



FOR IMMEDIATE RELEASE

HERO appoints Jessica Grossmeier, Ph.D., vice president of research

Leading health management research expert brings deep knowledge of employee health improvement programs, trends and proven leadership within HERO

EDINA, Minn. (August 14, 2014)—HERO (the Health Enhancement Research Organization) announced today that Jessica Grossmeier, Ph.D., has been appointed vice president of research for the organization, which is dedicated to advancing the practice of employee health management through research, education and the collaborative creation of policies and strategies that cross corporate, cultural, and global boundaries to benefit employers and individual wellness program participants.

“HERO has experienced rapid growth in recent years as employers are connecting the dots between employee health, human capital outcomes, and corporate financial health and performance. Much of what we do centers around building consensus, while conducting and disseminating research in a collaborative manner that is built on best practices and stringent research analysis,” said Jerry Noyce, president and CEO of HERO. “Jessica Grossmeier has been instrumental to the growth of our research function over the years, has co-authored many ground-breaking studies on our behalf, and has already held numerous leadership roles within the organization. She is truly a natural fit for this position and we are thrilled to have her as an official member of our leadership team.”

In her position at HERO, Grossmeier will oversee the execution of current and new [research studies](#) for the organization, participate in setting the [HERO research agenda](#) for each year, and will support the efforts of the HERO Research Committee, which includes more than 50 volunteers from a wide variety of companies and industries.

“Facilitating research that demonstrates the value proposition of employee health for companies has been HERO’s calling card for over 25 years, and this work has largely advanced through the efforts of HERO’s strong and deep volunteer membership,” said Grossmeier. “Transitioning from a volunteer researcher to a staff position with HERO will allow me to focus my energy on advancing HERO’s research agenda, accelerating the delivery of new research to the field and providing stronger research consultation and support to HERO’s volunteer study committees. HERO has a unique ability to bring together the best and brightest researchers in the field to better understand what drives health and financial outcomes. I couldn’t be more thrilled to focus my energy on the HERO mission.”

Prior to joining HERO, Grossmeier was most recently vice president of research for StayWell Health Management, where she was also deeply involved in HERO research as a volunteer committee member. Contact her about research collaboration at jessica.grossmeier@hero-health.org.

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For more information:

Health Enhancement Research Organization, Barbara Tabor, (651) 230-9192, barbara@taborpr.com

About HERO – 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. HERO was established in 1996 as a not-for-profit, 501(c)3 corporation to create high quality employee health management (EHM) research, especially that dealing with the impact of modifiable health risks on health care costs. To learn more, visit www.the-hero.org. Follow us on [Twitter](#), [Facebook](#) or [LinkedIn](#).