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**PAUL TERRY AND JESSICA GROSSMEIER TO PRESENT AT
AMERICAN HEART ASSOCIATION SCIENTIFIC SESSIONS 2015**

*Panel presentation and discussion to address effectiveness, outcomes and
value of workplace health programs*

EDINA, Minn. (Oct. 19, 2015) – HERO (the [Health Enhancement Research Organization](#)) announced today that Paul Terry, Ph.D., CEO and president, and Jessica Grossmeier, Ph.D., MPH, vice president of research, will present insights and participate in a workplace health panel discussion during the American Heart Association Scientific Sessions 2015 in Orlando, Fla., Nov. 7-11, 2015.

During the session entitled [“Effectiveness, Outcomes and Value of Workplace Health Programs.”](#) Terry will introduce the topic “Measurement, Metrics and Evaluation of Workplace Health Programs,” while Grossmeier will speak on “From Return on Investment to Value on Investment of Workplace Health Programs.”

The American Heart Association’s annual Scientific Sessions attract nearly 18,000 attendees, with a global presence from more than 100 countries. In addition, approximately 1.5 million medical professionals participate virtually in lectures and discussions about basic, translational, clinical and population science.

“At HERO, we’re committed to promoting scientific evidence related to what’s working to create healthier workplaces and healthier populations,” said Terry. “We’re pleased that workplace health is on the agenda at the Scientific Sessions, and we look forward to sharing research on the impact of employee wellness initiatives.”

Find more information about Scientific Sessions registration and the agenda at scientificsessions.org.

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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 and well-being research, education, policy, strategy and leadership. HERO was established in 1996 as a not-for-profit, 501(c)3 corporation to create high quality health and well-being research, especially that dealing with how workplaces can positively influence the health and well-being of employees, families and communities. To learn more, visit hero-health.org. Follow us on LinkedIn and Twitter: @heroehm.