



Asia Pacific Employee Assistance Roundtable

2026 Conference

08 April – 10 April 2026
Seoul, Republic of Korea



*Thrive Through AI Transformation:
EAP in an Unpredictable World of Changes*

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Welcome - President Dr. Kaoru Ichikawa



Welcome to this global gathering of Employee Assistance Professionals. It is my great pleasure, on behalf of the Asia Pacific Employee Assistance Roundtable (APEAR), to welcome participants from around the world. Although this conference is organized by APEAR, our community has become truly global - reflecting the shared challenges and responsibilities we face across regions, cultures, and systems. Today, millions of people are using AI companions to solve problems, obtain information, and even make important life decisions. AI companions and AI-based therapeutic tools are rapidly expanding their presence in mental health support. This evolution raises a fundamental question for our profession: **Will AI replace human counselors or redefine our role?**

At the same time, serious concerns are emerging. Lawsuits have been filed alleging that AI companions recommended or assisted suicide. Ethical issues surrounding the use of AI in mental health are now at the center of global attention. Employee Assistance Professionals are standing at a critical crossroads. AI is already having a profound impact on our clients' lives. Across industries, many are experiencing rapid job changes, while others are being forced to reconsider their careers as technology transforms or replaces existing roles. As a result, resilience the ability to adapt, recover, and grow through change has never been more essential.

Within EAP practice itself, the use of AI continues to expand. Professionals are increasingly integrating AI into counseling support, preventive education, and psychoeducational seminars. Traditional 24/7 telephone services are also evolving to include AI-based call responses and chat counseling, enabling more timely and accessible support. Yet this progress brings important questions: **When should human counselors intervene? How do we ensure the quality of AI-supported counseling? How do we uphold ethical standards, safety, and human dignity?**

These are just some of the critical questions we will explore together during this conference and many more. I hope this gathering provides you with meaningful insights, practical guidance, and new perspectives on the responsible use of AI within EAP. Most importantly, an in-person conference offers something technology cannot replace: human connection. Many of you are here year after year and I am happy to see you all again, but I am also very delighted to see many new faces amongst us too. I encourage you to engage fully, build new relationships, and expand your professional network. In fact, I challenge you to step out of your comfort zone and introduce yourself to someone you have not met before and make a new connection over the next few days. May these connections deepen your EAP practice and strengthen our global community.

Thank you for being part of this important dialogue.

A handwritten signature in blue ink that reads "Kaoru Ichikawa".

Sincerely,

Kaoru Ichikawa, Ph.D., CEAP
President, Asia Pacific Employee
Assistance Roundtable (APEAR)

Email: kaoru.ichikawa@resilie.co.jp

Social Media:

<https://www.linkedin.com/in/kaoru-ichikawa-ph-d-86259621/>

<https://www.instagram.com/stories/resilielab/>

<https://www.facebook.com/kaoru.ichikawa.75>



Welcome – CEO of EAPA, Julie A. Fabsik-Swarts



Employee Assistance Programs are changing rapidly as workplaces reassess how they support employee wellbeing in an increasingly complex and demanding environment. Once viewed primarily as short-term counseling and referral services, EAPs are now becoming a central part of organizational strategy, reflecting broader shifts in attitudes toward mental health, work-life balance, and employee expectations.

A major driver of this transformation is the significant influx of investment into the mental health space. Employers are investing heavily in EAPs as they recognize the direct link between mental health, productivity, retention, and organizational performance. At the same time, the field has seen rapid growth in for-profit organizations entering the EAP and workplace wellness marketplace, many backed by private equity or venture capital and drawn by increasing demand for mental health services.

Technology—and particularly artificial intelligence—is also reshaping how EAP services are designed and delivered. AI tools are being explored and adopted to expand access, improve triage and referral pathways, enhance data-informed insights, and support early identification of risk, while raising important questions about ethics, privacy, equity, and clinical quality. These developments are changing expectations for responsiveness, personalization, and scalability across EAP models.

In response to these shifts, the Employee Assistance Professionals Association (EAPA) has established an AI Task Force to examine the responsible use of AI in EAPs and workplace mental health. The Task Force is focused on helping the field navigate innovation thoughtfully—balancing technological advancement with professional standards, confidentiality, and the human-centered values that have long defined employee assistance work.

Concurrently, workplace expectations of EAPs have fundamentally shifted. Employees want services that are easy to access, confidential, culturally responsive, and flexible enough to fit into their lives. One-time referrals are no longer sufficient. Employees' expectations are increasing, and employers, in turn, expect EAPs to contribute to resilience, psychological safety, and a healthier workplace culture.

The changing face of EAPs reflects larger questions about how mental health care is delivered, funded, and valued at work—and how organizations, practitioners, and professional associations like EAPA balance access, quality, innovation, and outcomes in a rapidly expanding and increasingly commercialized field.

A handwritten signature in blue ink that reads 'Julie Fabsik-Swarts'.

Warmly,

Julie Fabsik-Swarts, MS, CFRE, CAP, CEAP
Chief Executive Officer – Employee Assistance
Professionals Association (EAPA)

Email: J.swarts@eapassn.org
Social Media: <https://www.linkedin.com/in/julie-fabsik-swarts>



APEAR Board



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8th April 2026

DAY 0

18:30 ~ 21:00 | Welcome Reception

– Join us at *Together & Co*, 2nd floor, Hilton Garden Inn, Gangnam, Seoul for a Welcome dinner buffet.

9th April 2026

DAY 1

08:30 – 09:00 | Registration (& Networking)

– *All Participants (International & Day Passes)*

09:00 – 09:05 | Opening Remarks

– *Miyen Low, Board Member, APEAR*

09:05 – 09:15 | Welcome Speeches

– *Dr. Kaoru Ichikawa, Board President, APEAR*

– *Dr. Seungkyun Na, CEO, DAIN & Local Organizing Partner*

09:15 – 09:30 | Cultural Performance

– *DTP HWA RYEO*

09:30 – 10:10 | Korean Government Drive on Mental Health Wellbeing and AI (Keynote) – *Dr Young-Chul Shin*

10:10 – 10:40 | From Emotion-Sensing AI to Clinical Action: How AI Is Transforming Counseling and EAP Services

– *Dr. Jungsun Kim, LG Uplus*

– *Taihyung Lee, DAIN*

10:40 – 11:00 | **Coffee / Tea Break**

11:00 – 11:05 | Award Nominee 1: A SNS-based Counseling System
Integrate with Chatbot

– Ayumi Nishikawa, COO, WorkWay Inc.

