



NEWS RELEASE

(For immediate release)

HERO Receives Grant to Advance Lifestyle Medicine in Employer Ecosystem

RALEIGH, NC (May 5, 2022) — The Health Enhancement Research Organization ([HERO](#)) has received a grant from the Ardmore Institute of Health for *Activating Employers as Agents of Change in the Implementation of Lifestyle Medicine*. This new HERO initiative is centered around integrating lifestyle medicine into the workplace through health and well-being offerings from employers.

“HERO is thrilled to play a role in establishing Lifestyle Medicine as a foundational component of healthcare. Employers play a critical role in realizing that vision.” Karen Moseley, HERO President & CEO.

This grant application will enable HERO to leverage its thought leadership and expertise in research and convening to facilitate and accelerate the implementation of Lifestyle Medicine by identifying pathways for employers to 1) create the conditions for Lifestyle Medicine to be integrated into employees’ health and well-being offerings; 2) relate Lifestyle Medicine to key business outcomes; 3) consider how to extend the influence of their whole-person health initiatives into their communities; and 4) advocate with their health plans, brokers, and government officials for Lifestyle Medicine coverage.

HERO believes it is critical to promote whole-person health, advance health equity, and to overcome barriers to the implementation of Lifestyle Medicine. This one-year project will involve ongoing input from a multidisciplinary Advisory Committee of Lifestyle Medicine experts; a use of mixed-methods assessments of various sized employers and employees in Ardmore, OK and Pawtucket, RI as well as “bright spot” employers who are innovators in Lifestyle Medicine; and two inter-professional workshops that include key stakeholders from the employer ecosystem to identify insights about how best to promote the adoption of and enable employers to advocate for reimbursement of Lifestyle Medicine. One of the workshops will be conducted the week of HERO’s annual Forum on the theme, “[How the Choices We Have Influence the Choices We Make: Diversity, Inclusion, and the Integration of Lifestyle Medicine and Population Health Promotion](#).” The results of the workshops will be synthesized to inform the development and dissemination of actionable deliverables and practical resources for employers.

[Ardmore Institute of Health](#) works for a future where healthy lifestyles will be the preferred method to prevent, treat and reverse chronic diseases such as diabetes and obesity. Since 1947 the organization has been promoting lifestyle change as a means to help people achieve a more healthy and fulfilling life. AIH provides grants to projects that support this mission as well as a

free nutrition improvement program called Full Plate Living. [Full Plate Living](#) helps people add more whole plant-based foods to meals they're already eating. It's a small step approach that can lead to big health outcomes.

As a collaborator and convener, HERO's door is always open to hearing from bright spot employers, and we welcome input for this initiative. For grant initiative inquiries please contact Karen Moseley, who will serve as the project manager of this initiative. You can find all of HERO's contact information [here](#).

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About HERO – Based in Raleigh, NC, HERO (the Health Enhancement Research Organization) is a not-for-profit, 501(c)3 corporation that was established in 1997. HERO is dedicated to identifying and sharing best practices that improve the health and well-being of employees, their families, and communities. To learn more, visit: www.hero-health.org Follow us on Twitter [@heroehm](https://twitter.com/heroehm), [Facebook](#), or [LinkedIn](#).