

## **A Strategic Approach to Employee Well-Being and Organizational Performance**

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### **Summary:**

Although the importance of a healthy workforce has come to be generally accepted, many employers remain frustrated that their wellness efforts are falling short in terms of both employee and organizational outcomes. This webinar will go beyond the fragmented approach of one-off programs to present a comprehensive, systems-based framework for promoting a workplace culture where both employees and the organization thrive.

Using the American Psychological Association's healthy workplace model, participants will examine the key characteristics of a healthy, high-performing organization, with special attention given to the importance of custom tailoring workplace practices to meet the unique needs of an organization and its workforce. Case examples from award-winning Northeast Delta Dental will demonstrate the application of psychologically healthy workplace principles in a real-world setting, with an emphasis on practical considerations and lessons learned.

### **About Our Speakers**



**David W. Ballard, PsyD, MBA**, is the Assistant Executive Director for Marketing and Business Development at the American Psychological Association. In this capacity, he spearheads the Psychologically Healthy Workplace Program, an initiative designed to help employers create a workplace culture that promotes employee well-being and organizational performance. Dr. Ballard has provided research and consultation to government agencies, medical schools and universities in the areas of public health, prevention and healthcare finance and has experience in management, marketing and consumer research. He is on the Board of Directors of the Health Enhancement Research Organization and the C. Everett Koop Health Awards and serves on advisory boards for the National Business Group on Health and the Mayo Clinic Center for Social Media. Dr. Ballard received his doctorate in Clinical Psychology and his MBA in Health and Medical Services Administration from Widener University, where he completed concentrations in organizational and forensic psychology.



**Connie Roy-Czyzowski, SPHR, CCP**, is the Vice President of Human Resources for Northeast Delta Dental. She is a Senior Professional in Human Resources and a Certified Compensation Professional and was awarded the 'HR Hero' Award by her peers in 2003. Over the years, she has actively participated in the governance and activities of local chapters of the Society for Human Resource Management and the statewide HR conference. Connie also serves as a Trustee of the Community College System of New Hampshire and a member of the HR Advisory Board for Moore Center Services, Inc. Northeast Delta Dental is a leader in the dental marketplace in Maine, New Hampshire, and Vermont. Based in Concord, New Hampshire.