11:05 – 11:35 | Does AI Have a Role in EAP Intake Processes?

– Chris Lawrance, Perspection Limited

11:35 – 12:05 | “But My AI Therapist Says...” – Providing Therapy in the Era of AI

– Dr. KC Lee, International Counselling and Psychology Centre

12:05 – 12:35 | Clinical Excellence and AI – Can They Really Coexist?

– Alexandru Manescu, Corporate Counselling Services (CCS)

12:35 – 13:35 | **Lunch Break**

13:35 – 13:40 | Award Nominee 2: “Fit with PHC” – A PHC Surabaya Hospital
Wellness Program

– Dr. Izzatul Abadiyah, PHC Surabaya Hospital

13:40 – 14:10 | Beyond Counselling: Integrating EAP with Preventive and
Physical Health for Sustainable Engagement, Amplified
Through AI-Driven Personalization

– Rohit Chohan, Truworth Wellness

14:10 – 14:40 | Rethinking EAP: Organizational Interventions for Employee
Mental Health in the Era of AI Transformation

– Heondeuk Joo, Telus Health Korea

14:40 – 14:45 | Tripartite Digital Employee Assistance Ecosystem

– Leon CK Leong, MindFi

14:45 – 15:15 | Beyond the Chatbot: Building an AI-Augmented Continuum of Care

– Leon CK Leong & Gangeshwar Krishnamurthy, MindFi

15:15 – 15:45 | The Future of EAP Measurement: An AI Innovation for Wellbeing, Learning, and Business Impact

– Anca Coriiu, Wellcast ROI Global

– Kate Hill, Sylara Labs

15:45 – 16:05 | **Coffee Break**

16:05 – 16:10 | Award Nominee 4: Resilience Training Utilizing LEGO® SERIOUS PLAY®

– Santa Tamura, Minnanotameno Co., Ltd.

16:10 – 17:00 | Panel Discussion: Compassion or Code - Is There a Role for AI in Mental Health?

– Michele Grow, APM

– John Levy, CCA

– Mira Youk, Solvist Worldwide

– Aiden Asaheran, Naluri

17:00 – 17:15 | Closing & Group Photo

– Miyen Low, APEAR, All Participants

17:15 – 18:00 | Poster Presentation & QnA

– Please visit Poster Presentation Area to learn from 8 presenters

18:30 – 21:00 | **Gala Dinner (EL Tower 8F)**

– Gukak Performance, Dinner & Networking

08:30 – 08:35 | Opening Remarks

– *Miyen Low, Board Member, APEAR*

08:35 – 09:00 | Message from EAPA: Global Organizing Partner of APEAR Conference 2026

– *Julie Fabsik-Swartz, EAPA, USA*

09:00 – 09:30 | AI in EAP: Survey of EA Professionals Globally

– *Dr. Mark Attridge, Attridge Consulting, Inc.*

09:30 – 10:00 | Scaling Workers' Wellbeing through AI: Enhancing EAP Accessibility and Operational Efficiency for Global South Migrant Workforces in the Gulf

– *Alizeh Valjee, Saaya Health*

– *Sarmad Ahmad, Saaya Health*

10:00 – 10:30 | EAP Book of Business and Outcome Measurement

– *Rick Ichikawa, Certified Public Psychologist / EAP Counselor*

– *Ayumi Nishikawa, WorkWay Inc.*

10:30 – 10:55 | **Coffee Break**

10:55 – 11:00 | Award Nominee 5: “Café-Style Hub for Occupational Health Support” in Niigata City

– *Takatoshi Okamura, Yabitsu Construction Co., Ltd.*

11:00 – 11:30 | An Early Intervention in Mental Health Support at Workplace

– *Liliana Dias, Bound Health*

11:30 – 12:00 | Integrating a Holistic Wellbeing Program in a Global Setting

– *Bruce Greenhalgh, Global Wellbeing*

12:00 – 12:05 | Award Nominee 6: “CBGT with a Primary-Prevention Focus in Workplace Mental Health Practice”

– Santa Tamura, Association of Cognitive Behavioral Group Therapy

12:05 – 12:10 | Award Nominee 7: “Leadership Coaching for Self-Care, Recognizing Burnout Risks, and Building Resilience”

– Nancy Lo, Four Dimensions Consulting Ltd.

12:10 – 12:40 | Leveraging Positive Psychology and Team Building to Cultivate Extraordinary Employee Experiences and Unlock Collective Potential

– Bobo Bu, ZC Success Ltd.

12:40 – 13:10 | Neuro-Inclusion in the Work Culture

– Pamela Lister, Kaiser Permanente

13:10 – 13:30 | Closing Ceremony

13:30 – 14:30 | **End of Conference: Lunch & Networking**

Keynote

Korean Government Drive on Mental Health Wellbeing and AI



DR. YOUNG-CHUL SHIN (MD, PhD)
Chair, Korean Mental Health Policy Innovation
Committee

Advisor, Workplace Mental Health Institute,
Seoul, Republic of Korea

- Professor of Psychiatry and a leading expert in workplace mental health
- Advisor to government agencies and major corporations on stress management and preventive mental health strategies

Abstract

This session examines Korea's evolving mental health landscape shaped by structural workplace pressures and cultural factors. It highlights the government's shift toward prevention and workplace-based interventions, alongside the growing strategic role of EAPs in supporting resilience and organizational performance.

The session also explores how AI and digital technologies are transforming mental health services, while addressing key ethical and implementation challenges, offering broader insights for the Asia-Pacific region.

