EASNA INSTITUTE 31
EAP – Business Solutions to the Human Condition

MAY 8-10, 2019
The Royal Sonesta
New Orleans
Louisiana
United States
EASNA INSTITUTE 31

The Employee Assistance Society of North America (EASNA) invites you to connect with leaders of the EAP field in shaping the evolving world of employee assistance at the 31st year of its annual conference.

This year’s theme “EAP – Business Solutions to the Human Condition” speaks to the critical need for Employee Assistance Programs (EAPs) and the role they play helping individuals, families and companies through life’s inevitable challenges.

Join us for Institute 31 in Louisiana, New Orleans, May 8-10, 2019

Get Connected To
- Employee assistance leaders from across North America
- Wellness and work/life professionals
- Organizational leaders (CEOs, CFOs)
- Employers
- Human resource professionals
- Psychologists, therapists and social workers
- Risk managers
- Program managers and consultants
- Benefits consultants
- Occupational health professionals
- Compensation and retention advisors
- Insurers and benefit providers

Address the Issues
- Addictions
- Impact of trauma
- Employee mental health
- Health and wellness promotion
- Prevention and communication strategies
- Access to care
- Effective management of individual and environmental crises
- Disability cost control
- Financial issues
- Engagement and productivity
- Responding to the changing landscape
- ROI tools
- Research updates
- Organizational health
- Mitigating organizational risks

Why Attend Institute 31?
- Stay on top of industry trends with 11 outstanding peer-reviewed educational sessions
- Network with like-minded Employee Assistance professionals and industry partners in the Exhibit Hall
- Learn about innovative EAPs and pioneers in action with our Corporate and Leadership Award winners
- Earn professional credits to apply toward your license
- Learn how to get more involved with EASNA to advance the EAP field
- Relax and network with peers at our welcome reception, networking breaks, and evening event at the New Orleans School of Cooking
- Enjoy most meals included in your registration throughout the Institute
- Exercise and recharge during the French Quarter Walking Tour on Thursday morning
- Explore New Orleans food and attractions with your EASNA friends

EASNA is an international trade association of Employee Assistance Program (EAP) companies, organizations and professionals dedicated to promoting high and fair standards of employee assistance practices through research, training and networking.

Register Now
Institute Highlights

Wellness Experience – French Quarter Walking Tour
THURSDAY, MAY 9  7:00 - 8:00 am
The French Quarter is the city’s historic heart, famous for its vibrant nightlife and colorful buildings with cast-iron balconies. Crowd-pleasing Bourbon Street features jazz clubs, Cajun eateries and raucous bars serving potent cocktails. Quieter streets lead to the French Market, with gourmet food and local crafts, and to Jackson Square where street performers entertain in front of the soaring St. Louis Cathedral.

A must see for every visitor to New Orleans is a walking tour of the famous French Quarter. The original French and Spanish influence on this centuries-old city are evidenced by beautiful and unique architecture. You’ll see famous landmarks such as The Pontalba buildings and The Saint Louis Cathedral, flanked by The Cabildo and Presbytère and Jackson Square with its old-world flavor and colorful art colony.

Enjoy viewing iron laced balconies, romantic patios, and quaint antique shops, providing the South’s finest selection of European and American antiques. The last stop of the walking tour will be a breakfast of café au lait laced with chicory and a plate of sweet beignets from the famous Café du Monde.

Registration: $35 Select the French Quarter Walking Tour while registering for the conference online.

KEYNOTE ADDRESS
Of TWO MINDS: Workplace Mental Health in the Era of Artificial Intelligence – Dr. Bill Wilkerson
THURSDAY, MAY 9  8:45 - 9:45 am
The world is crossing a historic bridge spanning human and artificial intelligence – two minds, one human, one not. Can we keep them both healthy? That is unclear. In his high-octane style, Dr. Bill Wilkerson, executive chairman of Mental Health International, and professor of International Mental Health at McMaster University in Hamilton, Ontario, Canada, will present clarity on the subject.

EASNA Annual General Meeting and Luncheon
THURSDAY, MAY 9  12:00 - 1:15 pm
The annual general meeting and luncheon is an opportunity for members and non-members to network and hear updates from the Board on the current and future business of EASNA. The cost is included in your full registration fee. Additional tickets can be purchased through the online registration link.

