



THE HERO RESEARCH AGENDA

The HERO research agenda reflects the research issues most important to HERO members and most likely to foster improvement in the field of workplace health and well-being. The HERO Research Agenda is reviewed and updated annually by the Research Advisory Group (RAG), a subcommittee of the HERO Research Committee comprised of outstanding leaders in research, business and education with many years of experience in the field. Based on their expert review, HERO leadership finalizes the agenda that will guide HERO's research priorities in the following year.

The HERO Research Agenda focuses on the following **three strategic priorities**:

- **Culture:** HERO members are interested in research about the role of employee health and well-being to influence a workplace culture that drives business success. Such research aims to assess the association between organizational culture, employee health and well-being, and key business performance measures. HERO research also aims to understand and demonstrate how changes in culture contribute to organizational success.
- **Sustainability:** HERO members are interested in understanding how organizations assess and advance workforce health and well-being alongside broader organizational sustainability efforts that positively influence the enterprise, its people, and the surrounding environment.
- **Performance:** HERO members are interested in research demonstrating how workforce health and well-being efforts advance strategic business performance objectives as well as individual employee performance. HERO research also focuses on understanding the factors and practices that characterize high-performing health and well-being initiatives.

In support of the strategic focus areas above, HERO pursues collaborative partnerships and facilitates [committees](#) in the following areas:

- **Culture of Health:** Understanding how organizations develop a workplace culture that supports employee health and well-being and associated outcomes.
- **Engagement:** Understanding definitions, measurement, drivers, and outcomes associated with three types of engagement including employee engagement in their own health and well-being; employee engagement in the organization's success; and organizational engagement in employee health and well-being.
- **Healthy Workplaces, Healthy Communities:** Understanding and articulating the value of employer involvement in community health and well-being initiatives and vice versa, including identification of activities that are the highest priorities for employer involvement, and how best to facilitate private and public sector collaborations.
- **HERO Scorecard:** Research focused on validating and mining the data collected in the *HERO Health and Well-being Best Practices Scorecard in Collaboration with Mercer* for the purposes of identifying best practices and monitoring their prevalence.
- **Measurement Standards:** Development of recommendations on how to measure the implementation, value and impact of workplace health and well-being initiatives.
- **Policy Committee:** This committee builds on the consensus work of HERO, American College of Occupational and Environmental Medicine, American Heart Association, Population Health Alliance, and other organizations concerned about equity and effectiveness in employee wellness.

- **Workplace Performance:** Research on the relationship between workforce health strategies & employee and organizational well-being, performance and productivity.

ACCOMPLISHING THE RESEARCH AGENDA

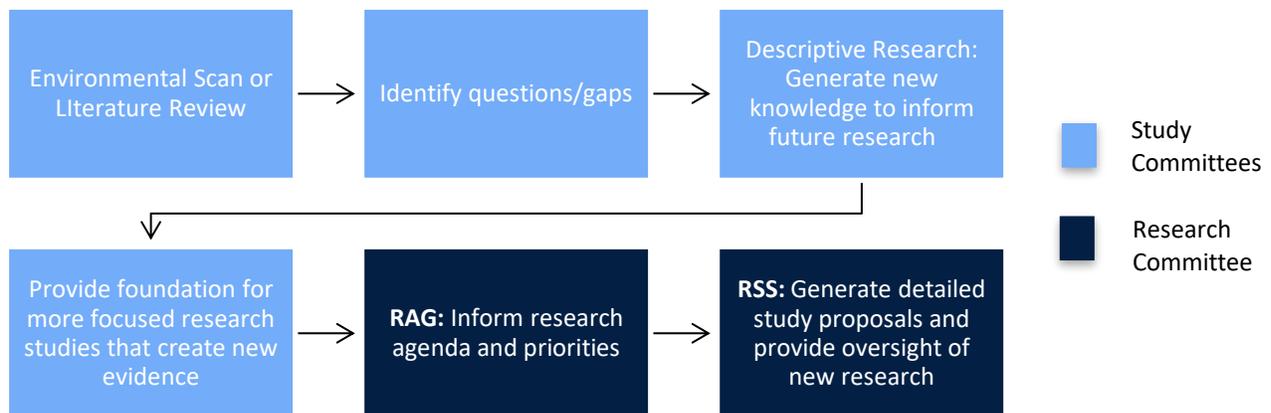
The HERO Research Agenda is accomplished through the efforts of the Research Committee, several Study Committees, focused workgroups, and collaboration with other organizations with mutual interests.

The HERO Research Committee is comprised of two subcommittees including the Research Advisory Group (RAG), and the Research Study Subcommittee (RSS). The RAG establishes HERO’s research agenda and priorities. The RSS provides guidance and oversight of HERO research activities and also provides research-related guidance and expertise to HERO study committees and workgroups.

Topic-specific study committees and workgroups outside of the Research Committee often influence the scope or direction for HERO research activities by helping members understand what is already known about a given topic and by identifying knowledge and research gaps. This work provides the foundation for identifying opportunities for focused formal research studies and may include conducting surveys or informational interviews, developing case studies, and conducting literature reviews.

The Research Committee and the study committees may be charged with production of deliverables to share what they have learned as a result of their activities. The visual diagram below describes how these committees work together to advance the HERO Research Agenda. A complete [list](#) of research related publications and reports is available on the HERO website.

Research Development and Implementation Process



DISSEMINATION ACTIVITIES: Blogs, Case Studies, Consensus Papers, HERO Forum, Industry Trade Journal Articles, Infographics, Presentations, Proceedings, Research Publications, Scorecard, Social Media, Think Tanks, Toolkits, Webinars, Website, White Papers

AN INVITATION TO JOIN THE HERO RESEARCH PARTNERS

HERO’s success in accomplishing its research agenda depends on funding support from various sources including HERO member organizations, other employers interested in workplace health and well-being research, and grants or other forms of funding from foundations and government agencies. HERO has also created a collaboration called “*HERO Research Partners*” to help move its research agenda forward. Organizations interested in becoming a HERO research partner may contact [Karen Moseley](#).