



## NEWS RELEASE

(For immediate release)

### HERO FORUM 2017 BRINGS NATIONAL HEALTH AND WELL-BEING EXPERTS TO PHOENIX

*More than 500 attendees will discuss demographic changes in the workplace and how they are transforming employee well-being programs*

**WACONIA, MN (August 1, 2017)** — There are significant transformations taking place in the workplace. For starters, millennials are now the largest generational group in the workforce, and America continues to lead the world in attracting immigrant talent. As workforce characteristics change, so do employee expectations of what a modern well-being program should include. The transformation happening in employee well-being will be the focus of the [HERO Forum](#) taking place Sept. 12-14 in Phoenix.

[HERO](#) (the Health Enhancement Research Organization) will draw approximately 500 employer leaders, corporate benefit professionals, and population health experts to the [Arizona Grand Resort and Spa](#) for discussions of best practices, new and emerging trends, case studies, and research designed to help innovative business leaders improve employee health, well-being, and performance.

Keynote speakers at this year's HERO Forum include:

- [Stephen Post, PhD](#), professor of preventive medicine at Stony Brook University and director and founder of Stony Brook's Center for Medical Humanities, Compassionate Care, and Bioethics. Post is a researcher and speaker, and the best-selling author of *Why Good Things Happen to Good People*, *The Moral Challenge of Alzheimer Disease*, and *The Hidden Gifts of Helping*.
- [Olivia \(Mandy\) O'Neill, PhD](#), associate professor of management in the school of business, and senior scientist at the Center for the Advancement of Well-Being at George Mason University. O'Neill is actively involved in organizational research on employees and organizational units, particularly the study of organizational culture, emotions, and gender.
- [Alia Crum, PhD](#), assistant professor of psychology at Stanford University. Crum has worked as a clinical psychologist for the VA health care system and as an organizational trainer and consultant, creating, delivering, and evaluating workshops on mindset change and stress management.

- [Wendy Lynch, PhD](#), founder of Lynch Consulting, Ltd., and adjunct associate professor at Indiana University/Purdue University at Indianapolis. Lynch has spent more than 25 years making the connection between human and business performance. She is a frequent speaker, and author of two books: *Aligning Incentives, Information and Choice*, and *Who Survives? How Benefit Costs are Killing Your Company*.

More than 90 additional speakers will provide expertise, share findings from recent research, explore the use of health and well-being best practices, and share real-world stories of program implementation and success during the HERO Forum. The Forum also features fitness classes, meditation and yoga classes, and the 6<sup>th</sup> Annual HERO Forum Fun Run + Walk sponsored by StayWell. ***A new addition this year will take Forum attendees into the community of Phoenix for a service project.***

The Forum will also feature the presentation of the 2017 [C. Everett Koop National Health Awards](#) Presented by The Health Project and the HERO Health and Well-Being Awards.

Registration information and a complete list of speakers and activities are available at <http://customer.agendapop.com/hero17/>. Follow HERO Forum news and updates on Twitter at #HEROForum2017.

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**About HERO** – Based in Waconia, MN, HERO (the Health Enhancement Research Organization) is a not-for-profit, 501(c)3 corporation that was established in 1996. HERO is dedicated to identifying and sharing best practices that improve the health and well-being of employees, their families and communities. To learn more, visit [www.hero-health.org](http://www.hero-health.org). Follow us on [Twitter](#) @heroehm or [LinkedIn](#).