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2025 May

WORKPLACE OPTIONS

**MARKETING
NEWSLETTER**



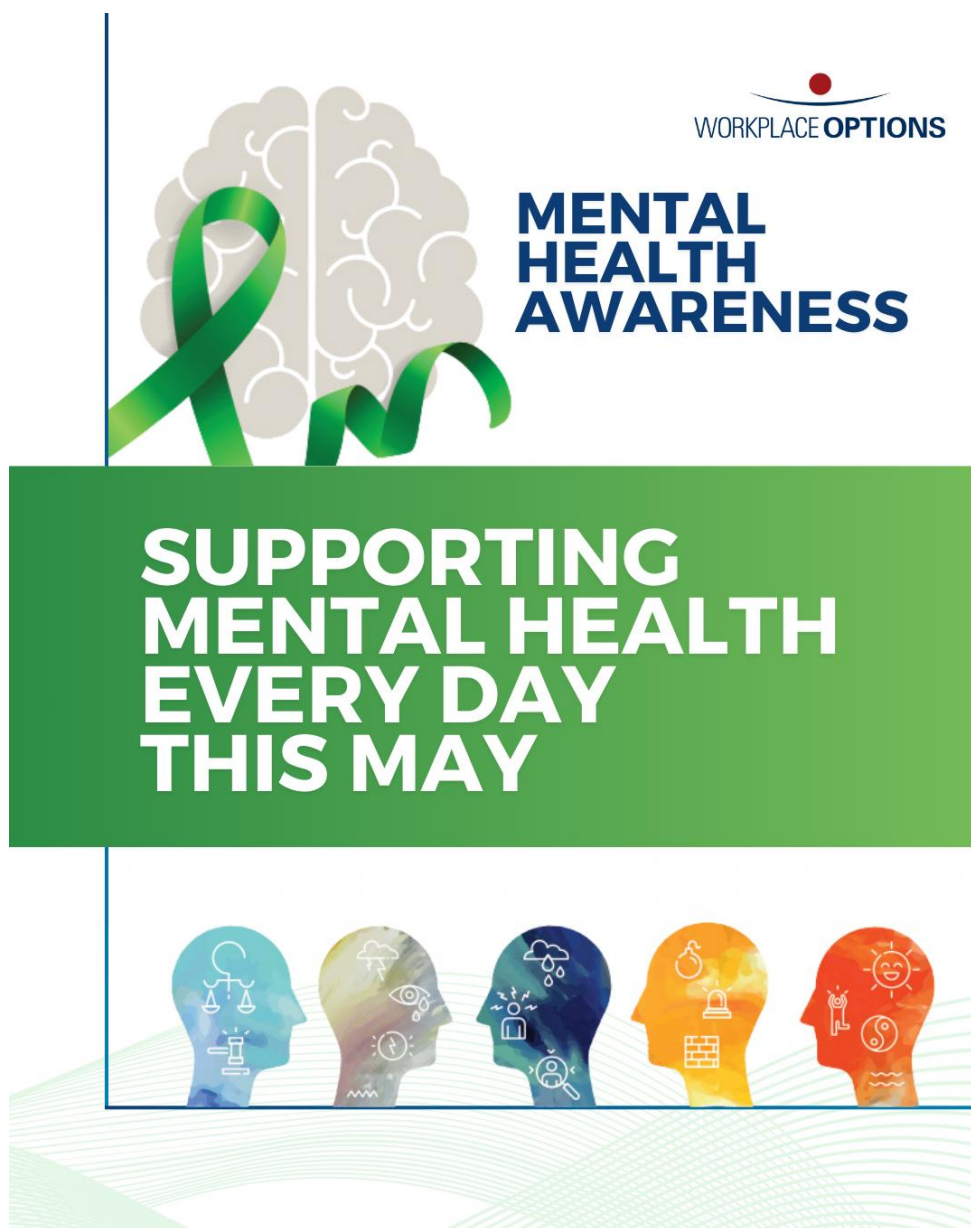


A Strategic Resource for Advancing Mental Wellbeing: The Global Mental Health Awareness Toolkit

Practical insights and region-specific approaches to integrating mental health into the fabric of the modern workplace.