2019 Corporate Awards
THURSDAY & FRIDAY
We will recognize winners of this year’s 2019 Corporate Awards of Excellence and Leadership Award throughout the conference. This prestigious awards program identifies a Canadian and a U.S. organization that have designed and integrated wellness and/or EAP programs that enhance employee well-being and enable them to work toward a healthy and productive workplace. The Leadership Award will be presented to one industry pioneer who demonstrates an ongoing commitment and support of EAP and workplace health throughout their entire career.
Evening Event: Experience the Flavor of New Orleans
THURSDAY, MAY 9 6:30 – 8:30 pm
The evening will start with savory New Orleans food, followed by a private cooking demonstration to create the perfect New Orleans dinner at the New Orleans School of Cooking! Since 1980, the New Orleans School of Cooking has introduced countless visitors from around the world to the wonderful food and rich culture of New Orleans and Louisiana as a whole. We teach the basics of Louisiana Cooking in a way you’ll never forget. Fun is a primary ingredient in our kitchen! Our Cajun / Creole experts teach and cook New Orleans specialties, such as Gumbo, Jambalaya and Pralines, seasoning them with history, trivia and tall tales! If you want to try your hand at cooking, some lucky guests will have an opportunity to participate in creating the dinner.

As the evening winds down, guests will be able to visit the Louisiana General Store which includes a thoughtful collection of the best locally sourced products, used and loved by our family of New Orleans School of Cooking chefs. You will experience the Vieux Carre’ of long ago with the authentic cuisine and outstanding service for which the New Orleans School of Cooking is known.

Additional guest registrations can be purchased through the online registration link.

Institute Registration
Register online at the Institute website: www.easna.org/conferences. Your registration includes entrance to all the conference events including welcome reception, all educational sessions, two breakfasts, two lunches, and dinner and entertainment at the New Orleans School of Cooking on Thursday evening. Optional registration to participate in the French Quarter Walking Tour on Thursday morning is $35.

Early Bird Registration
Until 11:59 pm EST on April 30, 2019
Member - $545 USD
Non-Member - $695 USD

Standard Registration
Until 11:59 pm EST on May 6, 2019
Member - $595 USD
Non-Member - $745 USD

Please visit www.easna.org/conferences for single day registration and student prices.

EASNA Membership
Non-members are welcome and encouraged to attend the Institute, however, consider joining EASNA to enjoy a $150 USD discount that members receive on registration. To learn more, visit www.easna.org. Then, click on “Join” on the top navigation.

Professional Credit
Earn professional development (PDH) and/or continuing education units (CEUs) from various disciplines for a nominal fee of $20 USD each. These include:
- Certified Employee Assistance Professionals
- Social Workers
- Psychologists
The Institute Location: NEW ORLEANS
A timeless city with a unique way of life, New Orleans is a journey and a celebration. Steeped in European traditions and Caribbean influences, the Big Easy calls curious minds to sweet sounds and savory aromas fueled by 300 years of history. It is a picturesque metropolitan city... a culturally rich haven... a sensory overload and an authentic experience. New Orleans beckons the ears, allures the eyes and enchants the hearts of all who wish to explore it. We believe that our lagniappe – a little something extra – will stay with you, calling you back to discover the mystery behind our magical city.
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Hotel Information: ROYAL SONESTA
Take in the heart and soul of Louisiana from one of the finest Bourbon Street New Orleans hotels. Jazzed up and newly reimagined, the AAA Four Diamond-rated Royal Sonesta New Orleans effortlessly combines timeless elegance and southern refinement, setting itself apart from other French Quarter hotels. Traditional gabled windows, rich colors and linens accented with fresh flowers, wrought-iron balconies, and a lush courtyard create an experience unlike any other.

Royal Sonesta New Orleans offers the best of the Big Easy all under one roof. The hotel is home to several dining and entertainment venues, where you can take in the local flavors from Cajun and Creole at Restaurant R'evolution to coffee at PJ’s Cafe and fresh seafood at Desire Oyster Bar. Hit our club, The Jazz Playhouse, voted best for hotels on Bourbon Street New Orleans, LA. Or unwind with a cocktail at Le Booze, one of our five bars. ©Royal Sonesta

Getting Around
The closest airport to The Royal Sonesta is the Louis Armstrong New Orleans International Airport. The Royal Sonesta is 16 miles from the Louis Armstrong New Orleans International Airport. For the Airport Shuttle, current rates are $24 one way and $44 round trip per person. Three bags per person are allowed.

