

CAMPUS ASSISTANCE PROGRAM



A DIVISION OF
HEALTH MANAGEMENT
SYSTEMS OF AMERICA

SERVICES
for every
STUDENT.



SOLUTIONS
for every
CAMPUS.



Customize a **24/7**
behavioral health counseling
and student assistance program
for your campus.



NEW SOLUTIONS FOR NEW REALITIES.

The world is changing...and so are our campuses. Students today face issues and challenges we never imagined a generation ago.

Stress, anxiety and depression are common on campus. Students face unprecedented financial burdens, complex relationship issues and limited access to behavioral health counseling. Campus safety and violence prevention have never been more important.

WE CAN HELP.

The *Campus Assistance Program* is a nationwide leader in providing customized 24/7 behavioral health counseling and support services. Through our proven programs and services, we help students thrive — emotionally, academically and financially — while also helping you prevent violence on campus.

Our clients range from small private institutions in rural areas to large public universities and community colleges in urban centers — so we are confident we can customize a solution for your institution and its unique needs.



Flexible Options for Students

We connect students with professional counselors wherever and whenever they need one — near campus during the semester, at home during breaks and almost everywhere in between. Our multidisciplinary credentialed staff includes more than 13,000 behavioral health counselors across the country, all of them at the Master's, Ph.D. or M.D. level. We also provide 24-hour-a-day access to this same level of behavioral health counseling via online and telephone sessions.

- **Face-to-face counseling sessions** — Students are paired from a diverse selection of counselors to ensure their comfort.
- **24/7 telephone and online counseling** — Convenient and available any time of day or night. Confidentiality increases utilization among students, especially males.
- **On-campus, critical incident response** — Specially trained counselors are available to provide on-site stress management and debriefing when a campus experiences a critical incident.



More students today take prescription medication for depression and anxiety than ever before.



ADVANCED SERVICES

More than just behavioral health counseling, the *Campus Assistance Program* offers a comprehensive system for ensuring your students receive the support they need, when they need it.

MULTIPLE ACCESS POINTS

Since our services are available in a variety of ways — via telephone, online and face-to-face — we make it easy for students to access expert counseling and support services. By offering this sort of unparalleled access to counseling services, you are able to demonstrate your institution's commitment to health and safety on campus.

MULTIPLE LANGUAGES

Cultural diversity and understanding are top priorities on most college campuses. The *Campus Assistance Program* supports diverse student populations with access to behavioral health counseling and support services in more than 140 languages.

ADVANCED UTILIZATION REPORTING

With our sophisticated utilization reports, you will be able to determine program effectiveness while also identifying under-participating groups.

While maintaining student confidentiality, we provide institutions with detailed, regular reports on:

- Demographics of participating students
- Issues resolved
- Method of resolution
- Short-term vs. long-term participation
- Case activity

Beyond just providing data, we also help you analyze the data and formulate an appropriate action plan.

CUSTOMIZABLE SERVICES

Perhaps your institution already offers behavioral health counseling during limited office hours on campus. Or, you may partner with a local counselor to support a limited number of students each semester. Whether your current programs are robust or non-existent, we can help you significantly increase student access to counseling services.

EASY TO INTEGRATE WITH EXISTING PROGRAMS

The *Campus Assistance Program* offers an entirely customizable solution, which means we can seamlessly integrate with your existing programs. We work closely with on-campus counseling programs to expand the services they provide and enhance the overall student experience. We have extensive experience integrating with Behavioral Intervention Teams (BITs).

BRAND THE PROGRAM AS YOUR OWN

Our services can be branded in any way you like — as an exclusive offering of your institution, as a joint effort of your institution and the *Campus Assistance Program*, or as a service of the *Campus Assistance Program*, the nation's leader in behavioral health counseling for students.

