



News Release

HERO SELECTS JONI TROESTER AS RECIPIENT OF THE HEART OF HERO AWARD

EDINA, Minn. (Aug. 12, 2014)—HERO (the [Health Enhancement Research Organization](#)) announced today that Joni Troester, interim assistant vice president of benefits, health and productivity for the University of Iowa, has been chosen as the recipient of the 2015 [Heart of HERO Award](#).

“This award recognizes an individual who has made an impact on multiple aspects of their organization’s employee health management program and their surrounding community,” said [Jerry Noyce, president and CEO of HERO](#). “Joni’s passion and leadership extend from the campus to advocacy in the Iowa City community as well. She is a springboard for improving the health of those around her.”

According to Noyce, Troester ‘walks the talk’ at the University of Iowa, where she championed the collaborative effort to launch the successful *liveWELL* initiative for 17,000 University faculty and staff.

The Heart of HERO Award was created to recognize individuals whose leadership inspires others to embrace change and take action, successfully facilitates ideas into actionable plans, actively participates in industry groups, and creates strategic programs and practices with measurable impact.

In her role within human resources at the University of Iowa, Troester led the University’s initial wellness program pilot in 1999. Building on early success, and her commitment to collaboration, she led the launch of the integrated *liveWELL* program brand which has been recognized for its positive impact with the Healthy Iowa award, and by being named a Fit-Friendly Company by the American Heart Association. High levels of participation and engagement (75 percent) with a modest incentive structure, and zero percent premium increases for the last three years, further demonstrate the success of *liveWELL*.

Troester also led campus discussions that resulted in a comprehensive tobacco-free campus, and continues to serve as a member of the Blue Zones Community Project advisory board for Iowa City, developing and implementing strategies to achieve designation as a Blue Zone community.

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

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