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**HERO VICE PRESIDENT OF RESEARCH, JESSICA GROSSMEIER, TO  
PRESENT AT NATIONAL BUSINESS GROUP ON HEALTH  
CONFERENCE**

EDINA, Minn. (Oct. 2, 2015) – HERO (the [Health Enhancement Research Organization](#)) announced today that Jessica Grossmeier, vice president of research, will present at the 29<sup>th</sup> National Conference on Health, Productivity and Human Capital, hosted by the National Business Group on Health (NBGH) and its Institute on Health, Productivity and Human Capital. The Conference, entitled [Linking Health and Productivity to Business Performance](#), takes place October 6 – 8, 2015 at the Boston Marriott Copley Place Hotel in Boston, Mass.

Grossmeier will participate in a panel discussion on the topic of **Linking Health Risks to Absenteeism and Health Plan Performance** with Janet Bruington, director of benefits at CarMax, and Steven Serra, M.D., senior medical director at Aetna. The discussion will explore the links between health and absence as seen in the workforce of the nation’s largest used-car retailer. Panelists will discuss how data from health risk assessments and screenings can be linked to other business measures, such as productivity and absenteeism.

“Research indicates there is a strong link between health and productivity,” said Grossmeier. “This session will help employers and benefits professionals better understand how health assessment data can help them understand and demonstrate the connection and value of workplace wellness initiatives beyond medical plan or pharmacy savings.”

The conference will focus on innovative employer solutions to address the daily challenges of today’s most pressing workforce health, engagement, and productivity issues.

Find more information about the conference at  
<http://www.businessgrouphealth.org/meetings/15HPHCconference/about.cfm>

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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 <http://hero-health.org/> Follow us on [LinkedIn](#), and on [Twitter](#): @heroehm.