENTIFY MORE "AT-RISK" EMPLOYEES
- ✓ SKYROCKET EAP VALUE
- ✓ MARKET YOUR EAP

**Never Late!  
Arrives Early!  
Authored  
by Pros!**

## FRONTLINE SUPERVISOR

Since 1994 – the world's only EAP newsletter for supervisors

Keep supervisors thinking about the EAP, encourage more referrals, help more at-risk employees, increase program value and impact

**WorkExcel.com**

Employees—Your Most Valuable Resource



# WHAT SUBSCRIBERS ARE SAYING...

“Thanks [for your newsletter], I can’t tell you how much our client companies appreciate what you are writing. Always a big hit with managers we work with and very helpful for them! Keep up the good work.”

David Worster, Director  
*NH EAP Collaborative, Concord, NH*

“Every month I tell my clients ...’this is particularly good issue’ and every month it truly is!” This is a great resource. Thank you so much.”

Elizabeth Robinson, LMFT, CEAP, Manager, EAP  
*University of Connecticut, Farmington, CT*

“The FrontLine Supervisor is like putting out my own newsletter without any of the headaches.”

Ted Walker, Reliant Behavioral Health  
*Portland, OR*

“The U.S. Coast Guard is an ‘operational service’. My supervisors can read THE FRONTLINE SUPERVISOR in 10 minutes. They learn how to keep their people working at full throttle!”

Jody Burcham, EAP Coordinator, U.S. Coast Guard  
*Kodiak, AK*

“...We distribute THE FRONTLINE SUPERVISOR monthly under our own letterhead and have had numerous calls of appreciation for this added service.”

Mark Derbyshire, Director, Carilion EAP  
*Roanoke, VA*

“This is the most employee assistance appropriate newsletter I have ever seen. Thank you for a job well done.”

Barbara Sheffield, EAP Program Director  
*Santa Barbara, CA*

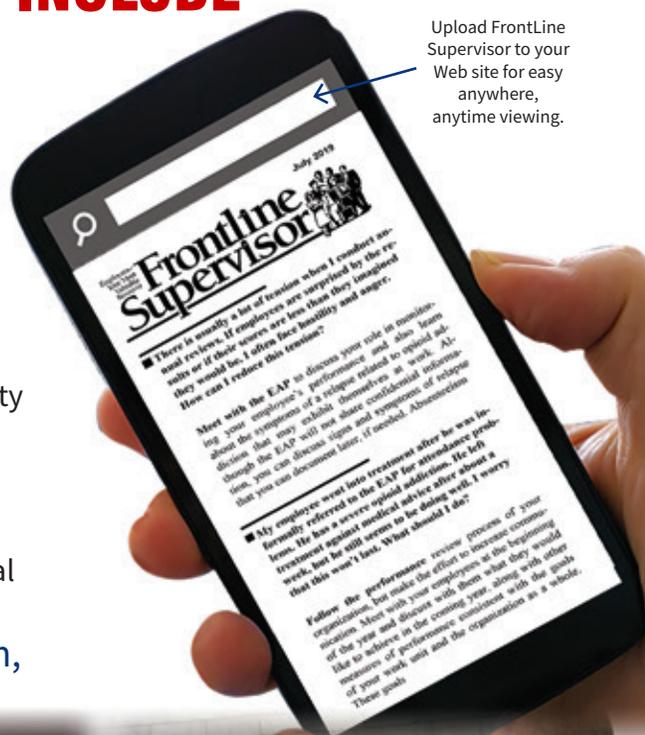
“THE FRONTLINE SUPERVISOR is our most effective tool for helping managers and supervisors in our client companies. They tell me they keep each issue and refer back to them.”

Ted Larrison, EAP Manager, Southern Hills Counseling Center  
*Jasper, IN*

# FRONTLINE SUPERVISOR TOPICS INCLUDE

- ✓ Responding to tardiness and absenteeism problems
- ✓ Avoiding “armchair diagnosing”
- ✓ Identifying signs and symptoms of troubled employees
- ✓ Observing, documenting, confronting, and referring to the EAP
- ✓ Avoiding pitfalls and missteps in the EAP process
- ✓ Referring to the EAP earlier and avoiding enabling
- ✓ Improving supervision and coping skills
- ✓ Avoiding personal liability and maintaining EAP confidentiality
- ✓ Improving communication skills and follow-up
- ✓ Myths about addiction and other personal problems
- ✓ Tips and techniques to use in corrective interviews
- ✓ Follow-up tips and managing employees after the EAP referral

Hundreds of Other EAP and Supervision, Team, and Coaching Tips



Upload FrontLine Supervisor to your Web site for easy anywhere, anytime viewing.