Conference Speakers – Day 1

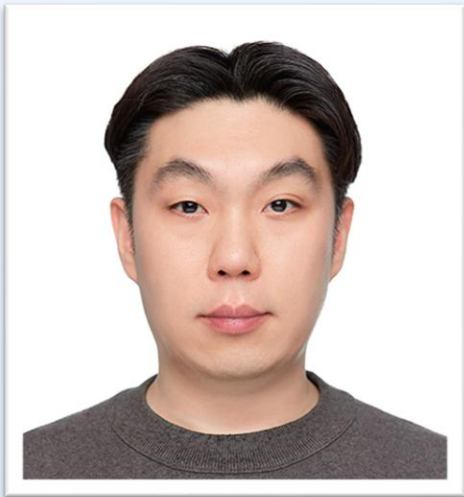
Topic 1: From Emotion-Sensing AI to Clinical Action: How AI Is Transforming Counseling and EAP Services



Dr. Jungsun Kim

Lead Researcher , LG Uplus, Republic of Korea

- PhD in Big Data from Ewha Woman's University
- Former researcher at SK Telecom
- Currently leads affective AI research within the CTO organization at LG Uplus
- Head of the Psychological Care Agent Development Task Force at LG Uplus



Taihyung(Tai) Lee

R&D Team Lead, DAIN EAP, Republic of Korea

- Specialist in EAP and occupational psychology
- Earned his Master's degree in the U.K.
- Dain's R&D team Lead, delivering data-driven insights for sustainable organizational growth
- Participating researcher in South Korea's R&D project on Large Language Model-based psychological care

Abstract

This session explores the application of emotion AI technologies, including voice-based stress analysis and multimodal recognition, in workplace mental health services. Combining LG Uplus's AI initiatives with DAIN's Measurement-Based Care (MBC) practice, it demonstrates how AI supports clinical decision-making and reduces counselor workload.

The session presents a practical framework for integrating MBC and AI to enhance counseling effectiveness and organizational outcomes.

Topic 2: Does AI have a role in EAP intake processes?



Chris Lawrence

Counsellor and EAP Leader, Hong Kong

- Experienced counsellor with over 25 years of practice
- Has lived in Hong Kong for nearly four decades, bringing deep cross-cultural insight into diverse populations
- Transitioned from Senior Captain at an international airline to building a dedicated EAP provider practice
- Focuses on human factors to deliver high-quality support for both individual clients and corporate partners

Abstract

This session examines client experience as a critical driver of engagement and outcomes in EAP/EWS services, with a focus on improving first-session attendance. It explores key barriers within the intake process and how they impact client perception and engagement.

The session also evaluates the role of AI and LLM-based tools in enhancing intake interactions, improving responsiveness, and creating a more supportive and effective client journey.

Topic 3: "But my AI therapist says..." Providing therapy in the era of AI: How should therapist respond to 'another' expert in the room?



Dr. KC Lee

UK-Registered Psychologist, Singapore

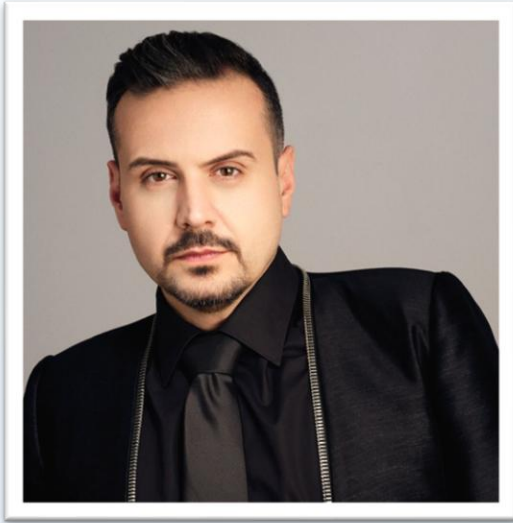
- Helps clients build on their own experiences, values, culture, and social context to create meaningful change
- Brings an energetic, engaged, and focused approach to psychological support
- Has international experience across London, Singapore, Shanghai, and Ningbo
- Works with young adults, professionals, couples, and families from diverse backgrounds

Abstract

This session examines the growing influence of AI-generated insights in therapy sessions and the clinical challenges they present. It explores how therapists can respond when AI-informed perspectives conflict with professional judgment, particularly within limited session time.

The session outlines key risks, safeguards, and ethical considerations, offering practical guidance for EAP providers on integrating AI responsibly into therapeutic practice.

Topic 4: Clinical excellence and AI– can they really coexist?



Alexandru Manescu **International Clinical Director, Corporate** **Counselling Services (CCS), Romania**

- Senior international clinical leader with over 20 years of experience
- Holds multiple master's degrees in clinical practice, psychotherapy, health management, and business administration
- Oversees clinical service delivery across 50 countries and advances culturally adaptive clinical methodologies
- Leads CCS's business development strategy and Clinical Excellence strategic axis

Abstract

This presentation examines the evolving relationship between artificial intelligence and clinical excellence in mental health, addressing both current limitations and future opportunities. It explores ethical tensions, risks, and the boundaries of technology in complex human care, while outlining pathways for AI to support rather than replace clinical judgment.

The session highlights key considerations around trust, responsibility, and oversight, offering a strategic perspective on aligning technological innovation with clinical integrity and patient-centered care.

Topic 5: Beyond Counselling: Integrating EAP with Preventive and Physical Health for Sustainable Engagement, amplified through AI-driven personalization



Rohit Chohan

Co-Founder and CEO, Truworth Wellness, India

- Brings over 20 years of experience in building people-centric health systems
- Specializes in Employee Assistance, preventive care, primary care, and benefits management
- Designs outcome-led and culturally relevant wellbeing models for complex, high-growth markets
- Supports organizations in building sustainable and measurable employee wellbeing ecosystems

Abstract

This session explores the evolution of Employee Assistance Programs (EAPs) from standalone counselling services to integrated components of organizational health strategy. Drawing on real-world implementations, it demonstrates how linking EAP with preventive care and primary health services improves engagement, reduces stigma, and enables earlier intervention.

The session also highlights the role of technology and AI in enhancing access and triaging, while maintaining human-led care, offering practical insights into building sustainable, outcome-driven wellbeing ecosystems.

Topic 6: Rethinking EAP: Organizational Interventions for Employee Mental Health in the Era of AI Transformation



Hundek(Peter) Joo

Head of EAP Division, Korea, TELUS Health, Republic of Korea

- Organizational psychologist and mindfulness meditation practitioner
- Brings over 10 years of experience consulting on and managing EAP programs across Korea
- Developer of the CBC (Consulting Beyond Counseling) package, a comprehensive employee mental health assessment tool
- Led assessments across more than 300,000 employees

Abstract

This session examines the impact of rapid AI-driven transformation on workforce mental health across Asia-Pacific, with a focus on Korea. Drawing on national Mental Health Index data, it highlights regional challenges shaped by structural and cultural factors.

The session argues for expanding EAP beyond individual counselling toward organizational-level interventions, offering practical insights on building culturally responsive and sustainable mental health strategies in an evolving workplace.