Mental health is central to building resilient, high-performing organizations. In alignment with international observances in May, Workplace Options shared a **Mental Health Awareness Toolkit**, a curated, strategic resource designed to inform and inspire action across diverse workplace cultures.

Drawing on **insights** from the **U.S., U.K., Canada, and Australia**, **the toolkit** highlights timely priorities and practical approaches for embedding mental health into organizational frameworks.



What the toolkit offers:

- Regional insights with global relevance – Understand how different countries are approaching mental health—from training as a benefit in the U.S. to stigma reduction through CBT in the U.K.
- Focus on equity and inclusion – Explore how Canada is positioning the workplace as a force for equal access to mental health resources.
- Support for early-stage talent – Learn from Australia's efforts to address student mental health, reinforcing the importance of early engagement and transition support.
- A catalyst for cultural change – Position mental health as a foundational element of workplace culture, not a reactive measure.
- Practical tools for sustainable impact – Access thought leadership, communication assets, and suggested activations designed to translate awareness into meaningful outcomes.

This toolkit is more than a collection of resources; it's a lens through which to view wellbeing as a strategic imperative. By aligning **global best practices** with localized action, it empowers organizations to foster environments where mental health is protected, prioritized, and fully integrated.

[Download the toolkit](#)

Thriving in Uncertainty: Leadership and Wellbeing in Turbulent Times

Save the Date! Join us June 9-12 for "Thriving in Uncertainty: Leadership and Wellbeing in Turbulent Times," a week-long virtual summit equipping leaders with future-proof strategies for reducing burnout and building sustainable, wellbeing-first workplaces.



In today's fast-changing world, the best leaders aren't just reacting—they're reimagining the future. **Join senior leaders, global experts, and data-driven practitioners** for a powerful, **week-long summit** on navigating disruption through the lens of wellbeing, resilience, and human-centered leadership.

- Future-proof strategies for burnout prevention
- Global insights from leadership experts
- Practical models for psychological safety
- Case-driven solutions for managing psychosocial risk

This is your moment to shape what comes next—for your team and your business. Don't miss it.

[Register now to save your spot](#)

[Follow us for updates](#)

Introducing Cancer Care Compass Coordinators

Each year, approximately 9 million working-age individuals are diagnosed with cancer—facing not only the physical and emotional toll of treatment, but also the daunting task of reentering daily life and the workplace as profoundly changed individuals.

While the road to recovery is often defined by medical milestones, the reality is that healing continues well beyond clinical care. Recognizing these complex and deeply personal challenges, Workplace Options has introduced dedicated **Cancer Care Compass Coordinators** as part of the [Return to Work: Cancer Care Compass program](#).

These clinically trained professionals provide consistent, personalized support that addresses each individual's whole-person needs—whether emotional, practical, or professional. Through compassionate guidance and tailored care, **Cancer Care Coordinators** help survivors rebuild confidence, reclaim their identity and restore a sense of purpose as they reengage with work and life.

This ongoing support fosters trust, stability, and clarity, ensuring no one navigates their journey alone.



THE TRANSFORMATIVE ROLE OF THE CANCER CARE COORDINATOR

Cancer recovery isn't one-size-fits-all. Survivors need care that's as **dynamic, **complex**, and as **human** as they are.**



To explore how this program can support employees and organizations alike, [read this article](#) or [tune in to this podcast episode](#) where we examine the emotional realities of survivorship, the business case for compassionate reintegration, and how structure and empathy can transform the return-to-work experience.

LATEST RESOURCES

Becoming a Global Wellness Coach: Inside the LIVE WELL - Wellness Global Coach Training

May 12-16 marks International Coaching Week — a time to celebrate the coaching profession and the powerful, positive impact it makes on individuals and organizations around the world.

At Workplace Options (WPO), we believe coaching isn't a soft skill — it's essential for effective leadership. In the latest episode of Wellbeing at Work, **host Jennifer Dart, Senior Manager of Corporate Communications at WPO**, shares her experience with WPO's Live Wellness Global Coach Training Program.

