

Conference Sessions

THURSDAY, OCTOBER 22, 2009

10:45 AM – 12:15 PM

1022-1C-050: New Tools for EAPs to Deliver Higher Levels of Value

Judith Mickenberg, ACSW, LICSW

In 2008, Aetna EAP partnered with George Washington University to pilot the use of Screening and Brief Intervention (SBI) within an EAP call center. The session will introduce the alcohol risk screening tool used, the SBI implementation model, pilot results, and lessons learned. The preliminary results suggest significant value to both the workplace and individual for employing SBI. The session will encourage the audience to consider additional ideas and provide resources that may be of use to practitioners and programs for successful integration of SBI within EAP settings.

1022-1D-060: Developing a Strategic Plan During Turbulent Times

James Duffy, MBA, CEAP

A majority of today's EAP managers have ascended from clinical to management positions because they are exceptional leaders with the energy and vision to succeed. However, these talented EA professionals often have minimal experience or education in business development. Once in a leadership role and with limited resources, they are asked to develop a strategic plan for the organization or entity they administer. This presentation will provide an interactive and dynamic exploration of the elements of a strategic marketing plan. Developing this skill set brings value to the work organization and enhances leadership skills in a changing economic environment.



1022-020: World Update

FACILITATED BY: Wolfgang Seidl, MD

PANELISTS: Dirk Antonissen; Anastasia Rush, PhD; Elena Carr

Panelists will present case studies from around the world demonstrating how EAPs adapt to socioeconomic change in different cultural contexts. Examples will highlight the practical application of the EAP Core Technology in different parts of the world. The panel of speakers will also review case studies of product innovation that give fresh relevance to EAP as a management tool in times of crisis. Supported by empirical data, the presenters will share their experience, and engage the audience with lesser known concepts and workplace realities from their part of the world.

1022-1E-070: Online Resources for Managing Teen Behavioral Issues and for Divorcing Parents

Donald Gordon, PhD; Sheila Troy

Teaching conflict reduction skills and emphasizing the importance of social support can help insulate families from the financial and emotional shocks of turbulent times. Two widely-used evidence-based programs (US Dept. of HHS Model Programs), "Parenting Wisely" and "Children in the Middle," have been made available in an online format. Three well-controlled studies from the US, Ireland and South Africa demonstrate the online program's effectiveness. This session will review the structure of these bilingual (English and Spanish) tools, the results seen from parents who have participated in the programs, cost-effectiveness and the potential for wide spread use of this intervention.

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2:00 PM – 3:30 PM

1022-2A-080: How EAPs Can Develop 21st Century Leaders

Christine Dickson, PhD

Organizations around the world are beginning to recognize the importance of creating flexible, responsive work environments to remain competitive in the 21st century global marketplace. What organizations around the world do not necessarily discuss is how to develop and coach leaders to be effective in this environment. The goal of this session is to explore how EA professionals can leverage their unique skills and abilities to create cutting edge leadership development and coaching services.

1022-2B-090: Internet Secrets for EA Professionals: Boost Your Organization and Your Practice

Michael Klaybor, EdD; Marina London, LCSW

EA professionals face a changing world, and nothing is changing faster than the Internet. Current developments present enormous opportunities for savvy EA professionals. This informative (and entertaining) presentation will help you leap into the 21st century and maximize your professional exposure and earning potential. This session will focus on understanding available technologies including blogs, Skype, social networking, and podcasts. Participants will then have the information necessary to help them decide which tools are best suited to their current professional objectives. The Internet is still in its infancy. Now is the time to learn and catch up.