



HERO Forum24

Change at the Speed of Trust:
Belongingness as the Gateway to a Healthier Culture

Awards Presentation

October 2024 • Baltimore, Maryland

BILL WHITMER LEADERSHIP AWARD

Michael Critelli, JD



Michael J Critelli, JD, the Co-Founder and CEO of MoveFlux and its affiliate, MakeUsWell Network, has focused for over 35 years on health and well-being as an operating executive, entrepreneur, board member, executive educator, philanthropist, community leader, and investor.

As Pitney Bowes' CEO and Chairman (1996-2008), the company outperformed the S&P 500 in total shareholder return and was an innovator in employer-sponsored healthcare. Michael Porter's 2009 Harvard Business School case study profiled Michael's success at Pitney Bowes, and Michael also successfully led the mailing industry's 11-year comprehensive regulatory and

legislative reform campaigns.

As Eaton Corporation's director, and advisor to numerous other organizations, Michael drove many companies and non-profits to create cultures of health to enhance shareholder value. He currently advises RAND Corporation and Wellville, and serves on the board of ConferMED and EPIC.

In 2012, Michael produced a full-length, feature film, *From the Rough*, which celebrated the first black woman to coach a men's college athletic team. The film was released in theaters in 2014.

Michael graduated from the University of Wisconsin (1970) and Harvard Law School (1974).

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

2023 – K. Andrew Crighton, MD, Crighton Consulting Group

MARK DUNDON RESEARCH AWARD

Ronald J Ozminkowski, PhD



Ronald J Ozminkowski, PhD, is a Senior Vice President, Commercial Analytics for Aon. He is an internationally recognized executive leader, consultant, writer, and chief scientist, whose research has been viewed by people in over 100 countries.

Ron is a strategic thought leader, exemplified by over 160 peer-reviewed and other professional publications, and an equal number of professional conference presentations. These publications and presentations report investigations of access to care, social determinants of health and well-being, and evaluations of the impact of clinical, pharmaceutical, and social programs designed to improve health and healthcare.

Ron's research collaborators and clients have included experts in The White House, federal and state agencies, life sciences companies, employers and insurers, pharmaceutical companies, industry groups, and health systems.

Ron has coauthored dozens of studies that have formed the foundation of workplace health and well-being economics research. Some of his groundbreaking research includes the original HERO study, large-scale MarketScan studies examining the health and productivity costs of risk factors and diseases, an annual review of workplace health promotion, and multi-employer benchmarking studies – all done with precision and scientific rigor. His creative problem-solving and deep knowledge of economics, statistics, and research design are among his many admirable attributes. He is also known among colleagues as a kind, ethical, and “wicked smart” guy, with the gift of explaining complex analytics to less sophisticated audiences.

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. Edington, 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

2023 – Laurie Whitsel, PhD, American Heart Association

JERRY NOYCE EXECUTIVE HEALTH CHAMPION AWARD

Jerry Norcia • David Ruud, MBA



Jerry Norcia is the CEO of DTE Energy and chairman of the company's board of directors. Prior to being named CEO, Jerry served as president and chief operating officer of DTE, responsible for strategic oversight and operations of the electric and gas utilities and the two large non-utility businesses. He has also served as president of DTE Gas, DTE Electric, and the Gas Storage and Pipelines business.

Prior to joining DTE, Jerry was vice president of business development for Union Gas. He has more than 30 years of experience in the energy industry, where he worked in executive leadership roles, business development, engineering, and operations.

Jerry is chair of the board for the American Gas Association. He is also a member of the board of directors for Henry Ford Health, Business Leaders for Michigan, the Detroit Regional Partnership, the Downtown Detroit Partnership, Edison Electric Institute, Nuclear Energy Institute, and the Institute of Nuclear Power Operations.

Jerry earned a Bachelor of Science degree in chemical engineering from the University of Windsor.



David Ruud, MBA, is Executive Vice President and CFO of DTE Energy. He serves as the Executive Wellbeing Champion of the DTE Wellbeing Executive Leadership Committee. David joined DTE in 2005 and has served in several senior leadership roles throughout the organization. He believes that the well-being of the DTE family is fundamental to the success of DTE and, therefore, is a driving force behind DTE's commitment to become a best-in-class culture of health and well-being.

Prior to DTE Energy, David was vice president and partner at L.E.K. Consulting, an international consulting firm focused on delivering results for clients in the areas of strategy, mergers & acquisition, and value management.