Airport Shuttle is the Official Ground Transportation Provider for the New Orleans International Airport. Service from the airport is available on a continuous basis with vehicles departing approximately every 30 minutes to area hotels (multiple stops). For Departure Reservations, please call 504-522-3500 no later than 24 hours prior to your flight.

Taxi Cabs are available at the New Orleans International Airport on the lower level outside of Baggage Claim. Current rates are $36.00 for one or two persons and $15.00 per passenger for three or more people, each way. There may be additional charges for extra baggage. Ask the driver to deliver you to the Limousine Zone in our garage (only necessary after 5:00 p.m.)

If you’re using Uber or Lyft, use 300 Bourbon Street address, but after hours use 700 Conti or 700 Bienville Street address for access to the lower lobby of the Royal Sonesta.

All RTA streetcars are accessible on Canal Street, just 2 blocks from the hotel’s entrance, to visit local sites in downtown New Orleans. Standard fare for a one-way trip on a streetcar is $1.25 per person. Children 2 years old and under ride free. Buy a Jazzy Pass to ride unlimited: $3.00 for 1 day, $9.00 for 3 days.

The Royal Sonesta
300 Bourbon St
New Orleans, LA 70130
Phone: 1-(504)-586-0300

The EASNA preferred room rate is $189 for a Single/Double plus local tax. The deadline for reservations is April 19, 2019.
To reserve your room online, visit: www.easna.org/conferences.
A Comprehensive Approach to Workforce Behavioral Risk Management
2:15 – 3:15 pm

Employers are expected to maintain a safe work environment – accommodate their employee’s needs, develop supportive and inclusive office conditions, and adhere to legal-employment regulations. Unfortunately, most employers do not utilize industry assessments and screening protocols to identify potential employee behavioral risks. In a recent study of Fortune 1000 employers with internal security departments, 70% did not have a comprehensive workplace violence plan in place. Even employers who utilized the occasional behavioral assessment, such as the Fitness for Duty evaluations, lacked an all-encompassing approach to employ behavioral risk management tools to mitigate risk during an employee’s tenure.

This presentation provides a high-level model for conceptualizing a range of assessment protocols and interventions to mitigate such risks, including: Pre-Employment Psychological screening; Fitness for Duty evaluations; Fitness for Duty with Violence Screen evaluations; Threat Management consultations; FMLA 2nd Opinion evaluations; Post-Termination Risk consultations; and Disruptive Event Management. When implemented together, this comprehensive model offers employers and EAPs a powerful and effective approach to mitigate behavioral risk at various levels of an organization.

Learning Objectives:
• To differentiate the benefits of a comprehensive model for behavioral risk management in the workplace versus a siloed single-service model.
• To know when to employ differing assessment and intervention strategies to mitigate behavioral risk.
• To understand how a comprehensive risk mitigation approach enhances workplace resiliency and promotes employee wellbeing.

Speaker:
George Vergolias, PsyD, Medical Director, R3 Continuum

Dr. George Vergolias is an internationally recognized forensic psychologist and threat management expert. He currently serves as Medical Director for R3 Continuum, overseeing clinical services and leading Fitness for Duty, Pre-Employment Screening, and Threat of Violence and Workplace Violence programs. He has directly assessed or managed more than 500 cases related to elevated risk for violence or self-harm, sexual assault, stalking and communicated threats. George has consulted with regional, state and federal law enforcement agencies, including the FBI, Secret Service and BOP. He has worked for and consulted with Fortune 500 companies, major insurance carriers, academic institutions, government agencies and large healthcare systems on issues related to work absence management, workplace violence, medical necessity reviews and expert witness consultation.

Mending the Organization: Addressing the Impaired Professional
3:15 – 4:15 pm

Researchers report physicians have a 50% greater risk of death from suicide than the general population. Executive suicide is on the rise as well. Yet, these high-level executives are nearly unapproachable by the EAPs that serve their organizations. EAPs are hired to help all employees, not just those on the ground floor. There are unique problems in reaching this group of top-level executives that fall outside the boundaries of approach by status and ranking in the workplace. How do we reach them? Do they need special treatment? Are they beyond our reach? The 1% earners – the CEOs, surgeons, attorneys – represent the heart of our organizations. Their impact reaches the entire body of an organization, affecting hundreds of lives each day. The anger, impaired relationships and disorganized thinking at the top will trickle down throughout the organization. This presentation will address the unique assessment and intervention skills to reach this at-risk, underserved group of employees.

