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**JERRY NOYCE, PRESIDENT AND CEO OF HERO, TO SPEAK AT
MINNESOTA'S HEALTHIEST STATE SUMMIT**

Collaborating to Reclaim Minnesota's #1 Health Ranking is Summit Priority

MINNEAPOLIS (July 21, 2015) – HERO (the [Health Enhancement Research Organization](#)) announced today that Jerry Noyce, president and CEO, will speak at the "Healthiest State Summit: Reclaiming Minnesota's #1 Health Ranking" in St. Paul, Minn., Aug. 6, 2015. The event is sponsored by the [Twin Cities Medical Society](#) and the [Minnesota Public Health Association](#).

Noyce will address the full conference on the topic, "The Culture of Health Matrix," describing the connection between community culture and population health, as well as the "Healthy Workplaces, Healthy Communities" initiative underway, which is designed to get businesses more involved in improving community health.

The summit is designed for representatives from medicine, public health, community health, education, and business communities. Participants will explore why, in 1992, Minnesota had the No. 1 health ranking in the United States; but by 2014, had dropped to No. 6. Attendees at the Summit will discuss specific ways to improve health and achieve health equity in Minnesota, and propose new partnerships to reclaim the healthiest state ranking.

"Research has shown that behavior change and health improvement have more staying power when people live and work in a culture that places a priority on health," said Noyce. "If business and community leaders join forces they can have a significant impact on the overall health and well-being of the broader population and create a healthier future workforce."

Find more information about conference registration and the full agenda at <http://www.metrodoctors.com/dev/index.php/in-action/tcms-updates/latest-news-events/390-2015-healthiest-state-summit>.

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About HERO – Based in Edina, Minn., HERO (the Health Enhancement Research Organization) 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. Follow us on [LinkedIn](#) and [Twitter](#): @heroehm.