



News Release

FOR IMMEDIATE RELEASE

HERO FORUM BRINGS NATIONAL HEALTH AND WELL-BEING EXPERTS TO ATLANTA

Three-day event to attract nearly 500 attendees and feature more than 130 well-being experts

EDINA, Minn. (September 15, 2016) — Companies of all sizes are investing in employee health and well-being programs. And the [HERO Forum](#) is where those employers come to learn from industry experts, network and gain connections, and learn about best practices and research that can advance their workplace health and well-being programs. The HERO Forum, which is one of the nation's largest gatherings for workplace health and well-being, will take place in Atlanta, September 27-29, at Loews Atlanta Hotel. [HERO](#) (Health Enhancement Research Organization), which hosts the annual event, expects approximately 500 corporate benefit professionals, employer leaders and population health experts to attend.

Leading in Well-Being: Workplaces Influencing the Health of Employees, Families and Communities is the focus of the HERO Forum. Keynote speakers include:

- **Michael Roizen, MD**, chief wellness officer and chair of The Wellness Institute at The Cleveland Clinic. Dr. Roizen is the author of multiple New York Times #1 bestseller books, including *The RealAge*, *Are You as Young as You Can Be?* and *YOU Staying Young, the Owner's Manual for Extending Your Warranty* (with Dr. Mehmet Oz).
- **Howard Koh, MD, MPH**, Harvey V. Fineberg professor of the practice of public health leadership at the Harvard T.H. Chan School of Public Health and the Harvard Kennedy School. Dr. Koh is a former assistant secretary for health for the U.S. Department of Health and Human Services and senior public health advisor to the Secretary.
- **Jack Groppe, PhD**, co-founder of the Johnson & Johnson Human Performance Institute, and internationally recognized authority and pioneer in the science of human performance. Groppe is also co-chair of the newly formed Global Alliance for Health & Performance, and a professor of kinesiology and community health at the University of Illinois at Urbana-Champaign.

More than 130 additional speakers from more than 100 companies will provide expertise, share findings from recent research, explore the use of health and well-being best practices, and share real-world stories of program implementation and success during general and breakout sessions and panel discussions. The HERO Forum also features fitness classes throughout the day, meditation and yoga classes, and the 4th Annual HERO Forum Fun Run + Walk, sponsored by StayWell.

In addition, winners of the 2016 C. Everett Koop National Health Awards will be recognized during the HERO Forum, and winners of the HERO Health and Well-Being Awards will also be announced.

Registration information and a complete list of speakers and activities can be found at <http://customer.agendapop.com/hero16/schedule/>. Follow HERO Forum news and updates on Twitter at #HEROForum16.

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About HERO – Based in Edina, Minn., the Health Enhancement Research Organization (HERO) is a not-for-profit, 501(c)3 corporation that was established in 1996. HERO is dedicated to identifying and sharing best practices that improve the health and well-being of workers, their spouses, dependents and retirees. To learn more, visit www.hero-health.org. Follow us on [Twitter](#) @heroehm or [LinkedIn](#).

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