



## NEWS RELEASE

### **HERO VICE PRESIDENT, JESSICA GROSSMEIER, TO PRESENT AT AMERICAN HEART ASSOCIATION WORKPLACE WELLNESS FORUM**

EDINA, Minn. (Jan. 28, 2016) – HERO (the [Health Enhancement Research Organization](#)) announced today that Jessica Grossmeier, vice president of research, will present at the American Heart Association Workplace Wellness Forum in Des Peres, Missouri. The conference, entitled [Making Numbers Count: Using Data to Create a Culture of Health and Well-being](#), takes place Feb. 9, 2016.

Grossmeier will address the topic of “Making Meaningful Use of Data from Wearable Devices,” in which she will cover the latest trends in using wearable devices for the evolution of workplace wellness programs, as well as how that data can translate to program design and improved workplace health.

“Employers are increasingly incorporating wearable devices into their workplace programs as a way to infuse their programs with fun and to create meaningful, long-term engagement,” said Grossmeier. “The next step that many employers face is better understanding how to use data that is derived from their programs to create a lasting culture of health for their employees, their families and their communities.”

This event is designed for employers, employees and health care professionals interested in reviewing traditional and emerging sources of data to evaluate workplace wellness programs, identifying strategies for collecting and applying that data to strengthen programs, and using resources that provide guidance on how to measure workplace wellness initiatives.

For more information about the Workplace Wellness Forum and registration visit <https://2016workplacewellnessforum.eventbrite.com>

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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](http://www.hero-health.org). Follow us on [Twitter](#) or [LinkedIn](#).

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