Hazelden Betty Ford VP of Business Development Robert Poznanovich will explore the dangers of substance use in the workplace. He’ll discuss current trends, risks, and direct and indirect costs to businesses and organizations while considering how comprehensive behavioral health benefits can actually save a company money in their overall healthcare spend. Bob will walk participants through rapidly changing state laws around recreational marijuana and the emerging impact on the workforce providing suggestions and considerations to implement immediately.

**Top Take Aways**
- Learn about the disease of addiction and how stigma prevents individuals from seeking help
- Impact of addiction in the workplace featuring cost and outcome data
- The impact of cannabis and what can be done

**Speaker:** Bob Poznanovich | Vice President of Business Development, Hazelden Betty Ford Foundation

Bob is responsible for managing relations with professional referents, managed care and insurance organizations, and other strategic national accounts. Bob joined Hazelden Betty Ford in 2010. Prior to joining the organization, Bob co-founded and was the CEO of AIR, Inc. a behavioral health organization that provided solutions to organizations, families and individuals that were struggling with addiction in their homes or workplaces. Before that, Bob spent over 20 years as a senior sales/business development executive in the technology industry. Bob is co-author of "It Is Not Okay to be a Cannibal….How to Stop Addiction From Eating Your Family Alive," a Hazelden Publishing title. He is also widely recognized as an expert speaker and commentator on understanding the cost of addiction in the workplace, and has appeared in numerous media stories on a variety of addiction-related topics.

**Professional Development Credits available by attending this session (hosted through the PNW Chapter of ISCEBS)**

Qualifies for 1 CEBS continuing professional education (CPE) credit

Approved for 1 PDC toward SHRM-CP and SHRM-SCP recertification

Valid for 1 HR (General) recertification credit hour toward aPHR™, aPHRi™, PHR®, PHRca®, SPHR®, GPHR®, PHRi™ and SPHR™recertification through HR Certification Institute® (HRCI®)