



FOR IMMEDIATE RELEASE

## **HERO, Population Health Alliance release free guide for measuring employee health management outcomes**

EDINA, Minn. (February 25, 2015)— HERO (The Health Enhancement Research Organization) and the Population Health Alliance (PHA) announced today the release of a guidebook to help employers evaluate their employee health management programs. It's currently estimated that more than 90 percent of companies offer a workplace wellness program and increasingly, those employers are looking for guidance on how to measure and evaluate the effectiveness of their efforts. The HERO/PHA guidebook, ***"Program Measurement and Evaluation Guide: Core Metrics for Employee Health Management,"*** was developed in response to this demand from employers and is designed for use by business leaders, human resources and benefits professionals, benefits consultants and wellness providers.

The guide, which can be downloaded free of charge at [www.hero-health.org](http://www.hero-health.org) or [www.populationhealthalliance.org](http://www.populationhealthalliance.org), is the result of a collaborative effort initiated by HERO and PHA that included participation by subject matter experts from over 40 organizations representing virtually all industry segments, including employers, health plans, program providers, academic research centers, and certification agencies.

"Measuring return on investment can be costly for many employers, and health management research has shown that there are other, equally effective and more accessible ways to evaluate program effectiveness," said Jerry Noyce, president and CEO of HERO. "The core metrics guide walks employers through a set of seven categories that have been researched and verified by population health experts, and provides hands-on advice for how to implement these metrics."

The "Program Measurement and Evaluation Guide" recommends the following essential measurements for wellness program success:

- **Financial outcomes**, including the directly monetized claims savings and the monetized impact of wellness on hospital claims and health outcomes, rather than ROI. This is important because wellness programs save money, rather than generate revenue, which is what ROI traditionally measures, so a straight ROI analysis for wellness programs isn't always applicable.
- **Health impact**, including the impact of wellness programs on the physical health, mental/emotional health, health behaviors, health status, and overall risk status of a workforce.
- **Participation**, from overall program participation down to more finite measures, such as percentage of people who are eligible for a specific program (based on health status) and how many enroll, and the degree to which they participate.
- **Satisfaction**, including both employer and employee/participant satisfaction with the wellness program and a recommendation for specific ways to capture this measurement.
- **Organizational support**, which encompasses the degree to which an organization commits to employee health, including the deliberate steps they take to support health (i.e., programs, policies and procedures), cultural support for employee participation in health improvement, and management participation and support.
- **Productivity and performance**, including how to measure the impact of health on factors like time away from work and employee performance.

- **Value on investment (VOI)**, which is a financial analysis that better reflects the broader savings potential of wellness programs, rather than an ROI measure, which is designed to measure revenue rather than savings. The guide provides a framework for constructing a VOI analysis.

“Now more than ever, employers need consistent, reliable, proven ways to evaluate workplace wellness programs,” said Fred Goldstein, executive director, PHA. “Leading population health experts have contributed to this guide by identifying scientifically sound, practical approaches to evaluating and proving their investment in the health of their employees. The guide has value not only for employers, but for organizations such as health plans and program providers who can use the recommendations to improve partnerships with their customers.”

To learn more about the Program Measurement and Evaluation Guide, attend a free webinar hosted by PHA and HERO on March 5 from noon to 1:00 p.m., ET. Register at <http://populationhealthalliance.org/event/39-webinar-comparing-apples-to-apples-how-to-use-the-hero-pha-core-metrics-guide>.

###

**For more information:**

Barbara Tabor, APR (651) 230-9192, [barbara@taborpr.com](mailto: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](http://www.the-hero.org). Follow on Twitter: @HEROehm.

**About the Population Health Alliance** – The Population Health Alliance (PHA) is a global trade association of the population health industry. Its almost 100 members represent stakeholders from across the health care delivery system that seek to improve health outcomes, optimize medical and administrative spend, and drive affordability. Through its robust advocacy, research and education initiatives, the PHA offers members a forum to advance shared learning and applied research to further innovation and establish best practices in the population health field. Learn more at [www.populationhealthalliance.org](http://www.populationhealthalliance.org). Follow on Twitter: @PHAVoice.