David earned a Bachelor of Science degree in aerospace engineering from Penn State University and a Master of Business

Administration with distinction from the Kellogg School of Management at Northwestern University. He is the chair of the board of directors for Ann Arbor SPARK and is on the boards of the Downtown Detroit Partnership and the National Association of Manufacturers.

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
- 2023 – Dane Friend, JD, Baylor College of Medicine

HEART OF HERO AWARD

Karen Personett



Karen Personett has been the manager of DTE's Culture of Health & Wellbeing transformation since 2016. During this time, DTE has garnered 20 industry awards, including the most prestigious C. Everett Koop Award, and has been highlighted as a best practice example in the U.S. Surgeon General's Workplace Mental Health & Wellbeing report.

With over twenty years of experience in leading transformational movements and a proven track record of driving meaningful and sustainable organizational change, Karen is driven by the belief that well-being is the cornerstone of both personal and organizational success. She is known as a

dynamic, innovative, and inclusive thought leader with a documented ability to create a shared vision, develop and execute comprehensive strategies, and unify efforts in diverse matrixed organizations.

Under Karen's watch, DTE Energy has implemented a comprehensive, best-practice approach to employee health and well-being. She has garnered leadership support through the creation of a broad-based corporate wellbeing committee and relies on a multi-year strategic plan. She leverages data and analytics for a corporate cockpit to track performance and evaluation across the Triple Aim. Workplace health clinics and safety programming are connected to create a culture of health, safety and wellbeing. The Energize Your Life brand is infused throughout all communications. Financial and social wellbeing are woven into all of her work with an emphasis on diversity, equity and inclusion.

Karen has been married to her bestie for over 25 years, with 4 (mostly) adult children. She is a herd mom of many Pitbull rescues, with a lifelong on again/off again love of martial arts.

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

2023 – Megan Amaya, PhD, CHES, NBC-HWC, Ohio State University

HEALTHY HERO AWARD

Carlo Anton Fontenot



Before reaching his mid-30s and before having kids, Carlo Anton Fontenot never had an issue with weight. That all changed when his time went from participating in his own sporting activities to watching his 3 kids participating in their many activities. Coupled with a cancer diagnosis at the age of 38, life was providing challenges that allowed weight management to move to the background.

Realizing he was 120 pounds over his college weight and being diagnosed with pre-diabetes at age 42, he immediately began a program to attend to his overall health. He focused upon limiting his daily caloric intake to 2,200 calories and began walking 3 miles on the Montour Trail near Pittsburgh at least 3 times per week. In 2 years' time, Carlo had lost 80 pounds and decreased his A1C to a level where his doctor reversed the pre-

diabetes diagnosis!

In 2015, Carlo experienced 3 life changing moments that caused him to lose focus on healthy habits. Carlo was re-diagnosed with cancer, suffered the loss of his mother, and relocated his family back to Houston from Pittsburgh. The weight loss he accomplished returned with an additional 70 pounds over the next 8 years.

After conversations with a health coach, Carlo began a high protein/low carb diet. Setting daily nutritional goals and tracking them has led to adherence to not exceeding his goals, and after an initial weight loss, he was able to resume exercising at gym. He also began using the stairs instead of the elevator at work.

Since October 2023, Carlo has lost 56 pounds and has experienced increased energy. His cardiologist had him stop taking 1 of his medications, and his primary care physician removed 2 more prescription medications. His cholesterol, blood pressure, and A1C levels have all decreased. The motivation to improve his mobility contributed greatly to his success. Having resources available to him was helpful. The encouragement from his employer medical department and coworkers was also instrumental in Carlo pursuing healthy changes to his lifestyle.

Carlo's wife and one of his sons often accompany him to the gym which has led to increased activity for them, and his wife eats healthier because most of their meals are eaten together. Several co-workers and friends have commented on his weight loss, and he has shared the tools that have led to his success. Carlo also encourages them to make use of the employee wellness plan. Carlo was adamant in not choosing the easiest options (e.g., surgical procedures). One must first determine if there are simple lifestyle changes that one can make to improve his/her situation. Maintaining a healthy weight is a lifelong journey that requires focus and determination. It is easy for some and difficult for others... regardless one must take advantage of the resources offered and make your overall health a priority.

Sponsored by
workpartners 

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

2023 - Lauren Paige Zabelsky, MLS, Office of Programmatic Services, Carnegie Library of Pittsburgh

AWARDS COMMITTEE

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American Heart Association

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

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