



# HERO FORUM <sup>2023</sup>

**Awards Presentation**

September 2023 • Salt Lake City, Utah

# BILL WHITMER LEADERSHIP AWARD

K. Andrew Crighton, MD



Dr. Andy Crighton has made remarkable contributions to the health and well-being space over a stellar career. Most significantly, he built a best-practice corporate culture of health and well-being at Prudential, one that has been studied and featured in case studies and books on the subject. He is nationally recognized for his work connecting health and performance, physical and mental health, and reducing disparities in the workplace.

In his current role as founder of Crighton Consulting Group, Dr. Crighton designs innovative programs and initiatives to connect individual and corporate health with a special focus on health disparities and mental health in the workplace. Previously, he served as chief executive officer of the CEO Roundtable on Cancer

and Project Data Sphere®. In addition, Dr. Crighton operated as the chief medical officer and head of the Global Health Organization for Prudential for 19 years where he oversaw health, safety, and medical business consultation worldwide and led global health emergency planning.

Dr. Crighton believes health and well-being encompass more than just an individual's physical state. In his prior roles, he led the strategic transformation towards a more holistic view of health, including physical, emotional, social, spiritual, financial and cognitive well-being. He worked to develop measures that show the impact of the work environment on each aspect of well-being at individual and organizational levels. His vast experience in addressing health disparities includes measuring the health impact of an insured population by race and developing solutions to mitigate the risk of disparate impact in a corporate environment.

Dr. Crighton currently serves as board chair of The Health Project and the committee chair for the Carolyn C. Mattingly Mental Health Award in partnership with Johns Hopkins School of Public Health and the American Psychological Association. His service and leadership have also benefited the boards of the Arthritis Foundation, the Health Enhancement Research Organization (HERO) as board chair, and the Greater Newark Healthcare Coalition as a charter board member.

Dr. Crighton is a member of the American College of Physicians, American College of Physician Executives, American College of Occupational and Environmental Medicine, and American Academy of Insurance Medicine. He is board certified in Internal Medicine and a Certified Physician Executive.

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## Bill Whitmer Leadership Award

This award honors dedication and commitment to the field of health and well-being and acknowledges outstanding achievements in the area of leadership.

As the co-founder and former CEO of HERO, **Bill Whitmer** (and HERO) issued a loud Wake UP Call for America that our nation was in the midst of a perfect storm of poor health, an aging population, and rising health care costs. Bill spent years bringing together leaders in the workplace HWB industry — employers, researchers, providers, payors and consultants — and insisting that, together, we represented a powerful force with the ability to positively impact the health of our nation. Building on the foundation that Bill laid, HERO's membership, and its voice and power as an agent for change, have increased dramatically over the past 20 years.

### PAST RECIPIENTS

2011 – Michael O'Donnell, *American Journal of Health Promotion*

2012 – John Harris, MEd, FAWHP, Performance pH

2013 – David Anderson, PhD, StayWell

2014 – David Hunnicutt, PhD, WELCOA

2015 – Bill Baun, EPD, CWP, FAWHP, MD Anderson Cancer Center

2016 – Jerry Noyce

2017 – LaVaughn Palma-Davis, MA, University of Michigan

2018 – Shelly Wolff, MBA, Willis Towers Watson

2019 – Fikry W. Isaac, MD, MPH, FACOEM, WellWorld Consulting

2020 – Pamela Hymel, MD, MPH, FACOEM, Disney Parks, Experiences and Products (DPEP)

2021 – Raymond J. Fabius MD, DFACPE, Truven Health Analytics

2022 – Wendy D. Lynch, PhD, Lynch Consulting

# MARK DUNDON RESEARCH AWARD

Laurie Whitsel, PhD



Dr. Laurie Whitsel is a recognized leader in physical activity policy, research, and translation and has been instrumental in the implementation of the nation's National Physical Activity Plan. Currently the national vice president of policy research for the American Heart Association (AHA), she helps to translate science into policy at a national level in the areas of cardiovascular disease and stroke prevention and health promotion. The association's policy research team provides policy development and the foundation for AHA's advocacy work at the global, national, state, and local levels. In addition to leading the association's policy research and translation efforts, she covers specific areas of policy development around prevention, including ending tobacco and nicotine addiction, health promotion, obesity, physical activity, and policy implementation and outcome evaluation.

