

# 24<sup>th</sup>

Advance Program

# Annual Institute

Leveraging EAPs to Create a Healthy, Engaged,  
and Productive Workforce



April 25-27, 2012 • Fairmont Palliser Hotel, Alberta, Canada



**easna**

Employee Assistance Society of North America

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## Who Should Attend

EA professionals, psychologists, counselors, social workers, human resource practitioners, health educators, occupational health and safety professionals, labor educators, organizational development experts, researchers and public policy makers, union leaders, personnel directors, family and marriage therapists, substance abuse professionals, management consultants, risk managers, benefits and insurance managers, health promotion and wellness managers and consultants are invited to attend.

## Professional Credits Available

A total of 17 hours of professional development hours” to “A total of 10 hours of professional development (7 more available from the Pre-Institute)/continuing education units from various disciplines may be

earned by Institute participants for a fee of \$20.00.

These include:

- Professional Development Hours (PDHs) for Certified Employee Assistance Professionals (EACC)
- Continuing Educational Units (CEUs) for Social Workers (NASW/ASWB)
- Continuing Educational Units (CEUs) for Psychologists (APA)
- Continuing Educational Units (CEUs) for Certified Professional Counselors (NBCC)
- Continuing Educational Units (CEUs) for Behavioral Health Professionals in California (CBBS)

## Sponsorships, Exhibits and Advertising

For information on Sponsorships, Institute Program advertising, exhibit space, and

delegate bag stuffers, call 703-416-0060, or send an email to [info@easna.org](mailto:info@easna.org).

## The Fairmont Palliser

The room rate will be \$189 CAN a night. To reserve your room online visit the Institute website: [www.easna.org/conferences](http://www.easna.org/conferences) (scroll down the page until you see the “Reserve Your Hotel Room” headline).

## Registration

The early bird registration fee is \$465 for members, \$565 for nonmembers until March 29. Register online at the Institute website: [www.easna.org/conferences](http://www.easna.org/conferences).

## EASNA Membership Discount

EASNA Members receive a \$100 discount on registration. Membership is based on the calendar year. To join, go to [www.easna.org](http://www.easna.org) and click on the “Join EASNA” link on the left side of the page.

## Maximize Your Institute Experience in the EASNA Exhibit Hall

The Institute will bring together some of the top EAP service providers in one room, giving you unmatched networking opportunities, as well as exposure to the professional and organizational tools

you need as an EA Professional. Take advantage of planned uninterrupted hall hours without missing a session, or visit at your leisure, but be sure to spend time in this industry-leading Exhibit Hall.

### Exhibit Hall Highlights

- Internet Café
- Continental Breakfasts
- Box Lunch on Friday
- Coffee Breaks on Thursday and Friday



