

AI and EAP

Exploring the Benefits, Risks,
and Impact of Artificial
Intelligence in the EAP Industry

Today's Presentation by:

Rachel Booth – CEO
Product designer of CareGuide AI and Therabot-Pro



Today we will talk about...

- Quick definition of AI
- AI in the workplace
- How AI is Being Used in EAP Today
- Positive Impacts of AI
- Ethical Considerations
- Competition or Collaboration?
- Strategies to Thrive in the Age of AI
- Risk and Concerns
- Q&A





What Is AI?

Artificial Intelligence (AI) is a way for computers and machines to do things that normally require human thinking—like solving problems, making decisions, or understanding language.

Machine Learning (ML) is a type of AI that allows computers to learn from data. Instead of being told exactly what to do, the system finds patterns and makes its own predictions or decisions over time.

Natural Language Processing (NLP) is how AI understands and works with human language. This is what allows chatbots to have conversations, or systems to analyze written or spoken words for meaning, tone, or mood.

Think of it this way:

-  **AI** is the brain
-  **Machine Learning** is how it learns
-  **NLP** is how it listens and talks to us



These technologies are already being used in everyday tools like Siri, Google Translate, ChatGPT, and mental health apps like Woebot—and they're starting to shape how EAPs connect with and support employees.

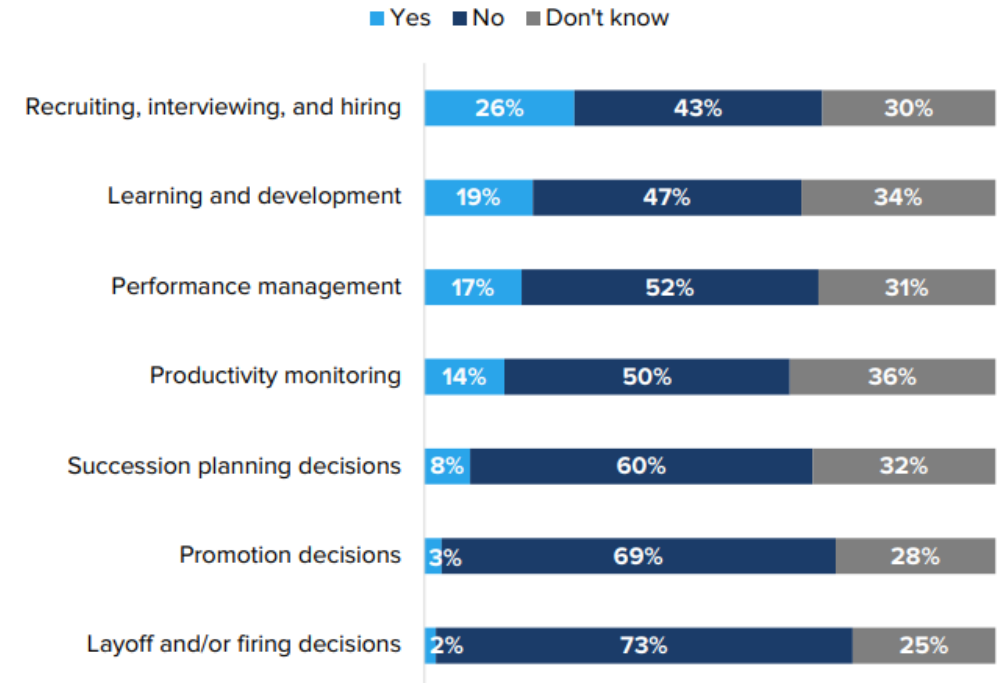
AI in the Workplace: A Growing Trend

According to new research from SHRM titled ‘2024 Talent Trends: Artificial Intelligence in HR,’ key findings include:

- **1 in 4** (26%) organizations use AI to support HR-related activities.
- Nearly **1 in 4** (24%) HR professionals are concerned that AI will lead to job displacement at their organization.
- Nearly **2 in 3** are using AI to help generate job descriptions, with another **2 in 5** using it to further customize their job postings to better attract target groups.
- Another **1 in 3** are using AI to review or screen applicant resumes, to communicate with applicants during the interview process, or to automate their candidate searches.
- **3 in 4** HR professionals agree that advancements in AI will increase the importance of human intelligence in the workplace over the next five years, such as creativity, problem-solving, and critical thinking.

