



HERO Core Principles: For consideration by new member applicants:

1. HERO has a vision that “all workplaces” will positively influence health. Accordingly, we welcome companies of all sizes and from all sectors of the economy. We presently have a flat fee structure of \$7,000 per member and \$4,500 for non-profit organizations. We have no sliding fee scale; however, we reserve the right to base membership on ability to pay on a case-by-case basis. For example, when an organization is contributing significant leadership and volunteer hours to advance HERO’s work, we may offset fees relative to their in-kind contributions.
2. Non-commercialism. As a Think Tank, HERO places a premium on open and science-based sharing of best practices information, research and case studies. As an organization that facilitates and encourages professional networking and that serves both those who purchase wellness services and those who sell wellness services, we appreciate that HERO is fertile ground for making business connections. Nevertheless, HERO events are learning venues where vendors ‘pitching’ employers is considered inappropriate.
3. Membership balance. HERO’s vision is best served when our events are attended by a balanced mix of employers committed to advancing employee and community health, wellness providers with expertise doing same, and non-profit organizations who are also committed to health and consumer advocacy.
 - a. The HERO Board has articulated a goal of retaining at least a 50% ratio of employer members compared to provider members.
 - b. HERO Management reserves the right to delay acceptance of a new wellness provider member contingent on the simultaneous addition of a new employer member.
 - c. Occasionally, HERO may place a moratorium on new wellness provider membership applications in the interest of preserving a healthy 1:1 ratio of employer to provider members.
4. HERO Ethical Standards. As our value statements below indicate, we adhere to strict ethical standards in how we partner with other organizations. This includes vetting new HERO member applications according to an applicant’s commitment to supporting research, education and the advancement of best practices in health promotion. HERO management reserves the right to decline membership requests from organizations that cannot demonstrate a track record of commitment to these core values.

Check list for New Members (Optional).

We find that HERO members who get the most of their membership, naturally, are those who get involved with HERO activities early and stay involved often. HERO is a great organization for learning, networking and keeping up with the profession. As importantly, we are an association of experienced health promotion experts and passionate advocates who use HERO as a vehicle for giving back to the profession and exerting leadership that shapes the direction of our field.

Please complete the following checklist so we can help connect you with the right people and resources at HERO (Mark all that apply):

Research: “Research is HERO’s middle name” and we are uniquely positioned to facilitate cross sector, collaborative and independent research initiatives.

- _____ 1. My organization conducts research.
- _____ 2. My organization publishes research.
- _____ 3. My organization is interested in collaborating with others in research.
- _____ 4. My organization is interested in co-authoring research articles.

_____ 5. My organization has experience in sharing data for conducting research.

_____ 6. My organization has recent peer reviewed publications we would like to share in HERO's Resource Center. (Please send these along).

Committee Participation: Any number of your colleagues in your organization can participate in HERO Committees and Study Groups. Please mark all that you or a colleague may find of interest:

_____ 1. Education Committee: Recommend, review and select speakers for our events.

_____ 2. Awards Committee: Recommend, review, select and honor leaders in our field.

_____ 3. Research Committees: Agenda setting, advisory, workgroups.

_____ 4. [Culture of Health Study Group](#).

_____ 5. [Engagement Study Group](#).

_____ 6. [Employer Community Collaboration Committee](#).

_____ 7. Measurement Committee: HERO Health and Well-being Best Practices Scorecard in Collaboration with Mercer and other measurement initiatives.

_____ 8. Policy Committee: Consensus building on trends, especially Federal.

_____ 9. [Workforce Performance Study Group](#).

_____ 10. Public Relations Committee: Advocacy for wellness field via media.

If you are interested in joining a committee or have questions, please contact:
Emily Wolfe, Emily.wolfe@hero-health.org, 704-448-0211.

Social Media

_____ 1. We share updates about our health promotion initiatives on Social Media and we're glad to have HERO share what my organization shares with HERO members.

_____ 2. We are interested in contributing to HERO's communications to HERO members by authoring Blog Posts or contributing to Trade Journal articles.

_____ 3. We have expertise in Public Relations and are glad to work with HERO as boosters for workplace wellness.

Thought Leadership

_____ 1. We would like HERO to consider experts in our organization who can be guests on HERO webinars, facilitators at Think Tanks or speakers at HERO events. (Please list experts and topic areas):

Expert(s) Names: (Please send Bios and/or C.V.s):

Expertise in the following subject areas: Please send related science publications, PowerPoint presentations, or links to recorded presentations.

Sponsorship of HERO Events, Research or HERO Scorecard.

___ 1. Please contact us about how we can offer financial support to become a “HERO Research Partner.”

___ 2. Please contact us about becoming a “HERO Scorecard Preferred Provider” who can administer the HERO Scorecard, consult in program planning using the Scorecard, including having access to unique data sets and benchmarking reports to share with our clients.

___ 3. Please contact us about how we can offer financial support for HERO educational events and learn about the benefits of sponsorship.

HERO Values

Leadership

We convene thought leaders in workplace health and well-being and other organizations that have a stake in employee and community health and productivity.

Excellence

We are committed to advancing professional best practices that are based on research and documented outcomes.

Integrity

We adhere to strict ethical standards in how we interact with HERO members and other organizational leaders and in the way we partner with other organizations.

HERO Vision **Vision**

All workplaces will positively influence the health and well-being of employees, families and communities.

HERO Purpose

Advancing health, well-being and performance through employer leadership.

HERO Goals

1. Increase collaborations and partnerships between and beyond HERO member organizations by recruiting new, non-HERO member organizations to contribute to Think Tanks, the HERO Forum and webinars.
2. Improve evidence-informed best practices in the workplace that advance health and well-being worldwide by increasing the use of the HERO Scorecard, affecting an improvement in scores nationwide, and increasing our marketing and public relations efforts.
3. Strengthen evaluation and research in individual level satisfaction with wellness programs and strengthen individual level data collection tools in a future consensus guide for workplace health and well-being.
4. Increase American workplaces’ interest in, capacity for and involvement with community health improvement. We plan to do this by increasing the number of sessions dedicated to case studies of employer-community collaborations and the business case for involvement with community health at HERO educational venues—through HERO research projects and via dissemination of HERO research findings.
5. Strategic plans need to be responsive to changes in the organization, the business climate and the needs and interests of members we serve. Accordingly, the goals and objectives named in this long-range plan will be subject to regular reviews and specific metrics that will be monitored via HERO’s internal performance scorecard.