<b>Wednesday, April 25, 2012</b>	
9:00 a.m.-5:00 p.m.	Pre-Institute Full Spectrum Coaching – Dr. Michael Arloski and Dr. Joel Bennett
6:00 p.m.-8:00 p.m.	Welcome Reception in the Exhibit Hall
<b>Thursday, April 26, 2012</b>	
7:30 a.m.-8:30 a.m.	Continental Breakfast in the Exhibit Hall
8:30 a.m.-10:00 a.m.	Well-Being, Engagement and Productivity: Lessons Learned from Award Winning Employers – Moderated by Dr. David Ballard, American Psychological Association with representatives from Replacements, Ltd and Westminster Savings
10:00 a.m.-10:30 a.m.	<b>Break, Exhibit Hall</b>
10:30 a.m.-12:00 noon	Trends and Perspectives on EAP: Integrating EAP and Wellness Programs. The Viewpoints of Consultants, Purchasers and EAP Professionals – Moderated by Chester Taranowski, Aon Corporation with Kathleen Mahieu, AonHewitt, Mount Royal University and Halliburton
	Using EAP and Evidence Based Tools to Help Facilitate a Supportive Culture for the Return to Work, Especially When Mental Health is a Factor. – Mary Ann Baynton, Program Director, Great West Life, Heather Kaufman, National Director, Strategic Partnerships, Shepell.fgi
12:00 p.m. – 1:30 p.m.	<b>Annual General Meeting Luncheon</b>
1:45 p.m. – 3:15 p.m.	Future Trends in EAP Services and Strategies – Mark Attridge, Attridge Consulting and John Burke, Burke Consulting
3:15 p.m. – 3:45 p.m.	<b>Break, Exhibit Hall</b>
3:45 p.m. – 5:15 p.m.	Best Practice in Integrated Model of EFAP and Specialized Disability Treatment Program – Melanie Goroniuk, University of Alberta and Ann Malain, Homewood Human Solutions
	Punching Up Account Management: A Systems Approach – Annette Kolski-Andreaco, LifeSolutions
<b>TBA</b>	<b>Networking Dinner</b>
<b>Friday, April 27, 2012</b>	
7:30 a.m. – 8:30 a.m.	Continental Breakfast in the Exhibit Hall
8:30 a.m. – 9:30 a.m.	Psychological Health & Safety: An Action Guide for Employers – Dr. Merv Gilbert, Principle Partner, Gilbert Action Ltd.; Jessica Mankowski, Knowledge Broker, Mental Health Commission, Canada and Francois Legault, National Director of Employee Assistance, Health Canada
9:30 a.m.– 10:00 a.m.	<b>2012 Corporate Awards</b>
10:00 a.m. – 10:30 a.m.	<b>Break, Exhibit Hall</b>
10:30 a.m. – 12:00 p.m.	Integrating EAP with Wellness Programs for Total Wellbeing – Dr. Michele Dodds, Vice President, Health & Wellness, ComPsych Corp. and representatives from PNC
12:00 p.m. – 1:00 p.m.	<b>Boxed Lunch Exhibit Hall</b>
1:30 p.m. – 3:00 p.m.	Canadian Pacific Railway Successful Internal EFAP Involvement in a Safe Work Environment – Ken Deptuck, Teamsters Canada, Mauro Morrone, Canadian Pacific Railway and Grant Nash, Canadian Pacific Railway
	EAP Counseling in Today's Digital World – Barbara Veder, Clinical Director; Paul Wittes, Manager, E-Counseling; Lynn Pike, Director Operations Quality and Efficiency, Shepell.fgi

## Wednesday, April 25

### PRE-INSTITUTE WORKSHOP

#### Full Spectrum Coaching

*Dr. Michael Arloski and Dr. Joel Bennett*

With increasing interest in organizational wellness, employee engagement, and “culture of health” strategies, EAPs may be returning to their roots as providers that truly integrate therapeutic and consultative resources to address behavioral health and substance abuse risks at the individual, work group, organizational, and systemic levels. This workshop reviews evidence-based tools for coaching at these levels. The workshop presenters, Dr. Michael Arloski and Dr. Joel Bennett, have combined

their expertise to review basic (often free) resources to develop coaching supports in four primary areas that are often not aligned. These are (1) coaching individual employees in health lifestyle change; (2) coaching/consulting with managers to integrate their health and wellness goals with their leadership goals; (3) coaching/consulting with internal health advocates or work-site “champions” who help spark a culture of health; and (4) training workers to coach each other in EAP peer-referrals skills. This workshop will review each of these areas and provide participants with a simple tool for assessing needs in these areas so that they can develop a “full spectrum” coaching approach for their own or their client organizations. The workshop will be organized in a 4-part sequence, covering the four areas. Each part will review objectives of the coaching approach, research to support its use, a summary of helpful tips to consider, ideas

for incorporating or enhancing approach, a paired or small-group exercise, and discussion. The presenters will discuss application to the prevention of depression and substance abuse.

**Learning Objective 1:** Identify areas within their own approach to coaching/consultation where they can add or enhance one or more coaching strategies across the spectrum.

**Learning Objective 2:** Have both the ability and a plan to use at least one NEW tool, tip, or guideline for enhanced coaching across one or more of the four areas in the full spectrum.

**Learning Objective 3:** Have increased knowledge and skills for conducting an assessment of the coaching/consulting needs within their own/client organization and for identifying evidence based practices for addressing those needs.



## Thursday, April 26

### GENERAL SESSION

#### Well-Being, Engagement, and Productivity: Lessons Learned from Award Winning Employers

*Moderated by Dr. David Ballard, American Psychological Association with representatives from Replacements Ltd. And Westminster Savings*

Although the importance of a healthy workforce has come to be generally accepted, many employers remain frustrated that their efforts fall short in terms of employee and organizational outcomes. Using the American Psychological Association's healthy workplace model, Dr. Ballard will facilitate a panel discussion with leaders from award-winning employers Westminster Savings and Replacements, Ltd., who will share their experiences applying healthy workplace principles in real-world settings, with an emphasis on practical considerations and lessons learned.

**Learning Objective 1:** Understand the link between healthy workplace practices, employee well-being, and organizational performance.