Source: https://shrm-res.cloudinary.com/image/upload/ai/2024-Talent-Trends-Survey_Artificial-Intelligence-Findings.pdf

Top areas where organizations will start using or expanding their use of AI in HR over the next five years



How AI Is Being Used in EAP Today

Intake and triage (smart routing) – AI streamlines the intake process by assessing user needs and routing them to the appropriate support service or provider.

Chatbots for 24/7 support – Conversational AI tools offer immediate, around-the-clock responses to common emotional and behavioral health questions.

Predictive analytics to identify at-risk employees – AI analyzes data patterns to flag early signs of stress, burnout, or crisis in employees.

Content personalization – Machine learning recommends tailored articles, videos, and tools based on individual preferences and concerns.

Usage trend detection – AI monitors platform engagement to help EAP providers understand employee behavior and optimize service delivery.



Wysa

An AI-driven mental health chatbot integrated into EAP services, offering conversation-based emotional support and guiding users toward human coaches when needed

<https://www.wysa.com>.



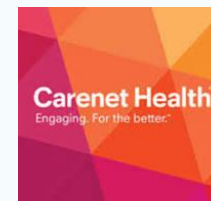
Tess (by X2)

An emotionally aware AI chatbot used by EAPs to provide scaled, automated mental-health coaching. It has demonstrated meaningful outcomes—e.g., 13% average reduction in depression symptoms cass.ai.



Lyra Health

An EAP provider embedding AI in self-service tools, leveraging digital screenings and content customization to enhance therapy and coaching engagement <https://www.lyrahealth.com>



Caret Health *(was Health Dialog)*

A population-health partner utilizing predictive analytics (the “Pathways Engine”) to identify and intervene with at-risk individuals through personalized outreach and care coaching

<https://carenethealthcare.com>

Some Positive Impacts of AI in EAPs

Greater scalability: AI enables EAPs to serve more employees without increasing staff.

Faster response times: Chatbots and automation provide immediate support around the clock.

Data-driven decision-making: AI tools analyze usage trends to guide program improvements.

Cost reduction: Automation can help reduce the need for manual processes, lowering operational costs.

Support for underserved employees: AI ensures access for night-shift, remote, and hard-to-reach staff.

Support for younger workers: Who prefer chatting often benefit more from AI mental health bots.



Anonymous, text-based interactions feel safer

Chatbots offer privacy and reduce judgment, which encourages younger users to open up more than they might with humans or other formats

Increasing engagement among young users

Real-world evidence confirms that apps combining CBT, chatbot conversation, and mood tracking show greater impact for ages 12–25, thanks to improved accessibility and stigma reduction.

Young adults feel more comfortable disclosing to bots

Research indicates that young adults with help-seeking stigma are more open to AI chatbots than to human therapists—when human therapy feels too stigmatizing, bots present a safer alternative

Source:

<https://www.sciencedirect.com/science/article/pii/S294988212400046X>

Ethical Considerations of Using AI in an EAP

Where do we draw the line?



Confidentiality and Informed Consent:

Employees/Clients must be fully informed about how their data will be used in AI systems. Clear communication is essential to ensure that employees understand the implications of AI involvement in their support services.

Example: An EAP tells employees their chatbot data is analyzed for service quality, not stored or shared—building trust through clear, upfront communication.



Transparency in AI Decision-Making

Transparency builds trust among employees, allowing them to understand the capabilities and limitations of AI. It also helps identify potential biases in AI systems, ensuring fair treatment.

Example: An EAP uses an AI tool to screen for burnout. By explaining how it works and its limits, employees trust the process more.