Something for Every Student

The *Campus Assistance Program* is not just for troubled students. In addition to behavioral health counseling, we also provide:

- Stress management techniques
- Legal consultations and forms
- Financial consultations and services
- Life balance resources
- Online tools and helpful information



ARE YOU TAKING STEPS TO MANAGE STRESS ON CAMPUS?

During our 25 years of behavioral health counseling with corporate and institutional clients, we've developed a proven process that helps us provide the right level of counseling in every situation.

Our Proven Services

Telephone/Online Counseling

- Engages students on students' terms
- Provides maximum access and availability
- Begins a dialogue with a Master's, Ph.D. or M.D. level clinician
- Includes diagnostic assessment to help determine most appropriate resource for next steps

Face-to-face Counseling

- At a location near the student
- Continues dialogue with a Master's, Ph.D. or M.D. level clinician
- Most appropriate method for assessment
- Up to 5 sessions provided at no cost (per issue)
- Unlimited number of issues
- Case is actively managed by a *Campus Assistance Program* counselor

Long-term Counseling

- If clinically necessary, the program finds the most appropriate long-term resource
- Program strives to use providers covered under the student's insurance plan or community resources
- Case continues to be managed by a *Campus Assistance Program* counselor

CRITICAL INCIDENT STRESS MANAGEMENT

While our proven process helps to prevent critical incidents on campus, no counseling program can completely eliminate risk. That's why we provide Critical Incident Stress Management (CISM) services to our clients.

Whether it's an act of violence, a sudden death or a natural disaster, a critical incident on campus interferes with every aspect of student life. But the *Campus Assistance Program* provides on-site management of these incidents to help students cope and return to their normal routines.

Specially trained CISM counselors join you on site to help assess the situation, debrief and work with students to process an event and work through their emotions.



A DIVISION OF HEALTH MANAGEMENT SYSTEMS OF AMERICA (HMSA)

The *Campus Assistance Program* is a division of Health Management Systems of America, a nationally recognized leader in behavioral health-care services. Established in 1980, HMSA provides Employee Assistance Program (EAP) and Work-Life services to thousands of corporate clients – including top universities, hospitals and corporations.

With a credentialed staff of more than 13,000 behavioral health counselors in 3,000+ cities across the country, HMSA and the *Campus Assistance Program* provide unparalleled access to counseling services.



THE ADVANTAGES

Whether you look at it from the point of view of an administrator or a student, the *Campus Assistance Program* makes sense. Here are just a few of the advantages...

For Administrators:

- Integrates with existing counseling programs
- Helps prevent violence on campus
- Mitigates institutional liability
- Increases student retention
- Turn-key solution lets you focus on education, not counseling
- Sophisticated services with 24/7 access
- Brand the program as your own
- On-site registration support
- Customizable for individual schools
- Demonstrates a commitment to parents and students



For Students:

- Convenient, 24/7 access to behavioral health counseling
- Telephone, online and face-to-face counseling available
- Confidentiality encourages student use of services
- Up to five sessions per issue with unlimited number of issues
- Diverse group of professionals
- Counseling available whenever and wherever you need it — on campus, at home, when traveling
- Access to financial and legal consultation and services



THE LEADER IN CAMPUS BEHAVIORAL HEALTH COUNSELING



The *Campus Assistance Program* is a turn-key counseling solution that lets you do what you do best. We are here to focus on behavioral health counseling for students... so you can focus on educating them!

We are licensed to provide behavioral health counseling services so partnering with us is an excellent way to demonstrate your proactive commitment to student wellness and campus safety. This helps you mitigate risk and limits institutional liability related to counseling.

AFFORDABLE PER STUDENT FEE

Customize your own 24/7 behavioral health counseling and student assistance program. Funded by an affordable per student fee, your partnership with the Campus Assistance Program can begin with little or no cost to your institution.

FOR MORE INFORMATION

If you would like to learn more about the Campus Assistance Program, please contact:

Campus Assistance Program
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Detroit, MI 48226
(800) 888-HMSA

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