

## Lisa Bertola

### *Senior Health Consultant, Boston*



#### Expertise

Ms. Bertola is a Senior Health Consultant in Segal's Boston office with over 25 years of experience working in health and welfare benefits, specifically addressing the unique needs of public sector and collectively bargained populations in the building trades, service industries, education and public works. She is part of the Segal Wellness Leadership team, with expertise in enhancing behavioral health benefits using peer support, targeted outreach strategies and EAP resources to reduce stigma and increase engagement. She is also on Segal's Mental Health and Substance Use Disorder Task Force, a participant in the American Society of Addiction Medicine (ASAM) Extension for Community Healthcare Outcomes (ECHO) program, certified in Fundamentals of Addiction Medicine, and a participant in Hazelden Betty Ford professional education webinars. She is an advocate for mental health parity and recognition of substance use disorder as a disease.

Ms. Bertola works with a variety of clients in the public, multiemployer and corporate sectors, implementing a risk management approach that emphasizes employee well-being and heightened productivity. Ms. Bertola facilitates the process of promoting good health in the workplace through strategic planning, assessment of employee needs, regard for models of behavior change, and with attention to vendor resources and financial status. Implementation of a wellness strategy and annual assessment of programs is facilitated using Segal expertise in communication, compliance and data analytics.

#### Professional background

Prior to joining Segal, Ms. Bertola worked in Human Resources within the corporate sector.

#### Education/professional designations

Ms. Bertola holds an MA in American Studies from the University of Massachusetts, a BA *magna cum laude* in International Relations from Boston University and a license d'Anglais (with honors) from l'Universite de Grenoble in France. She is a licensed Life, Accident and Health Producer in the Commonwealth of Massachusetts and holds corresponding licenses in the other New England states.

Ms. Bertola is a member of the New England Employee Benefit Council (NEEBC), Worksite Wellness Council of Massachusetts (WWCMA) and of the Wellness Council of America (WELCOA). She works closely with member Funds of both the Massachusetts and Connecticut Taft-Hartley Coalitions. Ms. Bertola is bilingual in English and French.

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