



**The Employee Experience  
HERO WINTER THINK TANK  
February 23-24, 2017  
Hilton Palacio Del Rio, San Antonio, TX**

When you consider the genesis of the workplace health promotion movement, the problem wellness programs were designed to solve related to growing chronic health problems, unabated health care costs, and the connection between poor health practices and impaired productivity. These continue as formidable challenges for our field, but we are also confronting new and equally compelling problems related to a [disengaged workforce](#) and a rapidly emerging “[gig economy](#).” While many industries are well known for their deep reliance on the voice of their consumers, employee health and well-being initiatives have arguably been oriented toward a business case responsive to the needs of the employer. Does the movement “from wellness to well-being” signal a shift away from costly employee risks to the organizational value added if we better tap employee assets, needs, and diversity?

This HERO Think Tank asks how employees experience their workplace and how health and well-being initiatives factor into their satisfaction with and loyalty to their company. What is the emerging workforce’s opinion about the value of health coaching, free screenings, or being offered financial incentives? The business case notwithstanding, what is the employee case for wellness? To be sure, if we are to transcend the foibles of the return on investment (ROI) proposition for wellness, we’ll need to be more sharply in tune with the voice of the employee. But could a “value on investment” (VOI) framework also be construed as employer centric? Considering the voice of the employee, what would a tone deaf VOI proposition include compared to a pitch perfect VOI?

We’re heading for the grand vistas of Texas to wrangle in such expansive thoughts. If we put employee satisfaction, loyalty, or engagement data alongside employee health and performance data, what would we find? If your organization’s health and well-being initiatives were entirely employee-centered, how would they be different? Can solving for stagnant employee engagement and attending to the unresolved poor health practices occur together, or are these issues fundamentally different, perhaps even incompatible? These are just an inkling of questions this Think Tank is designed to address. We may not return from San Antonio with all of the answers but we will “stirrup” the conversation and round up a huge herd of ideas for continuous quality improvement in our field.

**AGENDA****Thursday, February 23rd**

8:00 AM	BREAKFAST	<i>Stetson</i>
9:00 AM	<p>OPENING SESSION</p> <p>Welcome</p> <p>HERO Board Annual Report</p> <p>Ron Goetzel, PhD, Chair, HERO Board</p> <p>Paul Terry, PhD, President and CEO, HERO</p>	<i>El Mirador</i>
9:30 AM	<p>ISSUE ONE – The Voice of the Employee</p> <p>Dana Hyatt, Customer Experience Professionals Association</p> <p>Rick Johnson, J.D. Power &amp; Associates</p>	
10:30 AM	BREAK	
10:45 AM	<p>REACTOR PANEL:</p> <p>Patty Ann Hawes, RN, MS, BSN, COHN, National Security Agency</p> <p>Shelly Wolff, Willis Towers Watson</p> <p>Patty Purpur de Vries, MS, Stanford University</p>	
11:15 AM	<p>ISSUE ONE - Think Tank Dialectic</p> <p>Questions:</p> <ol style="list-style-type: none"> <li>1. “The customer is always right.” How do you interpret this bromide relative to what your organization produces and sells? How is your interpretation different relative to the voice of your employees?</li> <li>2. What is the balance between “employer centric” versus “employee centric” with respect to your current approach to health and well-being in your organization? How might this balance be different in the next three years?</li> <li>3. What individual level metrics does your organization monitor related to employee engagement, loyalty, and satisfaction?</li> <li>4. Many companies use “Net Promoter Scores” (NPS) and systems to assess and build customer loyalty. Is there a relationship between employee satisfaction and engagement, and the design of your health and well-being initiatives? If so, how so? If not, should there be?</li> </ol>	
11:45 AM	GROUP REPORT OUTS	
12:15 PM	LUNCH	<i>Stetson</i>

1:15 PM	ISSUE TWO – Panel Discussion: Reaching the Hardest to Reach Andrew Crighton, MD, Prudential Pauline Dow, San Antonio Public Schools Kerry Mitchell, PhD, Moxy Solutions Bruce Sherman, MD, Conduent
2:00 PM	ISSUE TWO - Think Tank Dialectic Questions: 1. If your company no longer paid for health insurance, would you still do wellness? Why? 2. Low wage workers have substantially different health needs than others and we know how employers can address them. Agree or disagree? 3. Motivations and values of millennials and our future more diverse workforce are fundamentally different, and we know how employers can address these differences. Agree or disagree? 4. Are your EAP and Wellness services deeply integrated? If so, how so? If not, why not?
2:30 PM	BREAK
2:45 PM	GROUP REPORT OUTS
3:15 PM	DAY ONE SYNTHESIS LaVaughn Palma-Davis
3:30 PM	COMMITTEE WALKING MEETINGS <i>Riverwalk</i> Culture of Health Study Committee – Kathy Webb Employer-Community Collaboration Study Committee – Nico Pronk Engagement Study Committee – Bruce Sherman & Sue Willette Workplace Performance Study Committee – Jack Groppe & Josh Glynn
6:30 PM	RECEPTION <i>La Vista</i>
7:15 PM	THINK TANK DINNER <i>La Vista</i>

**Friday, February 24th**

8:00 AM	BREAKFAST	<i>Stetson</i>
9:00 AM	OPENING COMMENTS	<i>El Mirador</i>
9:15 AM	ISSUE THREE – Next Practices for Improving the Employee Experience Dexter Shurney, MD, Cummins	
9:45 AM	REACTOR PANEL: Rajiv Kumar, MD, Virgin Pulse Institute Bridget Neurer, Aon Hewitt Lane Yahchouchi, Southwest Airlines	
10:15 AM	ISSUE THREE - Think Tank Dialectic Questions: <ol style="list-style-type: none"> <li>1. The “employee experience” denotes environmental, policy, and social factors that affect work, engagement, and well-being. The “voice of the employee” captures the internal views of your culture and climate. How have the “voices” in your organization shaped the “experience?”</li> <li>2. If you had one wish related to this connection, or lack thereof, what would it be?</li> <li>3. Pandora’s Box or Fount of Wisdom? What’s your honest assessment of what would occur in your organization if you routinely tapped the authentic voice of the employee?</li> <li>4. As it relates to employee and civic engagement, one thing that's clear from this past presidential election is (fill in the blank).</li> </ol>	
10:45 AM	GROUP REPORT OUTS	
11:15 AM	HERO COMMITTEE UPDATES  HERO RESEARCH & EDUCATION UPDATES & PRIORITIES <ul style="list-style-type: none"> <li>• Jessica Grossmeier, PhD, MPH, Vice President of Research, HERO</li> <li>• Karen Moseley, Vice President of Education, HERO</li> </ul>	
12:00 PM	ADJOURN	