Learning Objectives:
• To learn unique methods of positioning and motivational questioning that will lead to the introspective awareness needed for change.
• To provide treatment options that fit the high-level executive that cannot, or will not, consider traditional treatment as an option to wellness.
• To create a better understanding of the special needs of this unique population.

Speakers:

Linda Fensler, MS, CEAP, Owner, FLEXIBLE EA Services, LLC

Linda Fensler is the owner of FLEXIBLE EA Services, LLC, which provides ancillary services to mental health organizations and EAPs around the United States. She has written and developed Employee Assistance Programs for hospitals and schools in the Chicagoland area and has more than 20 years of internal and external EAP operations experience. Linda accepts speaking engagements around the country, including for Balancing Life’s Issues. She has a Master’s degree from DePaul University in Chicago; and also studied under John Starrs, Second City Improvisational Theater.

Steve Davis, MS, Assistant Vice President, NorthBay Medical Center

Steve Davis has worked for the Adventist Health System in the Midwest U.S. Region for more than 18 years as regional vice president of marketing and planning. He has consulted with numerous healthcare systems. Currently, he manages a blog on Healthcare Innovations, while holding the position of AVP of Managed Care for NorthBay Medical Center in Napa Valley, California.

Kevin Dixon, CIP, CNDAI, CMAC, Addiction and Mental Health Intervention Specialist, KD Consulting

Kevin Dixon has more than 18 years of hands-on experience in every facet of substance abuse treatment. He has served as interventionist, life coach, consultant, treatment provider, and as the executive director of KD Consulting, a nationally known intervention company. Kevin has a degree in chemical dependency and board certification by the National Association of Drug and Alcohol Interventionists (NADAI). He is a Certified Intervention Professional (CIP), and a Certified Master Addiction Counselor (CMAC II). Kevin has helped demystify the subjects of intervention and recovery on various television shows, including CBS’s The Early Show, Dr. Keith Ablow, Nancy Grace, Larry King Live, MTV and MSNBC. He also has been heard on Recovery Radio. He serves as the chairman of The Mario Do Right Foundation’s National Advisory Board to help guide and support their national expansion efforts in substance abuse prevention education.

Artificial Intelligence: Delivering Evidence-based Support On-Demand

4:15 – 5:15 pm

Mental illness has personal, professional and economic impacts, with research showing that 6.8% of the workforce is directly impacted by depression and $11,936 is lost annually on average per depressed employee, due to absenteeism, disability and presenteeism (Greenberg et al., 2015). Access to mental health care for those in need is hindered by numerous barriers, such as location, availability, cost and, arguably the biggest hurdle of all, stigma. Studies reveal that computer-assisted therapy (CAT) and other digital solutions, such as chatbots, offer a more accessible and cost-effective alternative for treating common mental health concerns like depression and anxiety (Fulmer et al., 2018).

Artificial Intelligence (AI) based chatbots offer a scalable solution as the demand for affordable, convenient, lasting and secure support grows. Tess, an Artificial Intelligence (AI) Mental Health Chatbot that engages in text message conversations to coach people through tough times, allows people to build resilience in comparable ways to a therapist. In fact, large employers and EA programs have given more than 4 million employees paid access to Tess. This session will explain how AI chatbots can deliver a high-quality service and reach high engagement rates (10%) without increasing costs. Michiel Rauws will introduce Tess, present case studies, and share outcomes from EA providers who have implemented Tess.

Learning Objectives:

• To learn research outcomes that validate the use of an AI chatbot in reducing symptoms of depression and anxiety.
• To learn which EAPs are currently using an AI chatbot to deliver on-demand emotional support to staff.
• To learn how an AI chatbot could be implemented as part of your EAP.
Speakers:
Michiel Rauws, MSc, CEO & Founder, X2 AI, Inc.

Michiel Rauws experienced what it was like to be a patient 10 years ago, which is why he founded X2 AI Inc. (X2), a company that provides emotional support through conversations with an AI chatbot. X2 has customers in three verticals: Employers/EAPs, Healthcare Systems, and Higher Education. X2 works with companies such as Kaiser Permanente, IBH Corp, County of Monterey, Northwestern University and AON Hewitt. He holds an MSc in finance and investments from the Rotterdam School of Management, Erasmus University.

Stephen Leider, SVP of Sales, X2 AI, Inc.