As the senior advisor to the Physical Activity Alliance, the nation's broadest coalition dedicated to promoting physical activity for health, Dr. Whitsel helps to lead national policy and systems change to integrate physical activity assessment, prescription and referral into health care delivery and improve population health. She also serves on the board of directors for the American Council on Exercise. She has formerly served on the boards of the Health Enhancement Research Organization (HERO) and other non-profit organizations, and on expert advisory groups with RAND; the National Academies of Sciences, Engineering, and Medicine; the Bipartisan Policy Center; HERO; the Centers for Disease Control and Prevention; and the Robert Wood Johnson Foundation.

Dr. Whitsel is an influential researcher in public health, cardiovascular health, and health promotion and has published more than 50 peer-reviewed articles on these topics. Under her leadership, the AHA policy team has published more than 60 policy statements, and these influential statements have been cited more than 100,000 times in other peer-reviewed publications and major policy documents. She presents at national conferences on prevention issues and evidence-based policy making. She serves as an expert peer reviewer for several scientific journals and is a consultant on research grant teams. Columbia University benefits from her regular guest lectures on translating science into public policy. She has also been a guest lecturer at Harvard University and adjunct faculty (part-time) at Indiana University Pennsylvania where she taught health and wellness, a comprehensive course with nutrition, exercise physiology, tobacco, and alcohol/substance use components required for all undergraduate students.

Her PhD is from Syracuse University, and she is a Fellow and member of the AHA's National Scientific Council on Lifestyle and Cardiometabolic Health.

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## Mark Dundon Research Award

This award honors dedication and commitment to the field of health and well-being and acknowledges outstanding achievements in the area of research.

**Mark Dundon** contributed to the advancement of workplace health and well-being (HWB) for the decades he spent working in the healthcare industry. Best known within the ranks of the HERO membership as the co-founder and former Chairman of the Board of HERO, Mark's contributions to the field of HWB research and the healthcare field include running a three-state healthcare system in Kentucky and providing the seed money for ground-breaking research. Each year at the HERO Forum, the Mark Dundon Research Award is presented to the professional who most closely embodies his outstanding work in the area of workplace HWB research.

### PAST RECIPIENTS

2011 – Ron Goetzel, PhD, Truven Health Analytics / Johns Hopkins University

2012 – David Anderson, PhD, StayWell

2013 – Nicolaas Pronk, PhD, MA, FACS, HealthPartners

2014 – Dee W. Edgington, PhD, Edington Associates, LLC

2015 – Wayne Burton MD, American Express

2016 – Laura A. Linnan, ScD, UNC-Chapel Hill

2017 – Glorian Sorensen, PhD, MPH, Harvard T.H. Chan School of Public Health

2018 – Kerry Evers, PhD, and Sara Johnson, PhD, Pro-Change Behavior Systems, Inc.

2019 – Debra Lerner, MSc, PhD, Tufts Medical Center Institute for Clinical Research and Health Policy Studies

2020 – Victor J. Strecher, PhD, MPH, University of Michigan's Schools of Public Health and Medicine

2021 – Rachel Henke, PhD, IBM Watson Health

2022 – Jessica Grossmeier, PhD, MPH, Jessica Grossmeier Consulting

# JERRY NOYCE EXECUTIVE HEALTH CHAMPION AWARD

Dane Friend, JD



Dane Friend is the chief human resources and well-being officer at Baylor College of Medicine (BCM). For over 20 years, he has embraced BCM's mission to improve human health in all that he oversees. In his current role, Dane is responsible for BCM's overall human resources strategy, the well-being functions that service faculty, staff, students and more than 20 external clients, the Title IX Office, and Student Disability. Prior to taking the role of CHRO, he served as an assistant general counsel and director of employee relations.

Dane was an influential stakeholder of BCM's well-being program from its inception in 2014. Since then, he has led the program's expansion as the centralized well-being function, added a student-focused well-being initiative,

assumed management of the onsite well-being center, and created business partnership with a leading wellness organization. For well-being initiatives to make a sizeable impact across an organization, Dane believes that the ongoing expansion of services and support is a must, and he recently repositioned several traditional HR functions under the newly expanded well-being umbrella. Through Dane's leadership, BCM has established a best-in-class well-being program that has won numerous awards, including the C. Everett Koop National Health Award in 2019. The BCM BeWell program has been included in the nation's Healthiest 100 ranking since 2015.