The Need for Human Oversight

Human oversight is crucial to ensure that AI complements human judgment rather than replacing it.



Who's Responsible for Outcomes?

It is vital to define who is responsible for the outcomes of AI-driven decisions in EAPs. **Error rate:** 5%–20% in Mental Health

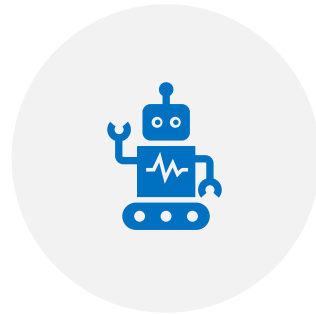
AI and the Human Counselor: Competition or Collaboration?

In the evolving landscape of Employee Assistance Programs (EAPs), the relationship between AI and human counselors can be viewed through a collaborative lens. Here are some positive aspects of this partnership:



AI As A Partner, Not A Replacement

AI can serve as a valuable partner to human counselors, providing support and resources that enhance the counseling process. By handling routine tasks, AI allows counselors to focus on more complex and nuanced aspects of care.



Augmentation Vs Automation

Rather than replacing human counselors, AI augments their capabilities. It can analyze data, identify trends, and offer insights that inform counseling strategies, ultimately leading to more effective interventions.



Enhancing Care With AI Tools

EAP professionals can leverage AI tools to enhance their practice. For example, AI can assist in triaging cases, providing real-time resources, and offering personalized recommendations, thereby enriching the overall care experience.



Emerging New Roles

AI is giving rise to new roles within the counseling field, such as AI-informed counseling strategies. Professionals can develop skills to interpret AI-generated insights, creating a more holistic approach to employee support. Including Digital Mental Health Specialist, Clinical AI Strategist



Strategies to Thrive in the Age of AI

As an Employee Assistance Program (EAP) provider, there are several strategies you can implement to **ensure** that your services **remain relevant** and **valuable** in the age of AI.

1. Enhance Human Connection

Focus on providing personalized, empathetic support that AI cannot replicate. Encourage face-to-face or virtual counseling sessions to foster a sense of connection and trust.

2. Leverage Technology Wisely

Use AI to enhance your services rather than replace them. For example, AI can assist in scheduling, data analysis, or providing initial assessments, allowing human counselors to focus on more complex issues.

3. Focus on Emotional Intelligence

Develop training programs that emphasize emotional intelligence, resilience, and interpersonal skills. Offer workshops that help employees develop skills that AI can't easily replicate, like conflict resolution, empathy, critical thinking, self-awareness, and active listening.

4. Continuous Learning and Adaptation

Keep up with advancements in AI and mental health to understand how they can complement your services. Implement regular feedback loops with employees to assess the effectiveness of your services and adapt accordingly.

5. Promote Well-Being and Mental Health Awareness

Run campaigns to raise awareness about mental health and the importance of seeking help, emphasizing the human aspect of EAP services. Foster a sense of community within the workplace, encouraging employees to support one another and seek help when needed. **Example:** Run a “You’re Not Alone” campaign with employee stories and EAP meet-and-greets or support groups to promote mental health awareness and human support.

6. Specialized Services

Develop specialized services that cater to specific employee needs, such as trauma support, substance abuse counseling, or financial wellness, which require human expertise. Ensure that your EAP is equipped to handle crises effectively, providing immediate human support when needed.

7. Collaboration with Organizations

Collaborate with organizations and mental health professionals to enhance your service offerings and stay relevant in the evolving landscape. Engage with other EAP providers to share best practices and learn from each other's experiences.



Risks and Concerns: The Dark Side of AI

AI tools in mental health face complex limitations that can affect safety and trust.

Potential Data Privacy Issues:

Sensitive personal data may be exposed or misused without proper safeguards.

