



HERO: Health Enhancement Research Organization

Vision: All workplaces will positively influence the health and well-being of employees, families and communities.

Purpose: Advancing health, well-being and performance through employer leadership.

HERO was established over 20 years ago to develop leaders and educate members and the health promotion profession about principles and practices that improve health and well-being. HERO partners with members and other national stakeholders to create and distribute research, policy, and strategy that increase employee engagement and enable greater business success.

TODAY HERO IS...

- A national nonprofit with global research dedicated to identifying and sharing best practices in the field of health and well-being – to improve the health of workers, their spouses, dependents and retirees.
- A member driven organization with an “intellectual co-op feel.” Member committees lead learning and professional development opportunities, including research initiatives.
- An ally of employers, promoting the health promotion field on behalf of employers, while providing an evidence-based view on improving employee, family and community well-being.
- A catalyst for what-if thinking. HERO Think Tank gatherings bring together passionate and influential company executives, chief medical officers, human resources leaders, researchers and health promotion practitioners.
- A one-of-a-kind collaborative that’s innovative and relevant in today’s evolving workplace environment.

WHY HERO MEMBERSHIP MAKES SENSE

HERO brings together employers, associations and providers from across the nation that are champions for workplace health and well-being to drive innovation and advance the field of health and well-being. Members are empowered to:

- Provide leadership and direction for the HERO Think Tanks, a deep-dive approach to creating corporate strategies and national policies around health and well-being, increasing engagement, and improving organizational and individual performance and productivity;
- Learn about and offer professional guidance on current research and emerging best practices;
- Network, benchmark and create connections with the nation’s health and well-being experts, researchers and informed colleagues;
- Take advantage of the exclusive HERO Resource Center, an online library of presentations, white papers and applied research that has been presented at HERO Forums, Think Tank meetings and in publications;
- Provide service and professional leadership on HERO committees ([Learn more here](#)); and
- Amplify their organization’s voice in advancing the health and well-being field by sharing their success stories and insights at the annual HERO Forum and other events.

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What Makes HERO Special?

1

Unique industry events that create a year-round connection to peers and leaders.

2

Access to the nation’s leading health and well-being experts.

3

Opportunity to shape the national health and well-being agenda through committee-based contributions.

4

Close-knit community that collaborates to influence change and drive research.

*“Membership in HERO puts us at the epicenter of a dynamic, evolutionary process that enhances our sophistication and credibility.”
–HERO Member*

To become a HERO member, complete the [Membership Application](#).
If you need additional information or have questions, email us at info@hero-health.org or call 952-835-4257.

“HERO has a very different feel than any of the other industry groups. HERO is not interested in being the biggest. Rather, having been employer driven since inception, they are focused on promoting the industry for employers.”
–HERO Member

HOW HERO DELIVERS

HERO Events

The HERO Forum (Fall). Provides a unique opportunity to participate in workshops that explore innovations in the of design, implementation and evaluation of health and well-being initiatives.

HERO Think Tank meetings (Winter, Summer and Fall). Three annual members-only meetings that expose current research around emerging topics in health and well-being, balanced with roundtable discussions and culminating in a written Proceedings.

Webinars & HERO Briefs

HERO provides industry professionals with educational opportunities to enhance their performance in the workplace through the HERO Learning Series. All webinars are open to members, while a few are offered to the public. Webinar recordings are available to HERO members via the HERO Resource Center. Our members hold “staying current” as a core value so HERO also publishes blog posts and monthly HERO Briefs that curate case studies, research articles and current events of interest to members.

HERO Research & Publications

A focus on workplace health and well-being is now well-established as a prime factor that separates good organizations from great ones. While workplace wellness grew because of corporate concerns over cost of health care, workplace health and well-being is driven by employer interest in how to deeply engage employees and drive individual and organizational performance, and what it takes to sustain a culture of health and well-being over time. The HERO Research Agenda seeks to answer these questions, while focusing on the future of work and advancing the concept of well-being in the face of extraordinary changes in technology, demographics and generational needs and values. A full list of HERO research studies is available on the [HERO website](#).

HERO Committees

Much of the innovation that HERO brings to the health and well-being field is achieved through the efforts of HERO committee members. Committees are instrumental venues for developing leaders and leadership in the profession and offer member organizations a platform for intentionally influencing continuous quality improvement in the field.

HERO Standing Committees: In co-op fashion, volunteer members provide direction and support to HERO operations via standing committees for Research, Education, Leadership and Policy.

- The Research Committee provides guidance and oversight of HERO research studies, with findings disseminated via study reports, webinars, peer-reviewed journal articles, and industry trade journals.
- The Education Committee supports the HERO Team in organizing learning events, identifying and recruiting faculty and developing learning objectives that drive continuous improvement as well as test new boundaries in the field.
- The Leadership Committee leads the HERO Awards process to select and honor exceptional leadership in the field.
- The Policy Committee evaluates current events and issues that can impact the quality and delivery of health and healthcare services that advance workplace and employee health and well-being. A consensus approach is used to draft white papers and articles intended to shape policy and influence policymaking.

HERO Study Committees: Based on member interest, study committees discuss, analyze and investigate topics aligned with HERO’s research priorities to produce reports, case studies, presentations and, often, peer-reviewed journal articles. Focused on providing understanding and guidance to employers, these deliverables are authored by HERO members. Active study committees include:

- Culture of Health
- Healthy Workplaces, Healthy Communities
- Engagement
- Workplace Performance

HERO Health & Well-Being Best Practices Scorecard in Collaboration with Mercer®

The HERO Health and Well-being Best Practices Scorecard in collaboration with Mercer® (**HERO Scorecard**) is an online tool designed to help employers, providers and other stakeholders identify and learn about workplace best practices. The HERO Scorecard is divided into six sections representing the foundational components that support exemplary health and well-being programs. The Scorecard is available in both US and International versions.

To learn more, visit www.hero-health.org.
Follow us on LinkedIn and Twitter: [@heroehm](#), and
Like our Facebook page: www.facebook.com/heroehm.