



A Health and Well-being Research Organization

Vision: All workplaces will positively influence the health and well-being of employees, families and communities.

Purpose: Advancing health, well-being and performance through employer leadership.

HERO was established over 20 years ago to create and distribute research, policy, leadership and strategy to advance workplace health and well-being.

Today HERO is...

- A national nonprofit dedicated to identifying and sharing best practices in the field of health and well-being – to improve the health of workers, their spouses, dependents and retirees.
- A member driven organization with an ‘intellectual co-op feel.’ Member committees lead learning opportunities, including research initiatives.
- Employer focused, promoting the industry on behalf of employers, while providing an unbiased, evidence-based view on improving employee health and well-being.
- A catalyst for ‘what-if’ thinking. HERO Think Tank gatherings bring together passionate and influential researchers and employers, and the organizations that support employers.
- A one-of-a-kind collaborative that’s innovative and relevant in today’s evolving workplace environment.

“HERO has a very different feel than any of the other industry group. HERO is not interested in being the biggest. Rather, having been employer driven since inception, they are focused on promoting the industry for employers.” –HERO

HERO is a Nexus for Thought Leadership

“Membership in HERO puts us at the epicenter of a dynamic, evolutionary process that enhances our sophistication and credibility.”
–HERO member

HERO brings together employers, associations, providers, and researchers from across the nation that are champions for workplace health and well-being to drive innovation and advance the field of health and well-being. Members are empowered to:

- Provide leadership and direction for a HERO Think Tank, a deep-dive approach to creating corporate strategies and national policies around health and well-being, increasing engagement, and improving organizational and individual performance and productivity;
- Learn about and offer professional guidance on current research and emerging best practices;
- Network, benchmark and create connections with the nation’s health and well-being experts, researchers and informed colleagues;
- Take advantage of the exclusive HERO Resource Center, an online library of presentations, white papers and ground-breaking research that has been presented at HERO Forums and Think Tank meetings and in publications;
- Provide service and industry leadership on HERO committees; (Learn more here: <http://hero-health.org/committees/>) and
- Amplify their organization’s voice in advancing the health and well-being industry by sharing insights at the annual HERO Forum and other events.

A one-of-a-kind collaborative that’s innovative and relevant in today’s evolving workplace environment.

What Makes HERO Special?

- 1 Unique industry events that create a year-round connection to peers and leaders.
- 2 Access to the nation’s leading health and well-being experts.
- 3 Opportunity to shape the health and well-being agenda through committee-based contributions.
- 4 Close-knit community that collaborates to influence change and drive research.

To become a HERO member, complete the [Membership Application](#).

If you need additional information or have questions, email us at info@hero-health.org or call 952-835-4257.

In a 2016 survey, we asked our members about their experiences:

- 98% of respondents have recommended HERO to an industry peer, or plan to.
- 100% of respondents report being satisfied or very satisfied with their HERO membership.
- The top two benefits that respondents rated as “extremely important” were keeping abreast of current trends and issues (76%), and HERO’s networking opportunities (54%).
- 93% of respondents have participated on one or more HERO committees.

How HERO Serves

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HERO Events

- 1) **The HERO Forum (September)** – The Forum provides a unique opportunity to participate in small-format workshops that drill down into the details of design and implementation of health and well-being programs.
- 2) **HERO Think Tank meetings (February and September during the HERO Forum)** – Think Tank members are a select leadership group rapidly moving health and well-being toward new levels of acceptance and accountability. Think Tank membership is an opportunity for professional development that directly impacts the knowledge and skills of health management professionals.

More than 120 organizations have chosen to be Think Tank members and lead the charge on health and well-being.

- 3) **HERO Research Meeting (July)** – The annual Research Meeting is geared towards Think Tank members with an interest in shaping and informing HERO’s Research Agenda and provides members with a distinctive opportunity to connect with the top researchers in the health promotion and well-being fields.