During the COVID-19 pandemic, Dane played a pivotal role in implementing key resources to aid healthcare workers in meeting their daily needs and the needs of Baylor's patients. Members of BCM BeWell were part of a Support Task Force to deliver meals to front-line workers and establish business partners throughout Houston. In 2023, to continue providing the best evidence-based resources to help our community, BCM Well-Being is implementing a new recognition and service awards program.

Dane embeds well-being into BCM's culture at every level. Within his own team, he encourages professional development opportunities, enables employee autonomy, and provides opportunities throughout the year for social connection. On a personal level, he is a cyclist and has ridden in the Texas MS 150 to raise money for the National Multiple Sclerosis Society, and he frequently discusses nutrition and the importance of meal planning.

Dane holds a JD from South Texas College of Law Houston and a BS in Sociology and Political Science from Houston Christian University. He also served as a reserve JAG officer with the Army as well as a Corpsman with the Navy.

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## Jerry Noyce Executive Health Champion Award

This award honors a person of senior leadership status (CEO, CFO, VP) who has made an outstanding contribution towards the advancement of health and well-being within their company.

HERO understands the importance of recognizing the corporate leaders who make the meaningful execution of employee wellness possible. As former CEO of a national provider and former CEO of HERO, **Jerry Noyce** has always put the practice of good health and well-being at the top of the corporate agenda. This award is presented annually to a person of senior leadership status (CEO, CFO, VP) who, like Jerry, has made outstanding contributions towards the advancement of workplace health & well-being within their company. Jerry's leadership in the industry has modeled the behavior we want every executive to emulate. In his honor, we wish to recognize individuals who have been instrumental in the success of their company wellness program through professional dedication and a personal commitment to creating a culture of health.

### PAST RECIPIENTS

2012 – Leon Gorman, L.L. Bean

2013 – Hank Orme, Lincoln Industries

2014 – James R. Ramsey, PhD, University of Louisville

2015 – Scott Peterson, EVP, CHRO, The Schwan Food Company

2016 – Jodi Leigh Berg, Vitamix

2017 – Catherine M. Baase, MD, The Dow Chemical Company

2018 – Elizabeth Bierbower, MPM, Humana

2019 – Craft O'Neal, O'Neal Industries, Inc. (ONI)

2020 – Shane Jackson, MBA, Jackson Healthcare

2021 – Joseph D. Kenner, MBA, Greyston

# HEART OF HERO AWARD

Megan Amaya, PhD, CHES, NBC-HWC



Dr. Megan Amaya currently serves in numerous leadership, administrative, teaching and service roles at The Ohio State University, including associate clinical professor, director of health promotion and wellness, and co-director of the Bachelor of Science in Health and Wellness (HW) undergraduate program. She leads a team that implements wellness strategy, programs and services for university students, faculty, staff and the State of Ohio community. Additionally, Megan teaches in the HW program and is shaping the next generation of health promotion professionals.

In 2011, Dr. Amaya began a newly appointed role as director of health promotion and wellness in the College of Nursing at Ohio State. She has been instrumental in the daily operations of the wellness program to include the delivery, coordination, communication, and evaluation of a system-wide culture of health and well-being. She works collaboratively with partners on campus to achieve milestones and inspires and encourages others to engage in wellness opportunities through awareness, education, facilitating programming, and positive interactions with students, faculty and staff. Her passionate 'heart' is evidenced by her commitment to health and well-being and her transformative ability to guide program operations impacting over 100,000 individuals annually.

Over the last decade, Dr. Amaya has served as a national subject matter expert in employee health and wellness, which is evidenced by her work and leadership as president of the National Consortium for Building Healthy Academic Communities; chair of the HERO Engagement Study Committee; president of the Ohio Society for Public Health Educators chapter; chair of the Healthy Business Council of Ohio; consultant for the CDC's Work@Health initiative; and many university, state and regional committees. She has published more than 15 peer-reviewed research articles and is principal investigator on several health and wellness research projects. She has presented at numerous conferences, and is the primary and co-author of numerous publications, all with the intent to promote and provide evidence for the field. She is a certified health education specialist and board-certified health and wellness coach.