**Learning Objective 2:** Describe barriers to health and productivity outcomes and key success factors for overcoming them.

**Learning Objective 3:** Explain how EA professionals can be part of a system-based effort to promote employee health, engagement and productivity.

### PEER CONCURRENT SESSION

#### Trends and Perspectives on EAP – Integrating EAP and Wellness Programs, Viewpoints of Consultants, Purchasers and EAP Professionals

*Moderated by Chester Taranowski, Aon Corporation, with Kathleen*

#### *Mahieu, Senior Management Consultant, AonHewitt, and representatives from Mount Royal University and Halliburton*

This program will provide an overview of the delivery of EAP services and how they have evolved over the last three years using data from Aon Hewitt's Annual Behavioral Health RFI. This data provides compelling backdrop to a discussion with employers who have successfully evolved their EAP into a resource that supports their health and wellness efforts. This session will further address the needs and perspectives of both businesses and benefit consultants as they consider establishing new EAP and wellness programs

**Learning Objective 1:** Understand trends and innovation in EAP service delivery.

**Learning Objective 2:** Understand specific employers' approaches to aligning their EAP with their health and wellness strategies.

**Learning Objective 3:** To more fully understand an organizational purchasers unique needs when establishing wellness and EAP services.

### PEER CONCURRENT SESSION

#### Using EAP and Evidence Based Tools to Help Facilitate a Supportive Culture for the Return to Work, Especially When Mental Health is a Factor

*Mary Ann Baynton, Great West Life, and Heather Kaufman, Shepell.fgi*

This 90 minute seminar is specifically designed for the EAP professional. You will become knowledgeable on tools and techniques freely available and specifically designed to support Mental Health Return to Work plans. At the end of this seminar you will have an increased ability to provide tangible support to the workplace and individuals in the area of Mental Health return to work planning. You will be provided with leaders guides, DVD's and sample reports which will allow for immediate implementation.

**Learning Objective 1:** To provide EAP

professionals with insight into improving success and sustainability in return to work planning, especially where mental health is a factor.

**Learning Objective 2:** To demonstrate how to leverage freely available evidence based tools and strategies to improve Return to Work outcomes by engaging the workplace.

**Learning Objective 3:** An opportunity to explore unique solutions to complex situations through case examples of successful workplace interventions.

### GENERAL SESSION

#### Future Trends in EAP Services and Strategies

*Mark Attridge, Attridge Consulting, and John Burke, Burke Consulting*

This presentation reviews the results of a 2011 study of industry leaders about trends in the services and strategies offered by employee assistance providers in the US and Canada. Seven kinds of services were examined and rated for how often they are typically used by organizational clients, their importance to defining what EAP should be, and for their business value. Results indicated three groupings of services: Core EAP services, Pareto services, and Connecting services. Also important are key business and societal trends forming the context of market realities now facing EAPs and how EAPs can take advantage of these opportunities to be better positioned for success.

**Learning Objective 1:** Participants will learn the results of a new survey study of EAP professionals about the trends facing the field.

**Learning Objective 2:** Participants will discover the three core kinds of EAP services .

**Learning Objective 3:** Participants will see examples of how EAPs can offer more strategic and consultative services at the organizational level.

## PEER CONCURRENT SESSION

### Best Practice in Integrated Model of EFAP and Specialized Disability Treatment Program

*Melanie Goroniuk, Manager Health Promotion and Work/Life Services, University of Alberta, and Ann Malain, Practice Leader, Homewood Human Solutions*

This session will generate discussion and provide a best practice model for seamless integration of psychological assessment and treatment services offered within an internal disability case management program with an external EFAP. Integration of complementary services is a key component of effective employee health management. Participants will gain an overview of program goals, key points to consider in thinking about integration of services, and the types of measurements available to evaluate program effectiveness.

**Learning Objective 1:** How specialized psychological assessment and treatment services can be a bridge between managed care of short and long term disability case management and EFAP.

**Learning Objective 2:** How to apply key learnings to other EFAP, specialized treatment and disability management programs.

**Learning Objective 3:** How wrap around services within EFAP can assist smooth transition between specialized treatment and enhance return to work outcomes and overall case management effectiveness.

## PEER CONCURRENT SESSION

### Punching Up Account Management: A Systems Approach

*Annette Kolski-Andreaco, Manager Account Services, LifeSolutions*

Account management is a critical EAP function but little is written about underlying concepts to guide the performance of this role. This presentation will offer a systems perspective by focusing on the relationship triangle as a tool by which to potentiate the consultative role of account management.