Topic 7: Beyond the Chatbot: Building an AI-Augmented Continuum of Care



Leon CK Leong
CEO, MindFi, Singapore

- Leads a global network of approximately 1,500 mental health and coaching practitioners
- Supports employee wellbeing across more than 60 countries
- Focuses on transforming employee assistance from a reactive service into a predictive, human-centered model



Gangeshwar Krishnamurthy
Co-Founder and CTO, MindFi, Singapore

- Architect of MindFi's AI-augmented Continuum of Care framework
- Expert in Human-Centric AI, bridging machine learning and clinical empathy
- Applies Multimodal Sentiment Analysis to better understand user context beyond keyword-based signals
- Focuses on building AI that is both high-performing and emotionally aware

Abstract

This session presents an AI-augmented approach to evolving Employee Assistance Programs into predictive, continuous care ecosystems. It introduces the "AI-Augmented Continuum of Care," highlighting innovations such as intelligent triage and provider co-pilot systems that enhance personalization, optimize care pathways, and support clinical decision-making.

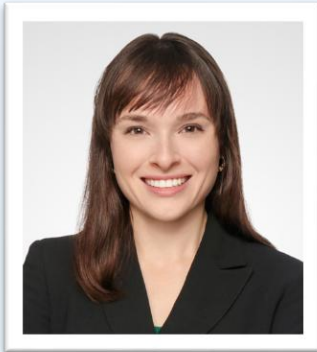
Emphasizing augmentation over replacement, the session demonstrates how AI can reduce clinician burden while strengthening therapeutic effectiveness and outcomes.

Topic 8: The Future of EAP Measurement: An AI Innovation for Wellbeing, Learning, and Business Impact



Anca Coriiu
Executive Director, Wellcast ROI, Switzerland

- Specialist in ROI for health and wellbeing programs
- Brings over 10 years of experience connecting wellbeing science, financial analytics, and organizational decision-making
- Helps organizations measure and strengthen the business value of wellbeing initiatives



Kathryn Hill
Head of Product and Learning Innovation, SYLARA Labs, China

- Head of Product and Learning Innovation at SYLARA Labs
- Holds an MBA and an M.Ed. in Education Technology
- Specializes in the design of AI-integrated learning experiences
- Focuses on improving engagement and delivering measurable knowledge transfer

Abstract

This session explores how AI-enabled learning platforms can strengthen the credibility of Employee Assistance and behavioral health programs by linking outcomes to measurable business impact. Drawing on early pilots of Sylara, it demonstrates how indicators such as resilience and engagement can be connected to absenteeism, retention, and productivity, and translated into financial value.

The session provides practical insights into integrating learning and EAP outcomes to enhance trust and long-term organizational wellbeing.

Topic 9: Trends in Artificial Intelligence Adoption for the Employee Assistance Industry: A Global Comparison 2025 & 2026



MARK ATTRIDGE (PhD, MA)
President, Attridge Consulting, Inc., USA

- President of Attridge Consulting, Inc., an applied research consulting firm founded in 2007
- Has worked with over 70 EAP and healthcare providers, benefits consultants, non-profits, industry organizations, and academic researchers in the U.S. and internationally
- Developed tools to estimate cost savings and business value, including ROI calculators for EAP counseling services

Abstract

This presentation provides an update on the applied research study “AI in EAPs: The New Frontier,” presenting Phase II findings on the evolving impact of AI on employee assistance practice and service delivery. It examines current adoption trends, key application areas, and both opportunities and risks.

The session offers evidence-based insights to inform decision-making on AI integration, provider training, and governance, supporting the effective and responsible advancement of EAP services.

Conference Speakers – Day 2

Topic 10: Scaling workers wellbeing through AI: Enhancing EAP Accessibility and Operational Efficiency for Global South Migrant Workforces in The Gulf



ALIZEH VALJEE

Co-founder, COO, Mental Health Counsellor, Saaya Health – Bahrain

- Co-founder and COO of Saaya Health, a tech-enabled company expanding access to mental health and wellbeing services
- Helped lead Saaya Health's rapid growth during the COVID-19 pandemic as demand for mental health support increased
- Co-founder of the non-profit organizations CareForHealth and Taskeen, and also practices as a counsellor and somatic dance facilitator



SANIA SOHAIL

Wellbeing Programs Manager, Mental Health Counsellor, Saaya Health – Pakistan

- Holds a BS in Social Science and Liberal Arts with a major in Psychology from the Institute of Business Administration, Karachi
- Earned an Advanced Diploma in Humanistic Integrative Counselling from CPPD UK & Member of the British Association for Counselling and Psychotherapy (MBACP)
- Published author in social psychology, with research focused on perception, interpersonal attitudes, and human behavior

Abstract

This session examines the mental health challenges faced by Global South migrant workers in the Gulf region, shaped by structural, cultural, and transnational labor dynamics. It presents how culturally responsive, AI-enabled EAP models can improve accessibility, early identification, and continuity of care.

Drawing on large-scale implementation, the session demonstrates how multilingual AI tools and digital interventions enhance service delivery, offering practical insights into expanding workforce wellbeing in complex global environments.

Topic 11: EAP Book of Business and ROI/Service quality-WOS



AYUMI NISHIKAWA
COO, WorkWay Inc., Japan

- Pioneering leader EAP and workplace mental health in Japan
- Introduced EAP to the Japanese corporate sector and has led multiple EAP organizations through significant growth
- Currently serves as COO of WorkWay Inc. and as a board member of the Mental Rescue Association (NPO) and EAPA Japan



RICK ICHIKAWA
Certified Public Psychologist, WorkWay Inc., Japan

- Combines clinical expertise with strong organizational insight
- Manages WOS analysis, corporate client relationships, and self-referral counseling cases
- Focuses on promoting mental wellbeing and resilience in corporate environments
- Supports organizations in strengthening employee engagement and performance

Abstract

This presentation examines the growing mental health challenges in Japan's workforce, highlighting persistent high suicide rates and increasing work-related psychological distress. Using empirical data from the Workplace Outcome Suite (WOS), it evaluates the effectiveness of Employee Assistance Programs (EAPs) on employee outcomes.

By integrating statistical findings with cultural context, the session demonstrates how EAP can serve as a strategic tool to enhance psychological wellbeing and organizational resilience in Japan.

