



Linking Workplace Health Promotion Best Practices and Organizational Financial Performance: Tracking Market Performance of Companies with Highest Scores on the HERO Scorecard

This study relied on data from the HERO Health and Well-being Best Practices Scorecard® in collaboration with Mercer (HERO Scorecard) normative database. The study evaluated the stock performance of publicly traded companies that received high scores on the HERO Scorecard based on their implementation of evidence-based workplace health promotion practices. A simulation analysis compared the stock price trends of a portfolio of high-scoring companies against past performance of companies represented on the Standard and Poor's (S&P) 500 Index. Stock values for the high-scoring portfolio appreciated by 235% compared with the S&P 500 portfolio appreciation of 159% over a 6-year simulation period. Robust investment in a workforce health and well-being appears to be one of multiple practices pursued by high-performing, well-managed companies.

This paper is peer-reviewed and published in the January 2016 issue of the *Journal of Occupational and Environmental Medicine*.

Citation: Grossmeier J, Fabius R, Flynn JP, Noeldner SP, Fabius D, Goetzel RZ, Anderson DR. Linking workplace health promotion best practices and organizational financial performance: Tracking market performance of companies with highest scores on the HERO Scorecard. *Journal of Occupational and Environmental Medicine*. 2016;58(1):16-23.

[Purchase this article](#)