**Learning Objective 1:** Participants will learn the essential characteristics of a relationship triangle.

**Learning Objective 2:** Participants will be able to identify their own relationship triangles with their customers.

**Learning Objective 3:** Participants will be able to modify consultative strategies based on relationship triangles.

## Friday, April 27

## GENERAL SESSION

### Psychological Health & Safety: An Action Guide for Employers

*Dr. Merv Gilbert, Gilbert Action Ltd., Jessica Mankowski, Mental Health Commission, Canada, and Francois Legault, Health Canada*

This session is intended to provide conference participants with timely and detailed knowledge of a new resource that will be widely available to employers that will provide detailed guidance on creating and sustaining psychologically



healthy and safe workplaces. This resource will complement and support national standards. Participants will have the opportunities to be early adopters and to be active participants in uptake and application. EASNA presentation will serve as one of the key venues for the launch of the guide, which will be a freely available resource for all employers interested in enhancing workplace psychological health and safety.

**Learning Objective 1:** Increase awareness of current research and practice in workplace psychological health and safety (PH&S).

**Learning Objective 2:** Learn a systematic framework for developing and implementing a practical integrated PH&S initiative.

**Learning Objective 3:** Develop skills in knowledge exchange and participate in dissemination of the resource.

**GENERAL SESSION**

**Integrating EAP with Wellness Programs for Total Wellbeing**

**Dr. Michele Dodds, ComPsych Corp. with representatives from CDW**

Recent studies have shown that employer-based wellness initiatives to improve health and productivity may be hampered by employee behavioral health issues:

- 40% of employees say a physical health or emotional problem has interfered with normal activities with family and friends,
- 32% are unable to stop thinking about problems and
- 36% say they are tense or anxious much of the time.

Rampant stress, anxiety and relationship problems influenced in part by a shaky economy have created an environment

in which eating right, exercising and quitting smoking have become increasingly difficult. Savvy employers are taking a total wellbeing approach to wellness, addressing both mental and physical issues to enhance employee performance as well as contain health costs.

In this informative session, Dr. Michele Dodds, VP of Health and Wellness at ComPsych, Along with a representative from PNC will talk about cutting-edge, integrated strategies that leverage the EAP along with wellness programs to combat the underlying problems of unhealthy lifestyle choices. Attendees will learn effective EAP strategies for identifying, assessing and resolving underlying behavioral health issues as part of the wellness process in order to achieve successful outcomes. The result: employees not only reaching current wellness goals but achieving lasting behavior change.

**Learning Objective 1:** How to integrate EAP/behavioral health benefits with wellness programs in order to resolve underlying issues).

**Learning Objective 2:** How to address stress as part of the wellness process.

**Learning Objective 3:** Best practices in vendor coordination for successful outcomes.

**PEER CONCURRENT SESSION**

**Canadian Pacific Railway Successful Internal EFAP Involvement in a Safe Work Environment**

**Ken Deptuck, Teamsters Canada, Mauro Morrone, Canadian Pacific Railway, and Grant Nash, Canadian Pacific Railway**

This session will showcase Canadian Pacific Railway's successful internal EFAP

by demonstrating the collaboration of a successful long standing joint partnership of Senior Labour and management Officers by delivering industry leading best practices in a continuous improvement environment

**Learning Objective 1:** Understand the benefits of an internal EFAP.

**Learning Objective 2:** Understand the CPR Critical Incident Response Program.

**Learning Objective 3:** Understand the CPR substance abuse monitoring program.

**PEER CONCURRENT SESSION**

**EAP Counseling in Today's Digital World**

**Barbara Veder, Shepell.fgi, Paul Wittes, Shepell.fgi, and LynnPike, Shepell.fgi**

This session will illustrate how technology is reshaping how people learn and communicate and the importance of adapting our EAP culture to meet the changing needs and demands of the employer and the employee client base and their families.

**Learning Objective 1:** Develop an understanding of the change in communication styles and vehicles and the impact of technology on the types of counselling services employers and clients are asking for.

**Learning Objective 2:** Examine how these new counselling options are capable of reaching more users than traditional face-to-face counselling.

**Learning Objective 3:** Evaluate what we have learned from offering these various modalities of service, and how we can apply what we have learned to clinical best practices.

# 25<sup>th</sup> ANNUAL EASNA INSTITUTE



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Sax Hotel Chicago | Chicago, IL