Topic 12: An early intervention in Mental Health Support at Workplace (an evidence-based approach in partnership with occupational health professionals)



LILIANA DIAS

Managing Partner, Bound Health, Lisbon, Portugal

- Psychologist specialized in Occupational Health Psychology with over 20 years of experience in workplace mental health and organizational wellbeing
- Holds dual Master's degrees in Health Psychology and Human Resources Management
- Also holds an advanced specialty in Occupational Health Psychology from the Portuguese Psychologists' Association
- Managing Partner at Bound Health and Executive Board Director of the Employee Assistance European Forum (EAEF) since June 2023

Abstract

This presentation introduces the Mental Health Partner Programmed, a proactive and preventive approach to workplace mental health. It demonstrates how early identification and tailored interventions, supported by occupational health professionals, can enhance access to care and reduce gaps in traditional EAP models.

Drawing on real-world applications, the session outlines a structured, evidence-based framework combining digital screening and preventive consultations to strengthen resilience and promote sustainable workplace wellbeing.

Topic 13: Integrating a holistic wellbeing program in a global setting



BRUCE GREENHALGH

Psychotherapist, Clinical Supervisor/Trainer,
Mindful Consultant Services, Oxford, UK

- Council Director for Wellbeing Executives at The Conference Board
- Former Head of Global Wellbeing at Rolls-Royce Aerospace and British Telecom
- Fellow of the UK Chartered Institute of Personnel and Development and an accredited psychotherapist
- Brings over 40 years of experience in Employee Assistance and workplace wellbeing

Abstract

This session draws on over four decades of global experience to examine what it takes to build and sustain effective workplace wellbeing strategies. It explores how organizations can move beyond fragmented initiatives toward integrated, systemic approaches across diverse cultural contexts.

The session provides practical guidance on measuring wellbeing, understanding key success factors, and implementing scalable, sustainable programs that strengthen organizational performance and employee wellbeing.

Topic 14: Leveraging Positive Psychology and Team Building to Cultivate Extraordinary Employee Experiences and Unlock Collective Potential



BOBO BU

Psychologist / Managing Director, ZC Success Ltd., Guangzhou, China

- Managing Director at ZC Success, specializing in Employee Assistance Programs and organizational development
- Previously held management roles Asia-Pacific region at HSBC, Atotech, and MKS
- Experienced in partnering with regional leaders to localize strategies that strengthen corporate culture and business goals
- Former Director at the China representative office of MBTI®

Abstract

This session explores how immersive wellbeing experiences can unlock individual and team potential beyond traditional Employee Assistance Programs. It presents an experiential model combining multi-sensory interventions with reflective practices to enhance engagement and resilience.

The session also examines how AI-enabled technologies—such as real-time emotional sensing and adaptive environments—can amplify these experiences, offering personalized insights and early risk detection while strengthening collective wellbeing and organizational performance.

Topic 15: Neuro-inclusion in the Work Culture



PAMELA LISTER

National EAP Consultant, Kaiser Permanente, California, USA

- National Employee Assistance Professional at Kaiser Permanente and a California Licensed Marriage and Family Therapist
- Recognized for advancing neuro-inclusive leadership and workplace design
- Brings over 12 years of experience in employee assistance, including national disaster response work with the United States Postal Service
- Vice President and former President of the San Francisco Bay Area EAPA chapter, and recipient of the 2024 EAPA Professional of the Year Award

Abstract

This session explores the growing importance of cognitive diversity and neuro-inclusion in shaping effective, resilient workplaces. It examines how differences in information processing and sensory experience influence performance, engagement, and psychological safety.

The session highlights how intentional design of environments, leadership practices, and cultural norms can support diverse cognitive needs, offering evidence-informed strategies to enhance inclusion, innovation, and sustainable organizational performance.

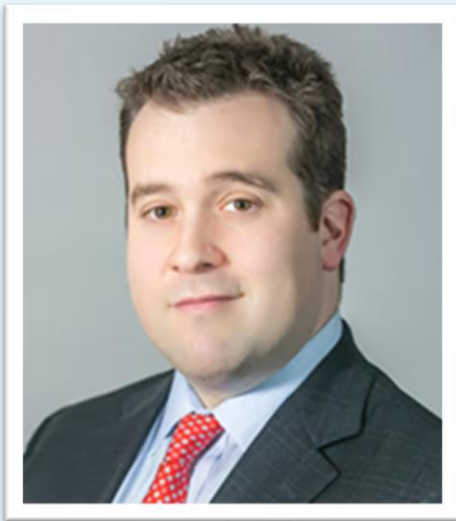
Topic: Compassion or Code: Is there a role for AI in Mental Health?



MICHELE GROW

CEO Mental Health and Wellness, APM, Sydney, Australia

- Long-standing leader in Employee Assistance Programs and organizational development
- Recognized thought leader and service innovator in workplace mental health and wellbeing
- Advises boards and senior executives on reducing workforce risk and strengthening measurable wellbeing outcomes
- Brings over 25 years of leadership experience in the EAP field

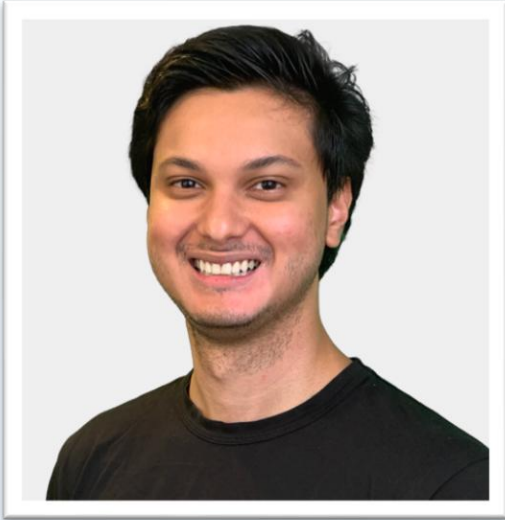


JOHN LEVY, Esq.

President, CCA, New York, United States of America

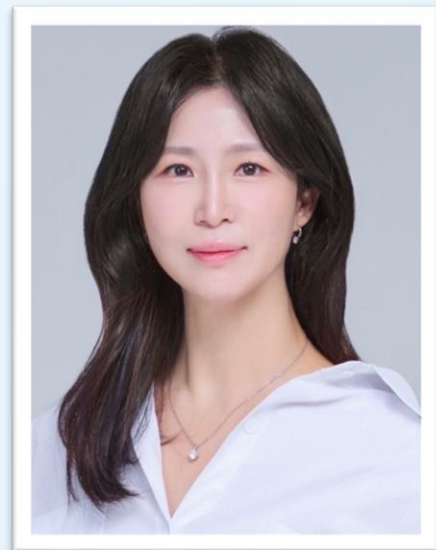
- President of CCA, building on a legacy established more than 45 years ago
- Leads the firm with the founding values that continue to shape its service approach
- Attorney with expertise in employment law and organizational risk mitigation
- Supports employers in reducing organizational risk through compassionate employee care
- Has advanced a service model that balances technology with personalized support

Compassion or Code: Is there a role for AI in Mental Health?