Stephen Leider is vice president of sales at X2 AI Inc., where he leads channel sales and business development for the company. Leider has more than 15 years experience in Healthcare Information Technology. Leider has worked with startups and Fortune 500 companies like Quest Diagnostics. After a decade of learning from the best and the brightest, Stephen founded and led Clinical Innovation, a boutique consultancy firm where he focused on identifying disruptive and innovative solutions and accelerating their path to market. Culminating in a 5-year focus on a human centered design challenge with S.A.P., Stephen was part of collaboration of stakeholders who co-authored LEHRN (Learning Evidence Health Research Network). Stephen believes passionately in the unlimited potential that X2 and Tess can bring to a learning living health ecosystem.

Welcome Reception in the Exhibit Hall
5:15 – 6:30 pm

THURSDAY, MAY 9

Wellness Experience: French Quarter Walking Tour
7:00 – 8:00 am
See description on page 3.

Breakfast in the Exhibit Hall
7:45 – 8:30 am
Start the day off right with a delicious breakfast and hot coffee to get ready for a day of education and networking.

Opening Remarks and Award Presentation
8:30 – 8:45 am

KEYNOTE ADDRESS
8:45 – 9:45 am

OF TWO MINDS: Workplace Mental Health in the Era of Artificial Intelligence
The world is crossing a historic bridge spanning human and artificial intelligence – two minds, one human, one not. Can we keep them both healthy? That is unclear. In his high-octane style, Dr. Bill Wilkerson, executive chairman of Mental Health International, and professor of International Mental Health at McMaster University in Hamilton, Ontario, Canada, will present some clarity on the subject.

The advent of AI on the level foreseen by informed, supportive and apprehensive sources relates to the scale of job displacement and fundamental changes to the world of work and types of jobs, thus driving a new generation of chronic job stress at a time when 20% of the US population is symptomatic with major mental illnesses each year, and 50% across the lifetime. He will call for a ‘partnership of the ages’ among employers as AI technology users, AI technology developers and advocates, government users, funders and policy-makers and a consortium of leaders in the health, brain, genetic, economic, social and psychological sciences – as an integrated/unified form of research, innovation, standards, leadership and advocacy to channel AI into a beneficial stream for work forces and society more broadly as we adjust to these imminent new realities.
Learning Objectives:
• To learn about a new era of demand and opportunity for EAP professionals in a world of work that will be fundamentally changed by the vast infusion of artificial intelligence;
• To learn how the AI revolution will affect the mental health and wellbeing of workplace and
• To learn of the latest scientific information on how ‘stress’ is a critical contagion and cause in the development and onset of mental illness and how this may well augment the role EAP professionals can play through education and prevention.

Speaker:
Dr. Bill Wilkerson, Executive Chairman, Mental Health International
Dr. Wilkerson holds an Honorary Doctorate of Law from McMaster University for his international leadership in global mental health, and is the co-founder and former chairman of the European Business Leadership Forum for Mental Health; and former chairman of US/Canada Forum for Mental Health and Productivity. He is an eight-time award winner for originating the idea of mental health in the workplace in 1998 and advancing it ever since. He has been either a chief or senior executive in international business, health benefits, finance, broadcasting, the arts, corporate crisis management, and adviser to the board of governments of the National Hockey and Canadian Football Leagues.

Networking Break in the Exhibit Hall
9:45 – 10:15 am

Experiences in Changing Corporate Culture: Part 1 – Changing Mental Health Culture at Kaiser Permanente
10:15 – 11:15 am
Kaiser Permanente has trained more than 5,000 marketing, sales, service and administration staff in Mental Health First Aid at Work with 200 classes across multiple states in just under one year. The initiative, launched by Kaiser’s executive vice president, Dr. Arthur Southam, educates all non-represented staff on the most common mental health illnesses in the country and equips them with the tools to help those in their lives who may be impacted by these illnesses. Using a pre, post, and 3-month follow-up to evaluate the outcomes, researchers have seen decreases in stigma, as well as increases in knowledge and confidence in helping others. There also has been a high application rate with most people using what they learned almost immediately. This presentation will cover the program’s success, including how it was launched, supported, staffed, communicated and evaluated; the key outputs for each workstream; how Kaiser Permanente collaborated with the EAP program; and the findings, as well as strategies for Year 2+. The presentation will show how partnering with learning professionals and using a validated training program can maximize organizational efforts around stigma reduction in the workplace.

Learning Objectives:
• To learn how mental health training leads to a number of positive outcomes for employees; determine how to properly staff a mental health learning initiative across an organization.
• To develop a sound evaluation plan to track program outcomes.
• To determine how to properly staff a mental health learning initiative across an organization.

