

## Connecting the Dots: What Business Leaders Think about Employee Health, Productivity, and Performance

This session will share the findings of a 2014 survey the Health Enhancement Research Organization (HERO) conducted to assess business leaders' beliefs about the connection between workforce health, productivity, and performance (HPP). Session content will address the following questions and allow time for questions.

What did we discover about business leaders' beliefs about the HPP connection?

How do these findings align with related research on HPP?

What are the implications for practice in the employee health management field?

### Learning Objectives:

- Understand business leader perspectives about the connection between health, productivity, and performance
- Compare and contrast business leader beliefs based on their demographic differences
- Apply findings to development of the business case for workforce health management programs

### About our Speakers



Jessica Grossmeier, PhD, MPH

VP of Research, HERO

As Vice President of Research at HERO, Dr. Jessica Grossmeier, PhD, MPH oversees the direction and execution of the HERO research agenda. This includes providing research expertise and consultation to HERO study committees, serving as HERO's research liaison to external contractors and study collaborators, and serving as Principal Investigator for HERO-sponsored research studies. Prior to joining HERO, Grossmeier served a variety of research roles at StayWell Health Management for 13 years. Her most recent role was vice president, research which included oversight of all internal and external research activities as well as providing consultation to clients regarding the value proposition for population health management programs. During her StayWell tenure she was also deeply involved in HERO research as a volunteer committee member. During her 20-year career in the employee health management field, Grossmeier has published over 30 research articles and presented at numerous national industry conferences. She also has served in academic research and teaching roles at the University of Minnesota and the University of Phoenix.



**Nikki Hudsmith, MBA**

VP Consulting Services, Performance pH

**Nikki Hudsmith** is the Vice President of Consulting Services for Performance pH. Nikki has spent the majority of her career in the healthcare sector, working with WebMD and Healthways before helping form Performance pH in 2011. With Healthways, Nikki worked with organizations to develop measurable strategies to improve well-being at the organizational and individual levels. She also led the research efforts for the Gallup-Healthways Well-Being Index, which was primarily focused on the role of organizational and cultural support on health outcomes. Nikki graduated from Tulane University with a double major in finance and marketing and then went on to earn an MBA with a focus on Healthcare Administration. Nikki leads the employer/employee needs arm of the HPP Study Committee.