AIDEN SAHERAN
CEO, Naluri, Kuala Lumpur, Malaysia

- Works at the intersection of health, technology, and data in Southeast Asia
- Helps organizations rethink preventive healthcare to build healthier and more resilient workforces
- Leads Naluri's work in Malaysia, supporting organizations across the region
- Advocates for reducing mental health stigma and expanding access to support across Southeast



MIRA YOUK
Principal Consultant, Solvist, Seoul, Republic of Korea

- HR strategist and Principal Consultant with over 20 years of experience in organizational transformation
- Brings global consulting experience, including work as Marketing Advisor for Korea at Solving Efeso
- Advises on leadership challenges such as micro-management, structural friction, and strategic delegation
- Combines operational excellence with leadership coaching to support sustainable growth and resilient corporate cultures

Program Itinerary – Poster Presentation



No.	Topic	Presenter & Affiliation
1	<p>AI Application Case Study Report</p> <p>Self-Care for Employees with Developmental disorder</p>	<p>Yasuko Maruyama Nippon Soda CO., Ltd.</p>
2	<p>AI-Driven Scams in the Workplace</p> <p>Taiwan’s EAP Prevention Experience</p>	<p>Chia-Hsin, Li & Yu-Sheng (Ed), Liang Belayer Consulting Co. Ltd.</p>
3	<p>Resilience Coaching for Japanese Employees</p> <p>A Comparative Study: Japan and the U.S.</p>	<p>Dr. Kaoru Ichikawa Resilie Laboratory Inc.</p>
4	<p>Integrated Framework for Leadership</p> <p>Leveraging training, assessment, and coaching</p>	<p>Nancy Lo & Carol Xiang Four Dimensions Consulting Ltd.</p>
5	<p>Comprehensive Workplace Well-being</p> <p>Approaches in a newly established organization</p>	<p>Santa Tamura Minnanotameno Co., Ltd.</p>
6	<p>Soft Power: The Art of the Thai Smile</p> <p>Influencing outcomes through cultural nuances</p>	<p>Athalie de Koning & Laiyoung Cheng New Counseling Service</p>
7	<p>Nudge EAP</p> <p>Making EAPs Part of Everyday Wellness</p>	<p>Jimmy S. Kim DAIN Co., Ltd.</p>
8	<p>EAPs in Taiwan: Review and Prospects</p> <p>Current status and future directions</p>	<p>Dr. Cheng-Min Sung & Dr. Jui-Ping Hung Chinese Culture University</p>

Poster Presenter

AI Application Case Study Report - Self-Care for Employees with Developmental disorder



YASUKO MARUYAMA

HR, Public Health Nurse, Nippon Soda Co., Ltd.,
Tokyo, Japan

- CAPE counselor, nurse, and public health nurse
- Supports employee mental and physical health promotion in workplace settings
- Provides health support for employees of small and medium-sized enterprises through the Kanagawa Industrial Health Support Center
- Earned CEAP counselor certification in 2025

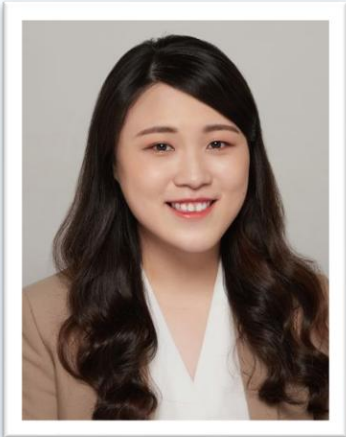
Abstract

This poster examines the use of AI to support workplace communication for employees with developmental disabilities in Japan, where increasing attention is being placed on mental and developmental conditions. A pilot study with employees with ASD demonstrated reduced communication time and improved clarity in interactions with supervisors. Supervisors also reported greater ease in providing appropriate feedback.

The findings suggest that AI can serve as an effective support tool to reduce communication fatigue and enhance collaboration in inclusive workplaces.

Poster Presenter

AI-Driven Scams in the Workplace: Taiwan's EAP Prevention Experience



CHIA-HSIN (GINA) LI

CS Manager, Belay Consulting Co. Ltd., Taipei, Taiwan

- Customer Success Manager at Belay Consulting Co. Ltd. in Taiwan
- Licensed Social Worker with over seven years of specialized experience in Employee Assistance Programs
- CEAP® with expertise in EAP program management, service innovation, and employee engagement
- Focuses on increasing service utilization through proactive promotion and people-centered program design



YU-SHENG (ED) LIANG

Founder and CEO, Belay Consulting Co. Ltd., Taipei, Taiwan

- Founder and CEO of Belay Consulting Co. Ltd.
- Licensed Social Worker with over ten years of experience in mental health and workplace wellbeing
- CEAP® specializing in organizational needs assessment, customized EAP design, marketing strategy, and program innovation
- Has supported hundreds of organizations in Taiwan in planning and implementing EAPs

Abstract

This poster examines the rapid rise of AI-enabled scams in Taiwan and their psychological impact on employees. With technologies such as voice cloning and deepfakes increasing exposure, scams have become a significant source of emotional distress and workplace disruption.

Drawing on EAP observations, the study explores key psychological mechanisms of victimization and introduces a three-tier prevention framework to support employee wellbeing and organizational resilience.

Poster Presenter

Resilience Coaching for Japanese Employees in Japan and the United States: A Comparative Study



KAORU ICHIKAWA (PhD)
CEO, Resilie Laboratory Inc., Tokyo, Japan

- Globally recognized employee assistance consultant, researcher, and educator
- Holds a Ph.D. in Preventive Medicine and introduced EAP to global corporations in Japan and across Asia beginning in the 1990s
- Brings over 30 years of experience in EAP practice, cultural adaptation, and implementation
- Holds professional credentials in both the United States and Japan, including CEAP-I, LCSW (California), and Licensed Psychologist of Japan

Abstract

This poster explores resilience coaching as an effective EAP intervention for globally mobile employees. Drawing on data from 7,889 Japanese employees and family members, it examines how structured resilience frameworks can support adaptation and wellbeing during overseas assignments. Findings indicate higher resilience levels among employees abroad, particularly in thinking patterns and lifestyle behaviors.