Speaker:
Marcos Guevara, MS, Senior Learning & Evaluation Consultant, Kaiser Permanente
Marcos Guevara is a senior Learning & Evaluation consultant for Kaiser Permanente, one of the United States’ leading health care providers and not-for-profit health plans. Within his role at the Health Plan Institute (HPI) in Oakland, CA, Marcos uses his M.S. in industrial/organizational psychology to help develop learning content and to effectively measure training outcomes. He served as the lead for Curriculum and Evaluation in HPI’s implementation of Mental Health First Aid at Work across all marketing, sales, service and administration staff.

Networking Break in the Exhibit Hall
11:15 am – 12:00 pm
Annual General Meeting & Luncheon  
12:00 – 1:15 pm  
Learn more about EASNA at the Annual General Meeting & Luncheon where we will share the state of our organization and future business.

Networking Break in the Exhibit Hall  
1:15 – 2:00 pm  

Experiences in Changing Corporate Culture: Part 2 – Creating a Trauma-Informed Organization at Recovery Centers of America  
2:00 – 3:00 pm  
Recovery Corporation of America (RCA) has trained more than 1,100 staff members as part of a corporate-wide initiative to put trauma-informed care (TIC) center stage to improve outcomes for everyone they serve. With ongoing research demonstrating the need for treatment facilities to address both addiction and trauma, RCA has committed to trauma-informed care at six current and all future sites and to create a trauma-informed workforce.

Sustaining organizational change to becoming a trauma-informed system requires programs to be both thoughtful and creative about how to thoroughly integrate trauma-informed principles and practices into the culture of the organization. For programs that have instituted trauma-informed practices, research demonstrates: trauma-informed service settings, with trauma-specific services available, have better outcomes than “treatment as usual” for many symptoms; trauma-informed, integrated services are cost-effective; qualitative results indicate that consumers respond well to TIC; and TIC leads to better outcomes, such as better self-esteem, improved relationships, and increased feelings of safety.

The presentation will cover the key components of creating a trauma-informed agency and strategies to begin the implementation of trauma-informed care along with a discussion of how organizations can maximize efforts in working collaboratively with a trauma-impacted community.

Learning Objectives:
- To identify 3 reasons sites should incorporate trauma-informed care into their agency.
- To explore how to create a strategic plan to implement a TIC program.
- To determine how to properly staff a trauma-informed initiative across an entire organization.

Speaker:  
Trish Caldwell, MFT, LPC, CCDP-D, CAADC, CCTP, Director of PA Family Services, Recovery Centers of America  
Trish Caldwell is currently the corporate director of family services of recovery Centers of America, which has sites in New Jersey, Pennsylvania, Massachusetts and Maryland, and provides services to adults seeking treatment for substance use disorders, as well as co-occurring disorders. She is an adjunct professor at Jefferson University. Trish has been a therapist and program developer for more than 25 years in various clinical settings. She is a sought-after speaker who has presented at several national conferences, including the Trauma Conference in Philadelphia, PA. Additionally, she created the first Young Offenders Treatment Program in Delaware County, serving first-time offenders with drug charges. Trish holds her MFT from Drexel University and is licensed in the state of Pennsylvania and is certified in both co-occurring disorders and substance use.

Networking Break in the Exhibit Hall  
3:00 – 3:30 pm  

Award Presentation  
3:30 – 3:45 pm  

A New Approach for Individual Work Engagement  
3:45 – 4:45 pm  
Companies make major expenditures on consultants to help them improve workforce engagement to optimize productivity. One study estimated the annual cost to be around $1.5 billion annually. Despite this interest and work, the percentage of employees who report high levels of engagement has remained stagnant for decades. The cause may be due to the ineffectiveness of the current work engagement paradigm. Moving the needle on employee engagement starts with the employee learning to manage their own work engagement. Based on reinforcement theory, learning theory and cognitive behavioral techniques, a
psychological method for training employees on what and how they can increase and maintain their own personal work engagement has been developed.

This presentation will show how personal work engagement training integrates well with the outcomes assessment results from the Workplace Outcome Suite (WOS). Change-score data from the pooled WOS dataset of 25,000 paired cases to support the claim that EAP-like interventions can improve work engagement scores will be shared.

**Learning Objectives:**

- To learn a new approach for improving an organization's employee engagement program.
- To understand how reinforcement theory, learning theory, and cognitive behavioral techniques can be used to train employees to increase and maintain their own work engagement.
- To learn how to implement personal work engagement training and how it can move the needle in terms of productivity for organizations.