She's joined by **Debbie Jongkind, RD, LDN, PCC, NBC-HWC, Senior Vice President of Coaching** and Leadership Development, and Gretchen L. Hofing, MPH, RD, IDN, PCC, NBC-HWC, newly appointed Director of Coach Education, to discuss how this comprehensive, board-certified program is designed to enhance communication, leadership skills, and wellness capacities across global workforces.

What sets this program apart? Cultural relevance, real-world coaching experience, and dual certification pathways through both **NBHWC and ICF**. Participants gain direct access to a global faculty of credentialed coaches, hands-on learning opportunities, and a curriculum rooted in evidence-based coaching models.

Whether you're looking to elevate your leadership impact or launch a coaching career, this program blends in-depth training with a personalized, human-centered approach — preparing you to lead with empathy, insight, and confidence in any setting.

Ready to take the next step? [Apply now](#).

Or to learn more, tune in to the full episode on [Apple Podcasts](#), [Spotify](#), or [YouTube](#).

Fostering Belonging and Innovation: Giving Employees a Voice

At WPO, we know that innovation doesn't just come from the top — it comes from listening to the people closest to the work. That's why we're proud to spotlight our **Pitch-It Program**: an internal innovation challenge where employees across departments and regions are invited to share their ideas to strengthen our organization and support global clients.

Listening to employee voices, learning from their lived experiences, and transforming those insights into meaningful solutions that drive real impact.

[Read more about Pitch-It](#) and how employee voices shape the future at WPO here:



FOSTERING BELONGING & INNOVATION



Workplace Options joins TELUS Health to Elevate Global Wellbeing Solutions

We're excited to share that **Workplace Options (WPO) has officially joined TELUS Health** — a major step forward in our mission to expand access to holistic wellbeing support for individuals and organizations worldwide.

What this means:

By combining WPO's decades of experience delivering integrated **wellbeing services across 200+ countries** with **TELUS Health's digital-first innovation** and global reach, we're creating one of the most comprehensive and forward-thinking health and wellbeing platforms in the world — **serving more than 150 million lives.**

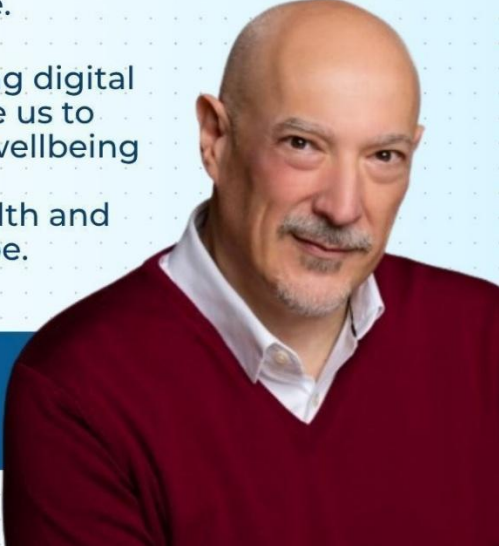


Workplace Options joins TELUS Health

By joining forces with TELUS Health, we are aligning with an organization that shares our deep commitment to innovation in EFAP solutions and our focus on delivering exceptional value to the reseller community.

This acquisition by TELUS Health marks an exciting new chapter, uniting us in our mission to scaling what matters most: care, connection and trust in the workplace.

TELUS Health's leading digital innovation will enable us to deliver unparalleled wellbeing services, ultimately transforming the health and productivity landscape.



Alan King,
CEO and President of
Workplace Options

How this changes the game for global wellbeing:

- A global network of **180,000+ providers across 200+ countries** and territories.
- A standardized model for providing customers with robust EFAP and wellbeing support backed by industry-leading customer experience support, global scale, and reach.
- Enhanced AI-powered insight and digital capabilities that will transform how organizations support workforce health and productivity.
- A deepened commitment to mental health resilience, and proactive wellbeing across all sectors and geographies.

Together with TELUS Health, and in strategic partnership with GTCR, we're building a future where every employee feels supported, seen, and empowered to thrive.

To learn more about the acquisition and what it means for our clients and communities, read the [full press release](#) here.