Megan is personable, positive, energetic, always seeking to educate and coach individuals and groups, and is committed to her own health and well-being. She enjoys her regular fitness routine, practicing good self-care, being with her children, family and friends, and living life with joy, energy and passion.

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## Heart of HERO Award

This award honors a health and wellness practitioner (Wellness Directors, Health Managers, Human Resource) who has made an outstanding contribution towards the advancement of HWB within their company.

The **Heart of HERO Award** recognizes health and wellness practitioners who have directly impacted the health and well-being of their organization through their demonstrated leadership, personal commitment to health, and systematic application of industry best practices.

### PAST RECIPIENTS

2014 – Rebecca Kelly, PhD, The University of Alabama

2015 – Joni Troester, MA, MBA, University of Iowa

2016 – Jody Ensman, MS, University of Kentucky

2017 – Mark Poindexter, Shell Oil Company

2018 – Sheri Snow, MEd, RD, CDE, AMERICAN Cast Iron Pipe Company

2019 – Philip DiRusso, MaineGeneral Medical Center Workplace Health

2020 – Patricia Benson, MEd, formerly University of Louisville

2021 – Julie Andrews, HP

2022 – Megan Hammes, MS, CHES, University of Iowa

# HEALTHY HERO AWARD

Lauren Paige Zabelsky



Lauren Paige Zabelsky is the teen librarian in the Office of Programmatic Services for Carnegie Library of Pittsburgh, where she supports teen-serving staff across the library system. She has long been aware of the importance of mental health advocacy, even from a young age. As her career within the public library has grown over the last 18 years, she has come to see how her own mental health needs fit into the context of her sense of identity, connections with others, and society at large.

Shortly after earning her master's in library science, Lauren began to experience symptoms of burnout and compassion fatigue that would impact her professionally and personally.

While initially skeptical, she was receptive to exploring the Library's Employee Assistance Program at her own pace. Lauren connected with resources where she learned emotional regulation skills, grounding techniques, distress tolerance, as well as mindful practices which made a significant difference in managing anxieties. Just six months after engaging in an intensive support program, Lauren was able to address her overall health and achieve professional goals, resulting in a much-desired promotion. She has continued to focus on exploring daily needs for mental health wellness and healthy career growth, all the while sharing resources to help her colleagues and the teens of the City of Pittsburgh.

Lauren did relate that her biggest barrier was in being both vulnerable and strong enough to ask for and then accept help. She hopes that her story, as a person who continues to build insight and awareness of her sense of self in a world that has had difficulty welcoming mental health needs for individuals, can provide some encouragement for those who feel hopeless, alone, or overwhelmed, to reach out and connect with a healthy resource.

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## Healthy HERO Award

The Healthy HERO Award program enables sponsoring organizations to highlight the successes of individuals who participate in their health and well-being program. This year's Healthy HERO Award sponsor is **WorkPartners**, a health and productivity solutions company and affiliate of the University of Pittsburgh Medical Center (UPMC) and UPMC Health Plan.

WorkPartners' Role Model Program recognizes employees who improved their overall health and well-being by making a significant lifestyle change, such as quitting smoking, losing weight, becoming more active, eating healthier, or managing stress.

### PAST RECIPIENTS

2017 – Brent Easton, Mercy Health. Sponsor, Alliant Employee Benefits.

2018 – Amanda Potter, Midco. Sponsor, Alliant Employee Benefits.

2019 – Keara Vance, WorkPartners

2020 – Deborah Moon, UPMC

2021 – Rebecca Orenstein, University of Pittsburgh

2022 - Anneliese (Lisa) Murphree, UPMC and the University of Pittsburgh



# AWARDS COMMITTEE

## Co-Chairs:

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*Engagement Health Group*

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**Cindy Ballog, MPH**

*Medical Mutual*

**Patricia Benson, MEd**

*McKesson*

**Kerry Evers, PhD**

*ProChange Behavior Solutions*

**Ray Fabius, MD**

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*HealthPartners Institute*

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*Shell*

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Our sincere gratitude to our Awards Committee for the work and dedication they have put forward to honor the achievements of the people making the best contributions to the workplace health & well-being industry.

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## **Doing Well by Doing Good:**

How Responsible Organizations are  
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