**Speaker:**

**Richard Lennox, M.A., Ph.D., CEO and Founder, WorkMatters**

Dr. Richard Lennox is CEO and founder of WorkMatters, a company specializing in the training of personal work engagement. During the last 30 years, he has conducted extensive research in applied social science, program evaluation and applied psychometrics. Richard has published more than 50 professional articles in peer-reviewed publications and is the designer of the Workplace Outcome Suite (WOS). His latest work is on developing a training strategy and methodology for teaching employees why and how to manage their own personal work engagement. Dr. Lennox obtained his Ph.D. in experimental psychology from Texas Tech University.

**Evening Event:** Experience the Flavor of New Orleans 6:30 – 8:30 pm

See description on page 4.

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**FRIDAY, MAY 10**

**Breakfast in the Exhibit Hall**

7:45 – 8:30 am

Stay energized by beginning the day with some delicious food and hot coffee as you continue your education and networking.

**Opening Remarks and Award Presentation**

8:30 – 8:45 am

**I'm Rubber and You're Glue: Developing Resiliency to Mitigate Health Risks**

8:45 – 9:45 am

Much has been learned about the risk and protective factors for the development of mental illnesses and/or substance use disorders. Military, nursing and disaster research has examined resilience as a key factor in mitigating the impact of stressors on overall health and wellness. This presentation will assert that resiliency can, in fact, be cultivated and mental illnesses can be prevented. A review of risk and protective factors will be presented, and stress links with psychiatric illnesses through biological mechanisms will be examined. Holistic health practices will be discussed as a key to everything via reduction in inflammation and hypothalamus-pituitary-adrenal (HPA) overdrive. Triggers of inflammation that need to be avoided to bolster resilience and reduce risk of illness will be described. Finally, warning signs will be identified along with early interventions that may help develop resilience and fortitude.

**Learning Objectives:**

- To be able to define the term resilience and detail components of this state, and identify risk and protective factors for the development of mental illnesses and/or substance use disorders.
- To understand the link that stress has on psychiatric illnesses through biological mechanisms, including psychoneuroimmunologic and systemic cortisol actions, and describe triggers of inflammation that need to be avoided to bolster resilience and reduce risk of mental illness.
- To distinguish specific warning signs and early interventions that may help develop resilience and fortitude.
Speaker:
Ray Kotwicki, MD, MPH, Chief Medical Officer, Skyland Trail

Dr. Ray Kotwicki is the Charles B. West chief medical officer at Skyland Trail, a private, nonprofit residential and day treatment organization for adults with mental illnesses in Atlanta, Georgia. He oversees all the clinical, educational, quality and research activities within the organization. Ray trained as a Department of Energy Fellow and was a Medical Scholar at the University of Wisconsin Medical School. He had post-graduate training at Harvard Medical School, the Boston University School of Medicine and Emory University, where he earned a Master in Public Health degree in Health Policy and Management. He remains on the adjunctive faculty at both the Emory University School of Medicine and the University of Miami Miller School of Medicine.

 Networking Break in the Exhibit Hall
9:45 – 10:45 am

Changing Crisis Managers’ View of EAPs: Assignment to Inclusion
10:45 – 11:45 am

This presentation will provide insights into the decision-making process by organizational executives during crisis events from multiple perspectives. Participants will gain an understanding of the traditional value placed on EAPs throughout the crisis management process and why it can be damaging to the overall response. Finally, the connection points EAPs can use to enhance both the response and assist the executive team will be identified. The goal is to drive increased engagement by establishing more connections for EAPs to the executive level of the organization during a crisis.

Learning Objectives:
• To provide an overview of the executive decision making process in a crisis.
• To compare and contrast the perceived value vs. real value of an EAP to an organization in crisis.
• To review the points whereby an EAP can provide value in an organizational crisis.

Speakers:
Hart Brown, CORP, CBCP, CLCS, CEH, LPQ, Senior Vice President, R3 Continuum

Hart Brown is a SVP with R3 Continuum and has 20 years of experience in crisis, security, insurance, and global risk management. He has provided support in more than 50 countries and to some of the largest and most complex incidents in recent history. With R3, Hart provides strategic crisis leadership support to executives during critical incidents and assists organizations in developing programs to mitigate high impact reputational, financial, operational, physical, and cyber risks.

