

# Care first

**29 July 2016**

## **Care first launches the world's first and only EAP App to include a digital proactive prevention tool for stress, anxiety and related mental health conditions**

Care first is delighted to announce the launch of the world's first Employee Assistance Programme (EAP) app which includes a clinically proven digital proactive prevention tool for stress and anxiety.

Care first's 'EAP in Your Pocket' is the very first completely digital Employee Assistance Programme (EAP) resource. The App, developed with Thrive Therapeutic Software, combines Care first's full range of counselling and wellbeing services with its newest addition, 'Stress Free Island'.

### **Lesley Davidson, Director at Care first, said:**

"Working alongside respected psychiatrists, psychologists and highly experienced games developers, as well as our own expert EAP professionals, we are delighted to have developed this genuine EAP App – the first of its kind.

"Being able to support our clients' needs online is an essential requirement for all EAP providers. Allowing ALL employees of an organisation to have access to this, in their pocket, at all times will revolutionise how those in work can manage their physical and emotional health.

"We believe our unique 'EAP in your pocket' is the most exciting development in the sector and will be helpful to a large number of our customers."

The newest service offering, 'Stress free Island', gives users their own mobile tool, teaching them to use tried and tested clinically validated techniques to manage the stress of a hectic life. Guided by Care first's in App character, known as 'DAP', users can track their mood over time and receive assistance to optimise their coping mechanisms.

### **Commenting on Stress Free Island, Dr Andres Fonseca, Thrive co-founder and Consultant Psychiatrist at UCL, said:**

"Stress is so often a hidden problem in the workplace. This app enables thousands of employees to get vital help in a confidential and effective way. Research shows that the app will relieve stress and anxious feelings and if used regularly will improve performance, self esteem, happiness and wellbeing."

### **Dr Adam Huxley, Thrive co-founder and Consultant Psychologist, also added:**

"The techniques are exactly the same as what we use in the hospital every day when patients come to us with stress or anxiety related conditions. It's effective, private and really does work."

In conjunction with the new feature, Care first's EAP in Your Pocket gives clients access to four established Employee Assistance Services:

- **Care first Zest** – An interactive health, nutrition and personal fitness portal.
- **Care first Lifestyle** – An information resource containing information, advice, articles and webinars on issues including relationships, child and eldercare, bereavement, consumer rights and Care first interactive budgeting calculator.
- **Care first Counselling** – 24/7 direct access to Care first's BACP Accredited counsellors. Contact directly from the App, for support, on the telephone, face to face, real time online or video chat.
- **Care first Information Services** – Direct access to Care first's Information Specialists. Contact directly from the App for help in finding practical ways forward.

The 'EAP in your pocket' App works seamlessly on all Apple devices, all Android devices, and can also be accessed via the internet for more traditional desk top and laptop computers.



**For further information:**

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**Notes to editors:**

- Care first is a market leading provider of Employee Assistance Programmes with a proven track record of improving workplace performance, attendance and wellbeing
- The company's comprehensive solutions incorporate a broad spectrum of services ensuring the best uptakes and easy access for every employee. Care first provides personal support for each and every member of a client's workforce, whenever they need it, 24 hours a day, 365 days a year

- Care first is part of Partnerships in Care ([www.partnershipsincare.co.uk](http://www.partnershipsincare.co.uk))
- Thrive Therapeutic Software ([www.thrive.uk.com](http://www.thrive.uk.com)) creates evidence based apps to pro-actively help with issues of phobia, stress or anxiety. By using psychologically proven techniques in digital formats, we can empower people to learn therapies to keep themselves well or make them feel better.