- ❑ In 2024, a misconfigured server at a U.S. AI healthcare firm exposed **5.3 TB of sensitive mental health records**, including personal details and assessments [apnews.com](#), [Reddit.com](#).

Algorithmic Bias In Mental Health Screening:

AI may unintentionally reinforce disparities due to biased training data.

- ❑ A CU Boulder–led study found that AI tools may misinterpret speech variations across **gender and race**, which can skew mental health assessments [Colorado.edu](#).
- ❑ Experts warn that AI chatbots trained on biased data may deliver **culturally insensitive or less relevant support** to marginalized users [inspirethemind.org](#).

Reduced Human Connection Or Empathy:

AI cannot fully replicate the emotional depth of human support.

- ❑ A UCSC/Stanford study found that GPT-4 models displayed **imbalanced empathy**—high in response to sad stories but flat for positive ones—which can undermine genuine emotional support [ucsc.edu](#).
- ❑ Research emphasizes that while AI can mimic empathy, it **lacks the emotional authenticity and ethical insight** inherent to human therapists [medicalxpress.com](#).

Overreliance On Automation:

Depending too heavily on AI can undermine clinical judgment and personal care.

- ❑ Critics argue that depending heavily on AI risks **dehumanizing therapy** and eroding the trust central to patient-therapist relationships [proactivepsychology.com](#).

Clinical Studies and Interesting Articles

Leveraging Behavioral Science And Artificial Intelligence To Support Mental Health In The Workplace: A Pilot Study

2023 Oct 19

<https://pmc.ncbi.nlm.nih.gov/articles/PMC10620519/>

Artificial Intelligence In Positive Mental Health: A Narrative Review

2024 Mar 18

<https://pmc.ncbi.nlm.nih.gov/articles/PMC10982476/>

Artificial Intelligence In Mental Health Care:

A Systematic Review Of Diagnosis, Monitoring, And Intervention Applications

2025 Feb 06

<https://www.cambridge.org/core/journals/psychological-medicine/article/artificial-intelligence-in-mental-health-care...>

Artificial Intelligence In Mental Health Care

How AI can be used in psychological practice to streamline administrative tasks, make workflows more efficient, and aid in clinical decision-making

2025 Mar 12

<https://www.apa.org/practice/artificial-intelligence-mental-health-care>

Will AI Help Address Our

2024 May 14

[Behavioral Health Crisis?](#)

<https://www.aha.org/aha-center-health-innovation-market-scan/2024-05-14-will-ai-help-address-our-behavioral-health-crisis>



LinkedIn

Scott Wallace, PhD (Clinical Psychology)

PhD, Clinical Psychology | Digital Health Pioneer (30+ years).

Can A Chatbot Really Care?

We stand at a threshold where empathy can be simulated, intimacy outsourced, and healing delivered by machine. Is that still care?

Is AI a Mental Health Ethics Crisis in the Making?

The misalignment between use and oversight creates a regulatory vacuum. It invites harm, especially in high-risk scenarios.

AI Companion for Mental Health Research

Save Time, Enhance Care:

Our advanced AI automates tedious research and documentation tasks, creates actionable treatment plans, and generates SOAP notes in seconds, all tailored to meet your clients' unique needs.

Stay Informed:

Instantly find accurate, up-to-date information on mental health disorders using the DSM-5 classification, tailored to your patients' needs.

Features

- ✓ User-Friendly Design
- ✓ AES-128 Secure Storage
- ✓ Automated Research
- ✓ Instant Documentation
- ✓ Generates SOAP Notes
- ✓ Supports Multi-language
- ✓ Personalized Responses
- ✓ Powered by Advanced AI
- ✓ Saves Valuable Time
- ✓ On-Demand DSM-5 Insights
- ✓ Curated Resources

To discover more about our platform.

