



HERO **News Release**

FOR IMMEDIATE RELEASE

HEALTH ENHANCEMENT RESEARCH ORGANIZATION (HERO) ANNOUNCES LINEUP FOR 2013 HERO FORUM

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

MINEAPOLIS (Sept. 5, 2013)—The [Health Enhancement Research Organization](#) (HERO) announced today its lineup of speakers for the [2013 HERO Forum for Employee Health Management Solutions](#). The 2013 Forum, which runs from September 24-26 at the Hilton at Walt Disney World in Orlando, Fla., will focus on building the business case for health management, a key concern for an estimated [70 percent](#) of employers who currently offer employee wellness programs.

Keynote speakers for this year's HERO Forum include Jim Clifton, chairman and CEO of Gallup and Ben Leedle, Jr., president and CEO of Healthways, Inc., who will co-present, "What companies can learn from our nation's top well-being cities." Clifton and Leedle will highlight the important connection between employee well-being and business performance, as well as actions that organizational leaders can take to measurably improve well-being.

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 during the HERO Forum. Also during the Forum, winners of the 2013 C. Everett Koop National Health Awards will be recognized, as will winners of the [HERO Employee Health Management Awards](#).

"Employers are increasingly turning to wellness as a strategy to help deliver improved business results which may include increased employee performance and organizational productivity as well as potential impact on corporate health care costs. The Forum is a gathering place for employers and thought leaders to connect and share information needed to stay abreast of trends, strategies and best practices to improve employee health and performance," said Jerry Noyce, president and CEO of HERO.

According to Noyce, more than 350 corporate benefit professionals, executives and population health management experts are expected to attend the 2013 Forum, which will include presentations and workshops by executives from companies such as Boeing, Kaiser Permanente, Google, Johnson & Johnson, and Pfizer.

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

###

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:
Barbara Tabor
barbara@taborpr.com
651-230-9192