American Behavioral is pleased to announce the launch of its Employee Assistance Program tele-counseling service to further serve the growing need for counseling in a format that meets our members’ lifestyles and preferences. By partnering with MindCare Solutions’ innovative proprietary telehealth platform, American Behavioral is on the cutting edge of improved service delivery through technology. Our goal will be to expand into tele-psychiatry in the near future. This service will offer three fundamental benefits to your covered employees and dependents:

- **Improved Access** - Given the provider shortages throughout the world—in both rural and urban areas—tele-counseling has a unique capacity to increase service to millions of new members.

- **Improved Quality** - Studies have consistently shown that the quality of healthcare services delivered via technology are as good those given in traditional in-office consultations. Specialties such as mental health have been shown to deliver a superior product, with greater outcomes and patient satisfaction.

- **Patient Demand** - Consumers want convenience. The greatest impact of telemedicine is on the member, their family and their community. Using telehealth technologies reduces travel time and related stresses for the member. Such services offer members the access to providers that might not be available otherwise, as well as health services without the need to travel long distances.
EAP assessment and counseling by telephone and video have been quietly gaining acceptance and are now viewed as effective alternatives to in-office assessment and counseling for numerous reasons, including the following:

- They are less stigmatizing than visiting an office waiting room;
- They can be used with clients who have difficulty traveling to a counselor’s office;
- Some clients will disclose more information over the telephone because they find comfort in its anonymity;
- Some clients will reject an in-office meeting but will accept a telephone or video session;
- Technology provides greater flexibility in scheduling and eliminates travel time.

For further information or to schedule an appointment, call (205) 871-7814 or 1-800-925-5327 and select Option 1.