The study highlights the role of targeted coaching in strengthening resilience and offers practical implications for supporting global workforces.

Poster Presenter

An integrated framework that combines psychological insights with leadership development - leveraging training, assessment, and coaching



CAROL XIANG

Consultant, Four Dimensions Consulting Ltd., Kowloon, Hong Kong

- Counsellor and trainer with an international and interdisciplinary background
- Brings 10 years of experience in commercial settings and later expanded her practice to support individuals and families
- Applies U.S and business-sector insights to social work



NANCY LO

Chief Consultant, Four Dimensions Consulting Ltd., Kowloon, Hong Kong

- Brings over 25 years of experience in counselling and training
- Supports adults, couples, and families in emotional health and personal growth
- Former NGO director and post-secondary education leader, recognized for innovative leadership
- Specializes in positive psychology, stress management, workplace communication, and personality assessment

Abstract

This poster presents a case study of integrating DISC®-based coaching within a leadership development program for a large non-profit organization in Hong Kong. Combining group training, assessment, and individual coaching, the approach aligned leadership development with EAP support. Results indicate enhanced learning outcomes, improved managerial effectiveness, and strengthened resilience.

The findings highlight the value of embedding EAP services within leadership programs to provide holistic and impactful support.

Poster Presenter

Comprehensive approaches for workplace well-being in a newly established organization



SANTA TAMURA

CEAP, Mental Health Social Worker, Minnanotameno Co., Ltd. / MHC Research & Consulting, Inc., Japan

- Representative Director of MHC Research & Consulting, Inc. and Chief Well-being Officer of Minnanotameno Co., Ltd.
- Instructor for the return-to-work program at the Tokyo Metropolitan Chubu Comprehensive Center for Mental Health and Welfare
- Serves as an officer of the Japan Association of Mental Health Social Workers and the Japan Association of Job Stress Research
- Specializes in resilience through clinical practice and preventive research

Abstract

This poster presents a multi-level wellbeing model implemented by a visiting nurse agency in Japan, addressing employee (micro), organizational (mezzo), and community (macro) dimensions. Initiatives include relationship-building practices, structured wellbeing assessments, and cross-functional collaboration led by a Chief Wellbeing Officer. The model also extends to community-based programs.

The findings highlight how integrated, multi-layered approaches can enhance psychological safety, organizational effectiveness, and broader community wellbeing.

Poster Presenter

Soft Power: influencing outcomes through the art of the Thai Smile



ATHALIE DE KONING

Creative Director, New Counseling Service, Bangkok, Thailand

- Creative Director of New Counseling Service (NCS), serving the expat and Thai community since 2001
- Delivered leadership and development training on behalf of NCS for 10 years before becoming director
- Promotes a holistic and prevention-focused approach to wellbeing
- Founded Accredited Counselors of Thailand (ACT) in 2024 to support international accreditation standards for counselors in Thailand



LAIYOUNG CHENG

CEO, New Counseling Service, Bangkok, Thailand

- Primary counselor at an international school in Bangkok
- Brings a dual background in Business and Psychology
- Specializes in parenting issues and Applied Behavior Analysis (ABA)
- Holds certifications in Sandplay Therapy and Suicide Prevention

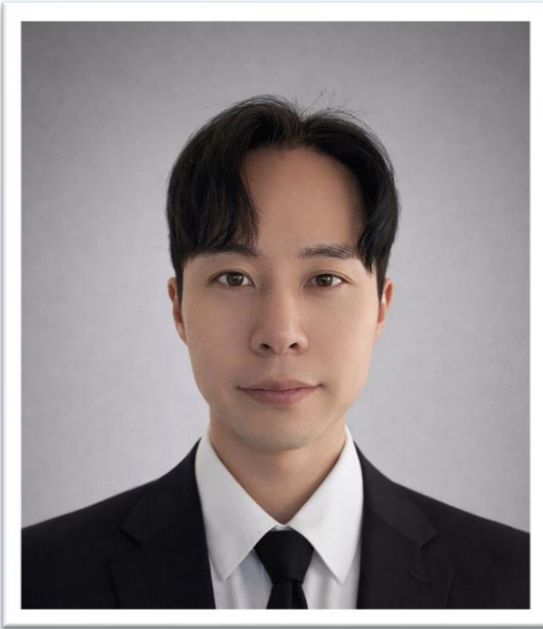
Abstract

This poster explores the role of “soft power” in Thai workplace culture, highlighting how communication, relationship management, and influence are often conveyed indirectly through cultural norms such as the Thai smile.

Drawing on real workplace examples, it examines how understanding these dynamics can strengthen collaboration, reduce friction, and enhance cross-cultural effectiveness in organizational settings.

Poster Presenter

Nudge EAP: Making EAPs Part of Everyday Wellness



JIMMY S. KIM

**Senior Manager, DAIN Co., Ltd. / President, EAPA
Korea Branch, Seoul, Republic of Korea**

- Licensed Professional Counselor(LPC-A) and Certified Employee Assistance Professional(CEAP)
- M.A. in Professional Counseling and experienced PTSD expert
- Brings a background in counseling and international consulting
- Develops and delivers culturally tailored mental health programs for multinational organizations
- Leads cross-cultural projects that help build healthier and more connected teams

Abstract

This poster addresses the underutilization of Employee Assistance Programs (EAPs) in Asia-Pacific contexts, driven by stigma and low engagement. Using South Korea as a case, it introduces Nudge EAP, an integrated model that embeds mental wellbeing into familiar physical activities such as step tracking and daily challenges.

By reframing EAP as a habitual wellness behavior, the approach increases accessibility, participation, and program visibility. The findings highlight how integrated, behavior-based design can enhance EAP utilization and foster a more inclusive wellbeing culture.

