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SCIENTIFIC JOURNAL PUBLISHES HERO STUDY ON LEADERSHIP VIEWS ABOUT WORKPLACE WELLNESS

EDINA, Minn. (July 23, 2015) – HERO (the [Health Enhancement Research Organization](#)) announced today that the results of its recent study on how business leaders view employee health and wellness was published in a peer-reviewed journal. The article, “Exploring the Value Proposition for Workforce Health: Business Leader Attitudes About the Role of Health as a Driver of Productivity and Performance,” was published in the July/August issue of the *American Journal of Health Promotion*. Jessica Grossmeier, vice president of research for HERO, co-authored the article with Nikki Hudsmith, vice president of operations for Performance pH.

More than 500 business leaders representing a variety of industries, of varying company sizes and geographic locations in the United States responded to the HERO survey, which was designed to better understand leadership perceptions about productivity and performance, and the influence of employee health on those success indicators.

"Our survey showed that business leaders see health as one of several critical contributors to business success that goes beyond just controlling health care costs," said Grossmeier. "In fact, more than 90 percent of leaders surveyed said health has a significant or very significant influence on productivity and performance, but that belief must be consistent across all levels of management to truly create a culture of health."

Learn more about the findings from this survey or access the published articles in the following ways:

- Read an abstract of the article: Exploring the Value Proposition for Workforce Health (July 2015) at <http://hero-health.org/research-studies/>
- Download the full survey report: HPP Business Leader Survey Report at <http://hero-health.org/hero-publications/>

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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.hero-health.org. Follow us on [LinkedIn](#) and on [Twitter](#): @heroehm.