



## **HERO** **News Release**

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### **HEALTH ENHANCEMENT RESEARCH ORGANIZATION (HERO) ANNOUNCES LINEUP FOR 2012 HERO FORUM**

*Three-day event to address building and sustaining a healthy workplace  
expected to attract employers and health experts from around the country*

**MINNEAPOLIS (September 18, 2012)**—The [Health Enhancement Research Organization](#) (HERO) announced today its lineup of speakers for the [2012 HERO Forum](#) for Employee Health Management Solutions. The 2012 Forum, which runs from October 2 – 4 in Minneapolis, will focus on how to build an employee health management program that is effective and sustainable over time, which is a topic of growing importance to employers of all sizes.

Keynote speakers for this year's HERO Forum include [Julia Halberg, vice president of global health and chief medical officer for General Mills](#), and [Jack Groppe](#), co-founder of the Human Performance Institute and vice president of applied science and performance training for Johnson & Johnson Wellness & Prevention. In total, more than 20 companies from across the country will present case studies, research and best practices for developing and conducting employee health management programs.

Research shows that a growing number of employers are investing in employee health management programs in an effort to improve the overall health status of their workforce. Why? Because better health can lead to improved workforce productivity, not to mention a decrease in health care costs and presenteeism. In fact, according to a recent study conducted by researchers from HERO, [Brigham Young University, and the Center for Health Research at Healthways](#), health-related employee productivity loss accounts for 77 percent of all productivity loss and costs employers two to three times more than annual health care expenses.

“The connection between individual health status and workplace culture is becoming increasingly clear, as is the correlation between poor employee health and a high corporate health spend,” said Jerry Noyce, president and CEO of HERO. “The HERO Forum presents a unique opportunity for employers, benefits and human resources professionals and health management researchers to talk about these issues, to share ideas, to learn from each other, and to identify opportunities for collaboration.”

According to Noyce, more than 300 corporate benefit professionals, executives and population health management experts are expected to attend the 2012 Forum in Minneapolis. The event will take place at the Minneapolis Radisson Hotel.

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In addition to presentations and workshops with executives from companies such as GlaxoSmithKline, Prudential Financial, Sprint, Pfizer, L.L. Bean, Eastman Chemical Company, and Bayer Corporation, the 2012 HERO Forum will include the presentation of the [HERO Employee Health Management Awards](#), the presentation of the 2012 [C. Everett Koop Awards](#) (sponsored by the Health Project), and a Koop reunion dinner (featuring award-winning companies from the past 25 years).

Registration information and a complete list of speakers and activities can be found at online or by calling HERO at 952-835-4257.

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*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.*

For more information:

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