Poster Presenter

A Review and Prospects of Employee Assistance Programs (EAPs) in Taiwan



DR. CHENG-MIN SUNG

Honorary President, Taiwan Employee Assistance Professionals Association; New Taipei City, Taiwan

- Active in the field of Employee Assistance Programs since 2017
- Served as Secretary, Director, and President of the Taiwan Employee Assistance Professionals Association (TEAPA)
- President of the EAPA Taiwan Branch and is currently Honorary President of TEAPA
- Contributed to the planning of supplier-related business systems and product development for EAP



PROF. JUI-PING HUNG

Professor, Department of Counseling Psychology, Chinese Culture University, New Taipei City, Taiwan

- Ph.D. in Psychology from Fu Jen Catholic University and is a National Registered Counseling Psychologist
- Former Director of the Student Counseling Center at Chinese Culture University
- Served as President of the Taiwan Employee Assistance Professionals Association (TEAPA) from 2021 to 2023
- Specializes in workplace counseling, EAP, career development, narrative research and therapy, and occupational health

Abstract

This poster reviews the development and future directions of Employee Assistance Programs (EAPs) in Taiwan. Based on a systematic analysis of academic literature, it examines current models, implementation challenges, and emerging trends. Findings highlight key issues such as dual-role conflicts, ethical concerns, and barriers to utilization, while confirming EAP's positive impact on employee outcomes.

The study offers practical recommendations, including strengthening localization, adopting project-based management, and enhancing governance to support sustainable EAP development.



2026 APEAR Conference Innovation Award Nominees

WorkWay

PHC Surabaya Hospital

MindFi

Minnanotameno

Yabitsu Construction

**Association of Cognitive
Behavioral Group Therapy**

**Four Dimensions
Consulting**

2026 APEAR Conference Innovation Award Judges



Dr. Panita Suavansri
Chulalgkorn University
Thailand



Dr. Dale Masi
University of Maryland
USA



Dr. Sung Joon Cho
Kangbuk Samsung Hospital
Republic of Korea



Historical Value of Seoul

(Where 600 Years of History Meet Modern Innovation)

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Seoul has been Korea's capital since the **Joseon Dynasty (1392–1910)**, preserving over 600 years of history. Iconic palaces like **Gyeongbokgung** and **Changdeokgung** offer a glimpse into royal life and traditional Korean architecture.



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Seoul is a city where history is not preserved in the past; it is lived, experienced, and continuously redefined.

Saturday Optional Tour

DMZ: A Journey to the Border of History

Overview: For those looking to experience a truly unique part of Korea, we are offering an optional guided tour to the DMZ (Demilitarized Zone); one of the most historically significant and politically sensitive areas in the world.

This is a rare opportunity to witness the border between North and South Korea, where history, tension, and hope coexist.

Odusan / Dorasan Observatory



A war-damaged Steam Locomotive



The 3rd Invasion Tunnel



Freedom Bridge and peace messages



CERTIFICATE OF FUNDAMENTALS OF EMPLOYEE ASSISTANCE

The Certificate of Fundamentals of Employee Assistance (FEA) is an EAPA and APEAR co-certified training designed to provide individuals with a useful contextual framework for effective delivery of EAP services and to improve their ability to partner effectively with national, regional and global EAP companies.

Who is it for?

Option A - Practitioners (1.5 days / 12 hours)

Psychologists and counsellors who deliver (or plan to deliver) EAP services and want a clear model for intake, triage, case management and partnering with EAP companies.

Option B - Business & HR (1 day / 9 hours)

EAP sales/account managers, HR, Occupational Medicine, Environmental Health and Safety, and other professionals who need to explain EAP accurately to leadership, employees and clients. (Participants may upgrade to the 1.5-day track to add case-management content)

What You'll Learn?

- What EAP is (and isn't) and how it improves organizational performance
- EAP Core Technology and service delivery models
- How EAP case handling differs from non-EAP clinical practice
- How to partner effectively with EAP providers and create referral channels
- Pathways to advanced credentials (e.g., CEAP®)

Certificate and Listing

Upon completing the training (Option A or Option B), the participants will receive an EAPA-APEAR-issued certificate and their names will be listed on the APEAR website. Attending FEA training can also prepare those pursuing the higher credentials such as CEAP® by EAPA.

Delivery Format

- Live, interactive sessions via Zoom for Japanese-speaking participants in Japan and English-speaking participants from Asia-Pacific countries.
- Customized options for your local language or specific profession - we can deliver tailored cohorts e.g. Korean, Chinese, Malay; or specialized groups e.g. Occupational Medicine or Human Resource.

FEA Master Trainers

- Dr Kaoru Ichikawa (APEAR Board President, Japan)
LinkedIn: [linkedin.com/in/kaoru-ichikawa-ph-d-86259621](https://www.linkedin.com/in/kaoru-ichikawa-ph-d-86259621)
- Miyen Low (APEAR Board Member, Malaysia)
LinkedIn: [linkedin.com/in/miyenlow/](https://www.linkedin.com/in/miyenlow/)



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Instant booking confirmation

A green rectangular box with a large white checkmark in a green circle in the center. Above the checkmark are two small images: one labeled 'Online' showing a person on a laptop, and one labeled 'In-person' showing two people talking. Below the checkmark is the text 'Booked' and 'Instant booking confirmation'.

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Let's get in touch!



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together we care.

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Meaning of DAIN(多人)

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Counseling

1 Million+ Cases



Cumulative Users

**250,000+
Employees**



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Contract Renewal Rate

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**A Powerful
Integrated
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Nudge EAP



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Depression

Contact Us

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Email dain@nudgeeap.io



“The pandemic broke the worldwide stigma on mental health.”

- Manuel Sommer, Portugal

The Fifth International Employee Assistance Compendium

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...AND MANY MORE

Edited by

Dr. Dale Masi

The Compendium is an account by professionals covering how:

1. The pandemic effected the mental health of their people, and
2. How technology has been utilized in providing EAP services,s and
3. The present status of the post pandemic period.

This book is a must read for anyone working in behavioral health.

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Dale A. Masi, Ph.D., is President and CEO of Masi Research Consultants, Inc., a Boston company specializing in Employee Assistance Program (EAP) design, implementation, training, and evaluation. Dr. Masi is a Professor Emeritus at the University of Maryland, the author of fifteen books and more than seventy articles dealing with EAPs, evaluation, and various mental health issues. She was a Fulbright Scholar and Specialist to England, Italy, Hong Kong, and Japan, and has lectured in over 45 countries.



QR Code: List of Participants and Zoom Link

List of Participants



Code: APEAR2026

Zoom Link Day 1



Zoom Link Day 2





Thanks for joining us
in Seoul

감사합니다.