# The Most Powerful Way to Increase Supervisor Referrals to the EAP

## For Supervisors and Team Leaders!

Educates supervisors and motivates them to refer employees to the EAP. Articles each month include practical information and tips on correctly using the EAP in supervision. **GUARANTEED TO INCREASE EAP UTILIZATION!**

## Ready to distribute!

Get FrontLine Supervisor in MS Publisher, MS Word, text only, PDF, or html readable on portable devices

## Expertly written!

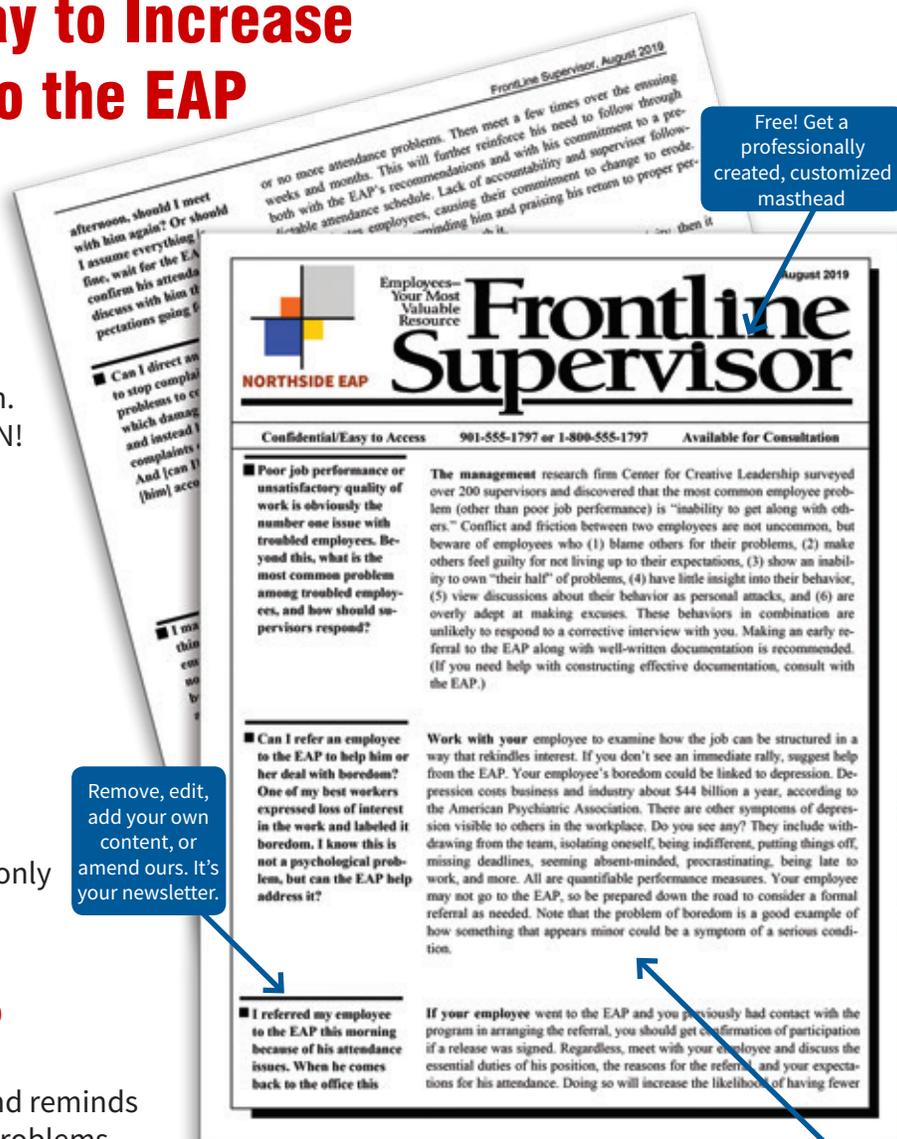
It shows! Inspired by extensive ongoing EAP experience from the field.

## Easy Reading!

Designed for easy reading and acceptance—only two pages, NOT four! No nonsense, problem/solution format!

## Educate and Help Supervisors Stop Enabling

Keeps supervisors thinking about the EAP and reminds them to confront and resolve performance problems with troubled employees. Your EAP stays visible and your training with supervisors continues all year! The EAP's relationship with the organization grows!



Free! Get a professionally created, customized masthead

Remove, edit, add your own content, or amend ours. It's your newsletter.

Your newsletter is emailed monthly in any or all formats at no additional charge, and it arrives a week early. It's never late!

## Thousands of Supervisors from These Organizations Read Frontline Supervisor Each Month:

U.S Army • Internal EAPs • External EAP Providers • Hospitals • U.S. Social Security Administration and other federal government departments • State governments • Family and Child Service Agencies • Colleges and Universities • Credit Unions • Municipalities – Industrial/ Manufacturing – Benefits Programs – Caribbean Corporations and EAPs  
Family & Child Service Agencies • Nursing Facilities



# Higher EAP Utilization and More Supervisor Referrals—Guaranteed.

- ✓ Help the most “at-risk” employees
- ✓ Educate supervisors all year, every month
- ✓ Quickly educate and train new staff in EAP theory and application
- ✓ Market your EAP and power-up proposals
- ✓ Build more effective relationships with management
- ✓ Increase EAP value
- ✓ Reach every supervisor with the EAP message
- ✓ Subscriber hotline takes your article ideas!



*“We send Frontline electronically and every month I get at least 2 or 3 individuals who e-mail me back and thank us for sending Frontline. It is a great way to keep EAP fresh in people’s minds, and they really enjoy the quick-read articles. Thanks for the great product!”*  
 Leah Szemborski, Ministry Healthcare EAP

## New Subscriber Order From

- YES!** I want to educate supervisors all year, keep our EAP utilization rate high, and maintain solid relationships with top management! Start my free, three-month trial to THE FRONTLINE SUPERVISOR EAP NEWSLETTER (12 issues for \$675!)
- YES!** I am paying \$675.00 now! Send 14 issues!  
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*Daniel A. Feerst*

Daniel A. Feerst LISW-CP  
 Founding Publisher

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