



Case Study

HEALTHCARE MEDIA COMPANY CHOOSES meQ EAP TO FIGHT BURNOUT AND ENABLE HYBRID MANAGERS

OVERVIEW

HEALTHCARE MEDIA COMPANY UNIFIES WELL-BEING, RESILIENCE, AND EAP SERVICES THROUGH SINGLE PLATFORM TO ADDRESS CHANGE FATIGUE AND SUPPORT 2026 ORGANIZATIONAL GOALS

A leading healthcare media and technology company, faced a challenge many hybrid organizations know well: high burnout despite strong retention. The company's distributed workforce struggled to disconnect from work after hours. The organization hadn't implemented comprehensive burnout programming since its formation as a joint venture.

THE CHALLENGE: Constant Change, Fragmented Support

Since forming as a joint venture, The company has operated in a fast-paced, change-intensive environment that left employees experiencing significant fatigue. The company identified three critical gaps:

- **Burnout prevention at scale.**
Annual engagement surveys consistently showed high burnout levels across their distributed workforce, but traditional wellness programs weren't designed for remote and hybrid employees who need on-demand support.
- **Manager enablement.**
With a major 2025 initiative to upskill every people manager, The company needed tools that gave managers visibility into team morale and stress levels, not just HR-level reporting.
- **Learning and recognition infrastructure.**
The organization lacked access to a unified learning management system and had no effective rewards and recognition programs in place.

Adding complexity, The company was simultaneously evaluating EAP vendors and needed a solution that could integrate proactive resilience training with traditional crisis intervention services.

THE SOLUTION: meQ EAP

THE COMPANY EVALUATED MULTIPLE VENDORS BUT CHOSE meQ EAP BECAUSE IT OFFERED AN INTEGRATED APPROACH THAT TRADITIONAL PROVIDERS COULDN'T MATCH.

Rather than cobbling together separate vendors for wellness, EAP, learning content, and manager training, meQ provided a unified platform that addressed all these priorities.

Key differentiators:



30% engagement rates (10x the industry average for traditional EAPs) with proactive, personalized resilience training that reaches employees before crises emerge



Manager dashboards and unlimited training that give people leaders real-time insights into team burnout signals and actionable coaching on stress management and conflict resolution



Built-in micro learnings and reward features that support both L&D goals and recognition gaps without requiring heavy internal content development



An integrated EAP model combining 24/7 access to Master's-level clinicians, 2-business-day therapist matching, and 8 sessions per issue extended to family members



Real-time, HIPAA-compliant analytics that integrate with existing engagement surveys and data infrastructure

The meQ EAP platform serves geo-distributed hybrid workforces through app, mobile, text, or video, eliminating the need for in-office wellness programming.

The on-demand model aligns with how modern employees actually work, as opposed to older coaching models that require scheduled calls and often lead to missed appointments.

EXPECTED IMPACT

meQ EAP is positioned to deliver measurable results across the company's 2026 organizational priorities:

- **25% burnout reduction** based on validated outcomes from similar organizations
- **Improved manager effectiveness** through unlimited training modules and team-level trend insights that enable early interventions
- **A unified well-being strategy** that eliminates vendor fragmentation while supporting benefits, L&D, and people experience teams
- **Cost optimization** compared to traditional EAP models, while expanding services to include neurodivergence support, work-life concierge services, and family access

The platform will also integrate into the company's 2026 wellness rollout and new manager onboarding, ensuring resilience becomes embedded in the organization's culture, rather than treated as a standalone benefit.

ORGANIZATIONAL RESILIENCE FOR HIGH-STAKES, HIGH-SCALE HEALTHCARE

The company is no longer limited by traditional wellness approaches. With meQ's unified platform, the company has elevated workforce resilience from a standalone benefit to a strategic driver of the operational performance and trust required to serve tens of millions of monthly users.

From predictive burnout alerts to real-time manager insights, meQ helps this healthcare media company protect its most valuable asset—its people.



Learn how building workforce resilience can strengthen your organization. **Reach out to a meQ specialist today!**