



NEWS RELEASE

(For immediate release)

Brent Easton named recipient of the Alliant Healthy HERO Award, a new component of the HERO Health and Well-being Awards

Inaugural award recognizes individuals who made life-altering changes to their health habits using a worksite well-being program

WACONIA, MN (September 13, 2017) — HERO (the [Health Enhancement Research Organization](#)) announced today that Brent Easton, a palliative care chaplain for Mercy Health in Paducah, Kentucky, is the recipient of the inaugural [Alliant Healthy HERO Award](#).

The Alliant Healthy HERO Award recognizes an individual whose participation in a company-sponsored well-being program has inspired significant, sustained improvements in health and overall well-being. Honorees may also have taken on leadership roles as volunteer wellness champions within their workplace. The award is a new addition to the HERO Workplace Health and Well-being Awards, which are given annually at the [HERO Forum](#) to honor dedication and commitment to the well-being industry, and to acknowledge the outstanding achievements of leaders in the field. It will be presented Sept. 12.

“HERO’s Workplace Health and Well-Being Awards have for years recognized people whose leadership has shaped the world of well-being. The Healthy HERO Award is an opportunity to shine a light on the people who benefit from those programs, and as a result become champions for increased participation,” said [Paul Terry](#), president and CEO of HERO. “We are grateful for Alliant’s sponsorship of this new award, and excited to have Brent as our inaugural honoree.”

Easton spent years losing and re-gaining weight before renewing his commitment in 2014 to changing his life and his health. With assistance from his employer’s well-being program, he adjusted his diet and exercise habits and rethought his definition of success, and this time the changes stuck. Over the past three years, Easton has lost 100 pounds and trimmed 13 inches from his waist. Easton continues to lose weight today, and has become an enthusiastic champion of Mercy’s well-being program for others in his workplace. He is known for cheering

on his co-workers, congratulating them on their successes, and helping them through challenging times.

“As a palliative care chaplain, I saw first-hand the problems chronic illness could create for people. I took stock in my own life, made a lifestyle change, and said good bye to morbid obesity,” Easton said. “Once I made these changes in my own life, I took joy in helping others find their way through the same process. I love helping people transform their lives for the better. Being recognized for that is a special bonus and a great honor.”

Easton’s employer, Mercy Health, appreciates Easton’s new dedication to healthy living and the motivation he provides to his co-workers.

“We are grateful to Alliant and HERO for making this award possible, and are excited to be able to showcase what we do to make lives better in mind, body, and spirit,” said Allan Calogne, system vice president, rewards and well-being for Mercy Health.

With a history dating back to 1925, Alliant Employee Benefits is a division of Alliant Insurance Services, Inc., and is one of the nation’s leading consulting firms focused on employee benefits strategy, design, execution and ongoing plan management. Operating through a national network of offices, Alliant offers a comprehensive portfolio of benefit consulting services, including a focus on pharmacy, actuarial, absence management, voluntary, benefits, international benefits, and health & productivity. Alliant’s health and productivity practice, the sponsor of the Alliant Healthy HERO Award, is composed of industry professionals dedicated to ensuring that health, well-being, and human performance are embraced by client organizations as a strategic business imperative.

“We spend much of our time as consultants helping clients build evidence-based and data-driven health and productivity strategies to impact employee well-being, yet we rarely focus on rewarding those who follow through to make positive changes,” said Abby Davis, senior vice president and national director of health and productivity at Alliant. “Our goal as a practice was to introduce an award recognizing an individual effort that was fostered by one of our client organizations’ commitment to health and well-being. We appreciate the opportunity to partner with HERO to sponsor this award and are thrilled to announce this year’s winner.”

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About HERO – Based in Waconia, MN, HERO (the Health Enhancement Research Organization) 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 employees, their families and communities. To learn more, visit www.hero-health.org. Follow us on [Twitter](#) @heroehm or [LinkedIn](#).