WPO in the News:

AI in Employee Assistance Programs: Revolutionizing Wellness with Caution

Integrating AI Into EAPs: Key Challenges And Best Practices

Addressing bias, consent, and confidentiality risks

Posted on 04-24-2025, Read Time: 11 Min

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Andrea Carska-Sheppard
TELUS



James Whitaker
TELUS

★ ★ ★ ★ ★
3.1 from 16
votes

Highlights:

- ✓ AI enhances EAP efficiency but risks algorithmic bias, potentially disadvantaging underrepresented employee groups.
- ✓ Without strict agreements, AI-powered EAPs could expose sensitive employee data to tech giants, raising legal concerns.
- ✓ Employee well-being providers must secure trade secrets when using generative AI, as data entered may become publicly accessible.



The latest **HR Excellence Magazine** feature spotlights a critical conversation: how AI is transforming Employee Assistance Programs (EAPs) while raising vital ethical and legal questions. Co-authored by Workplace Options' **legal experts Andrea Carska-Sheppard, Chief Legal Officer** and **James Whitaker, JD/MBA candidate** at Campbell Law and legal assistant at Workplace Options, this must-read article dives deep into maximizing AI's benefits without compromising employee trust or privacy.

AI is streamlining EAPs, boosting access to counseling and wellness resources and allowing human experts to focus where they're needed most. But with great power comes responsibility. The article uncovers key challenges including algorithmic bias risking fairness, complex data ownership issues tied to Big Tech, and the critical importance of informed consent under HIPAA and GDPR regulations.

Even more striking: the risk of exposing proprietary therapeutic methods and trade secrets when using generative AI tools like ChatGPT, where confidentiality is not guaranteed.

For HR leaders committed to ethical innovation, this article offers practical guidance to navigate these challenges and leverage AI safely and effectively in your employee wellness programs.

[Read the full article](#)

Workplace Options Featured in *Benefits Canada* on How Employers Can Foster Psychological Safety Amid Global Instability

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How employers can support psychological safety amid geopolitical instability

How employers can support psychological safety amid geopolitical instability

By: Brooke Smith | May 3, 2023 | 09:00

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PARTNER CONTENT

Question of the week

FROM THOUGHT LEADERS

Medication MANAGEMENT

Bridging the women's health gap with enhanced benefits plans

Amid ongoing geopolitical tension, the U.S. trade war and the rising cost of living, it's important for employers to provide a psychologically safe workplace, says Alan King, president and chief executive officer of consultancy Workplace Options.

"There's a level of uncertainty that comes when you hear and experience the things that are going on. But employers recognize they have a responsibility for the emotional well-being of their employees."

Read: [How to build a psychologically safe workplace](#)

RELATED NEWS
[How employers can support employee](#)

In the wake of mounting geopolitical tensions, rising inflation, and global trade uncertainties, *Benefits Canada* is spotlighting an issue employers can't afford to ignore: psychological safety in the workplace.

The May 2025 feature, *"How employers can support psychological safety amid geopolitical instability"*, highlights the insights of **Alan King, President and CEO of Workplace Options (WPO)**, and Dina El Helou, Vice-President of Service Delivery for the Americas, as they share timely strategies for supporting employee well-being during uncertain times.

Key takeaways from [the article](#) include:

- Employee anxiety is on the rise: 42% of Canadians report heightened anxiety, with the cost of living and political instability named as major causes.
- Industry disruptions are already happening: Sectors like manufacturing and steel are seeing layoffs linked to U.S. tariffs and economic volatility.
- Work-life balance is deteriorating: WPO's global psychological safety report shows Canadian employees are struggling to maintain balance as post-pandemic work models shift and expectations rise.
- Psychological safety drives innovation: Without it, El Helou warns, creativity and performance are at risk.
- Communication is key: Transparency, honesty, and access to wellness resources are essential tools for leaders navigating these uncertain times.

"Some organizations are saying, 'The world is a little bit different right now, and we're going to figure out how to get through this—together.' Those are incredibly valuable statements to make," says King.

As the leading global provider of employee well-being solutions, Workplace Options continues to set the benchmark for helping organizations support their people with compassion, clarity, and evidence-based strategies.

[Read the full article in Benefits Canada](#)

Thanks for reading.

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Have a topic suggestion or feedback? [Email](#) us today!