HERO Research & Publications

A focus on workplace health and well-being is now well-established as a prime factor that separates good organizations from great ones. While workplace wellness grew because of corporate concerns over cost of health care, workplace health and well-being is driven by employer interest in how to deeply engage employees and what it takes to sustain a culture of health and well-being over time. The HERO Research Agenda is focused on answering these questions, while focusing on the future of work and advancing the concept of well-being in the face of extraordinary changes in technology, demographics and generational needs and values.

Recent Practical Initiatives Driven by HERO:

- **Biometric Health Screening for Employers:** HERO partnered with the American College of Occupational and Environmental Medicine (ACOEM) and Care Continuum Alliance to publish a joint consensus statement providing guidance to employers related to providing successful biometric screening events.

HERO Committees



By creating and sharing evidence-based research, education and best practices, HERO actively provides leadership that is critical to advancing the well-being and performance of the nation’s workforce. Much of the good work that HERO does is achieved through the efforts of these volunteer committees.

HERO Standing Committees: In co-op fashion, volunteer members provide direction and support to HERO operations via standing committees for Research, Education, and Policy.

HERO Study Committees: Based on member interest, study committees discuss, analyze and investigate topics to produce reports, presentations and, often, peer-reviewed journal articles. With HERO members as authors, they are focused on providing understanding and guidance to employers. Currently active study committees include:

- Culture of Health
- Employer-Community Collaboration
- Engagement
- Health, Performance & Productivity

Webinars and HERO Briefs



HERO shares best practices and emerging ideas through a monthly series called Wednesday Webinars: Ideas and Outcomes. Some sessions are members-only, while others are open to the public. Webinar recordings are exclusively available to HERO members via the HERO Resource Center. Our members hold “staying current” as a core value so HERO also publishes monthly HERO Briefs and weekly blog posts that curate case studies, research articles and current events of interest to members.

- **Guidance to Employers on Integrating E-Cigarettes/Electronic Nicotine Delivery Systems into Tobacco Worksite Policy:** HERO partnered with the American Heart Association (AHA), ACOEM, and numerous subject matter experts to provide recommendations on how U.S. employers should address e-cigarettes as part of tobacco-free policies and tobacco cessation benefits.
- **Recasting the Value of “Employee Health” with a Focus on Workforce Capability** provides a framework for an integrated approach to linking health and wellness with employee engagement, peak performance, and organizational well-being.
- **Exploring the Value Proposition for Workforce Health: Business Leader Attitudes About the Role of Health as a Driver of Productivity and Performance** summarizes the results of a web-based survey that HERO conducted to better understand how business leaders think about the role of workforce health as a driver of productivity and performance.
- **Joint Consensus Statement: A Response to Proposed EEOC Regulations on Employer-Sponsored Health, Safety, and Well-being Initiatives:** HERO collaborated with ACOEM, AHA, Population Health Alliance, and HERO member organizations to identify areas of consensus in response to proposed EEOC, ADA and GINA regulations on employer-sponsored health, safety and well-being initiatives.



HERO Health & Well-being Best Practices Scorecard in Collaboration with Mercer©

The HERO Health and Well-being Best Practices Scorecard in collaboration with Mercer© (HERO Scorecard) is an online tool designed to help employers, providers and other stakeholders identify and learn about workplace best practices. The HERO Scorecard is divided into six sections representing the foundational components that support exemplary health and well-being programs.

When employers submit their responses to the HERO Scorecard, they immediately receive an e-mail response containing a free report that includes an overall score and a score for each of the six sections that shows how their organization compares to the national average. Respondents also receive a Benchmark Report that reveals how common each of the health and well-being practices are among all respondents.

In February 2016, HERO launched an international version of the HERO Scorecard to enable multi-national companies to support health and well-being practices in countries other than the United States. As the normative database grows for the international version, organizations will also be able to compare health and well-being practices between companies inside and outside the United States.

To learn more, visit www.hero-health.org.

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