



## **Exploring the Value Proposition for Workforce Health: Business Leader Attitudes About the Role of Health as a Driver of Productivity and Performance**

This article summarizes the results of a web-based survey that HERO conducted in 2014 using a convenience sample of US business leaders. More than 500 business leaders responded to the survey, representing a broad range of leadership roles, organization size, and industry type. The survey and subsequent report was developed by members of HERO's Health, Performance, and Productivity Study Committee with the aim of better understanding how business leaders think about the role of workforce health as a driver of productivity and performance. This article summarizes findings from the survey and shares three organizational case studies that profile employers that have successfully positioned workforce health and well-being as a component of a broader business strategy. The authors also address the implications of the research for application to workplace health promotion programs.

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