Jeff Gorter, MSW, LMSW, Clinical Director and EAP Relations, R3 Continuum

Jeff Gorter, MSW, LCSW, is director of Clinical and EAP Relations at R3 Continuum. He brings more than 30 years of clinical experience, including consultation and extensive on-site critical incident response, to businesses and communities. Jeff has responded directly to the Sept. 11 terrorist attacks, Hurricane Katrina, the Virginia Tech shootings, the Deepwater Horizon Oil spill, the earthquake/tsunami in Japan, the Newtown Tragedy, the Orlando Pulse Nightclub shooting and the Las Vegas shooting. He has conducted trainings and presented at the American Psychological Association Annual Conference, the World Conference on Disaster Management, the International Society for Traumatic Stress Studies Annual Meeting, Employee Assistance Professionals Association (EAPA) Annual World Conference and at other state, national and international venues on a variety of topics.

Box Lunch in the Exhibit Hall
11:45 – 12:15 pm

Measuring Outcomes of Workplace Trauma Response
12:15 – 1:15 pm

Worksite Critical Incident Response (CIR) is a highly prevalent approach used by EAPs throughout the world. CIR is arguably a specialty within the EA profession, aimed at helping affected employees cope with a disruptive workplace event or return to their pre-event level of functioning at work. Despite the high visibility
nature of CIR, there is no accepted measurement tool or approach to evaluate the effectiveness or outcomes of EAP-based CIR interventions, due in large part to the lack of an applied measurement tool and program evaluation methodology.

This interactive and engaging presentation will provide an overview of the newly validated CIR measurement tool, an extension of the Workplace Outcome Suite (WOS) and review how to incorporate the tool as part of business practices. Attendees will learn about results from the pilot sample, lessons learned from the tool’s implementation and details on next steps for those interested in using this tool.

Learning Objectives:

• To gain the ability to deploy a methodological approach to evaluate CIR and understand scale constructs that can be used to measure CIR.
• To better understand the need to collect empirical data on CIR outcomes.
• To learn the early results of the pilot users of the CIR tool.

Speaker:
Barbara Veder, MSW, RSW, Vice President Global Clinical Services, Research Lead and Chief Clinician, Morneau Shepell

Barbara Veder has spent more than 20 years as senior leader with Morneau Shepell. She is widely recognized for her clinical expertise, published research, and counselor education initiatives. She is committed to the development of clinical best practices, resources, and support for individuals struggling with depression, anxiety, and other mental health issues.

Addressing Mental Health through Partnership with SAMSHA, EAPs & Employers
1:15 – 2:15 pm

Commander Karen Hearod will discuss the implication of the recent document, “Mental Health: A Workforce Challenge” that provides a well-documented case of the need for employers to support employee mental health. The document includes insights from a nationwide employee survey and a synthesis of evidence on the effectiveness of workplace mental health interventions. Commander Hearod will review the critical aspects of policy, communication, effective programs, promising technologies, community partnerships and outcome data as avenues to improve the mental health of 157 million working adults.

Learning Objectives:

• To illustrate how SAMSHA is exploring new research, policies and regulations in the areas of telehealth, artificial intelligence and similar technologies with applications to improving workforce mental health
• To describe new features of SAMSHA’s Mental Health Technology Transfer Center and Prevention Technology Transfer Center which will provide valuable technical assistance and training for EA professionals
• To identify and explore additional regional and federal efforts for potential support for emerging workforce mental health challenges

Speaker:
Commander Karen Hearod, MSW, LCSW, SAMHSA Regional Administrator Region VI US Substance Abuse & Mental Health Administration

Commander Karen Hearod, MSW, LCSW, is one of six regional U.S. Administrators for the Substance Abuse and Mental Health Services Administration (SAMHSA). She is currently assigned to Region VI covering Arkansas, Louisiana, New Mexico, Oklahoma and Texas, where she provides technical assistance, promoting program development, policy innovation and system transformation. Previously, she served as the Indian Health Service (HIS) Oklahoma City Area Acting Behavioral Health Consultant and oversaw behavioral health and substance abuse programs across Oklahoma, Texas and Kansas. In addition to chairing the IHS National Zero Suicide Advisory Committee, Karen served on the National Suicide Crisis Policy Committee for the first IHS national suicide care policy. A Licensed Clinical Social Worker, she received her Masters of Social Work from the University of Oklahoma.

Closing Remarks
2:15 – 2:30 pm

The EASNA Institute will conclude with a wrap-up overview of the sessions including time for input from attendees.
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