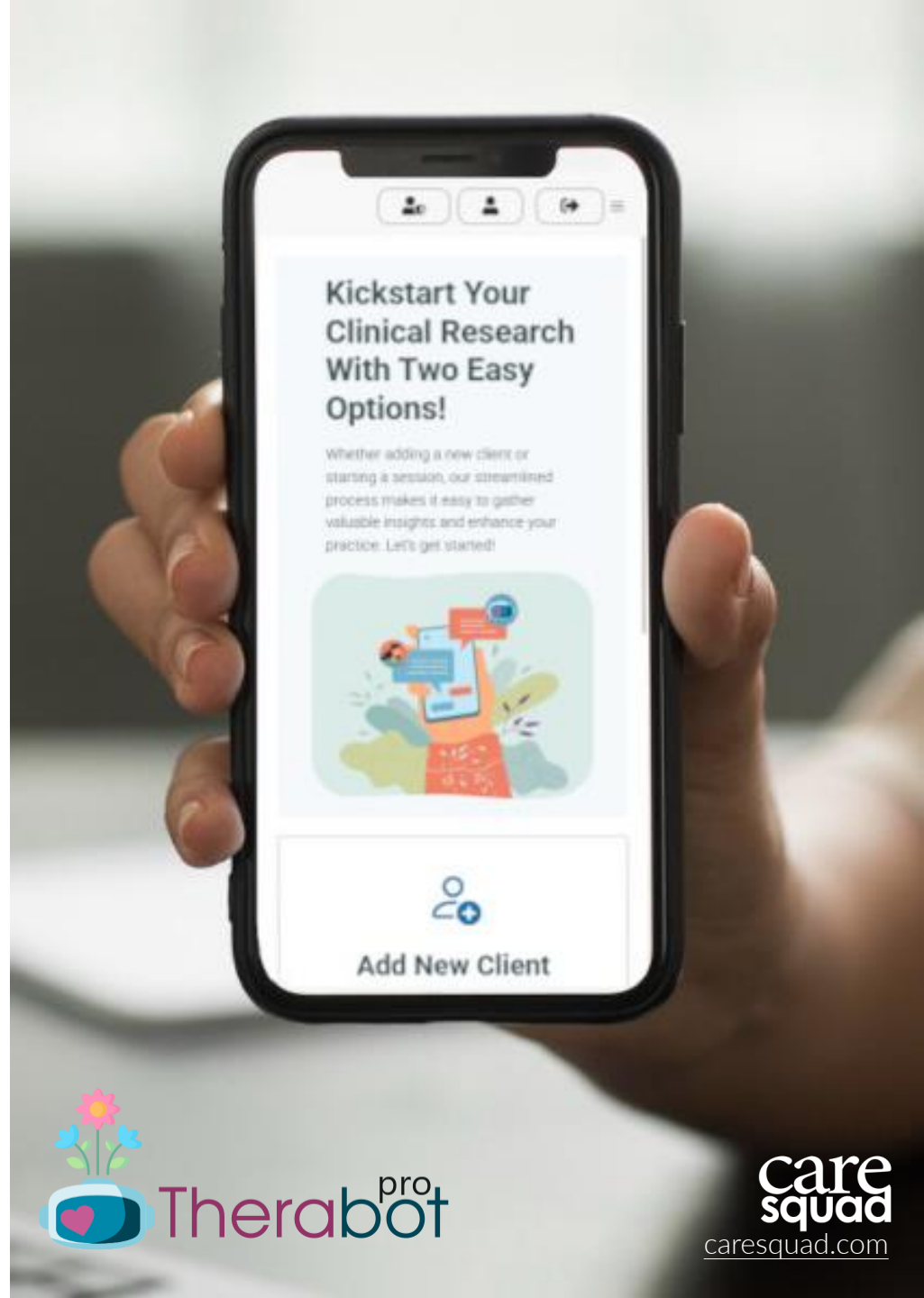
Try for Free:

Use company code **GAEAPA** when creating your account.

[Therabotpro.com](https://therabotpro.com)



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Open Floor for Questions



Thank You!

I appreciate your attention and interest. If you have any questions or would like to discuss further, please feel free to reach out!