



NEWS RELEASE

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HERO announces retirement of Jerry Noyce, appoints Paul Terry as new CEO

Edina, Minn. (July 7, 2015) — [HERO \(the Health Enhancement Research Organization\)](#) announced today the retirement of president and CEO, Jerry Noyce, effective September 30. Noyce has led the organization since 2010. Wellness industry veteran and leading population health scientist, Paul Terry, Ph.D., has been hired to replace Noyce as the new president and CEO.

Prior to joining the HERO staff, Noyce served on the HERO board of directors beginning in 2003. During his tenure, membership in HERO has doubled and the organization has published more than a dozen peer-reviewed research studies and white papers. HERO committees have been active in creating a number of important papers and surveys that have helped expand the science and knowledge of employee health management.

“I want to thank the HERO staff, board and membership for their support during my tenure, as together we have continued to build HERO as an important voice in the field of employee health management. I am thrilled that Paul Terry, highly respected in this industry, will now take the reins to lead HERO to greater heights,” said Noyce.

Terry most recently served as executive vice president and chief science officer for StayWell from 2012 to present, and also served as president and CEO of StayWell Health Management from 2007 to 2012. During his tenure at StayWell, Terry was responsible for some of the wellness industry’s leading research on topics such as the impact of wellness program best practices on health outcomes, health risk change and employee productivity and performance, the impact of health coaching programs on engagement and behavior change, and the use of financial incentives in wellness programs. He was also instrumental in developing workplace wellness products and services and providing consulting support for StayWell clients.

“Paul Terry has been, and continues to be, a guiding force in the evolution of workplace health management science and program delivery. StayWell and its clients have benefitted greatly from Paul’s expertise,” said Bill Goldberg, president and CEO of StayWell. “Over the years, Paul has been an enthusiastic contributor to HERO, and since its inception, StayWell has also been a strong supporter of the organization.”

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Terry will transition into the role of president and CEO of HERO on October 1, 2015, during the HERO Forum, which has become one of the country's largest professional gatherings dedicated to advancing excellence in population health management.

"It's a tremendous honor to carry forward the efforts of extraordinary leaders like Jerry Noyce and Bill Whitmer, who built HERO into a well-respected organization focused on improving population health through research, education and collaboration" said Terry. "The HERO board of directors and member organizations are passionate about health improvement, and I am confident that together, we will continue to be a driving force for building healthier workplaces and healthier communities."

Terry has a successful record of leadership in both health care and public health education, having held executive positions at StayWell and at The Park Nicollet Institute, where he served as president and CEO and was principal investigator of a CDC-funded, randomized-controlled trial comparing the effectiveness of different approaches to employee health management. An internationally recognized scholar and author, Terry has received two Fulbright Scholarships, which he used to study and develop HIV and malaria prevention programs in Zimbabwe and Tanzania. In addition, Terry is an editor of The American Journal of Health Promotion, an adjunct professor at the University of Minnesota, School of Public Health and is the author of more than 300 peer-reviewed scientific articles, trade journal articles, copyrighted products, grants, books and book chapters.

"We are thrilled to welcome Paul Terry to the HERO leadership team. His passion for the science of population health and his ability to connect with stakeholders in health care, business, education and the community will be essential to advancing the mission of the organization and the growth and evolution of the industry," said LaVaughn Palma-Davis, board chair for HERO.

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About HERO – Based in Edina, Minn., the Health Enhancement Research Organization (HERO) is a non-profit corporation dedicated to the creation and dissemination of employee health management research, education, policy, strategy, and leadership. HERO was established in 1996 as a not-for-profit, 501(c)3 corporation to create high quality employee health management (EHM) research, especially that dealing with the impact of modifiable health risks on health care costs. To learn more, visit www.hero-health.org. Follow us on [Twitter](#) or [LinkedIn](#).