



## NEWS RELEASE

(For immediate release)

### **Cathy Baase named recipient of the Jerry Noyce Executive Health Champion Award**

*Award recognizes senior executives who make outstanding contributions toward  
advancing employee health and well-being*

**WACONIA, MN (September 12, 2017)** — HERO (the [Health Enhancement Research Organization](#)) announced today that Cathy Baase, recently retired as chief health officer and global director of health services for [The Dow Chemical Company](#), is the recipient of the 2017 [\*\*\*Jerry Noyce Executive Health Champion Award\*\*\*](#).

The award recognizes a senior leader who has made outstanding contributions to the advancement of employee health and well-being within their company, while acknowledging the significant role leadership plays in establishing and maintaining a culture of health in the workplace. It is one of the HERO Workplace Health and Well-Being Awards given annually at the [HERO Forum](#) to honor dedication and commitment to the well-being industry, and to acknowledge the outstanding achievements of leaders in the field.

“Cathy is a respected voice in the industry and a powerful advocate for improving health and well-being in the workplace, as demonstrated by her leadership at Dow. Under her guidance, Dow’s employee well-being programs were recognized repeatedly for their innovation and outcomes,” said [Paul Terry](#), president and CEO of HERO. “Her efforts drove the Dow health strategy forward for years, and her work as chair of the board of directors for the [Michigan Health Improvement Alliance](#) and as an [author](#) has been vital to advancing the thought and action behind effective workplace well-being business case, strategies, and practices.”

At Dow, Baase was responsible for leadership and management of occupational health, epidemiology, and health promotion programs and staff around the world. She has also made significant contributions to thought leadership and research related to health strategy, prevention, occupational health, and public health. Baase has served in national roles with the [Population Health Roundtable](#) of the [National Academy of Sciences, Engineering and Medicine](#), as co-chair of the [Business Action Collaborative](#), and as a board member for groups such as the [Partnership for Prevention](#) and the [Patient Centered Primary Care Collaborative](#).

Baase is on the editorial staff for the [American Journal of Health Promotion](#), has co-authored more than 15 publications in the scientific literature, and has received numerous awards for leadership in the field of corporate health.

“For workplace well-being programs to succeed, we need business leaders at all levels who are willing to advocate for the programs and the health of their workforce. Gaining ongoing knowledge of the business case, best practices, and current research findings, and collaborating with peers in the well-being industry was a contributor to our success,” said Baase. “HERO has been an important resource in our efforts to advance the understanding of workplace well-being, and it is a great honor to receive this recognition from them. I am proud to be part of this year’s outstanding group of award winners.”

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**About HERO** – Based in Waconia, MN, HERO (the Health Enhancement Research Organization) is a not-for-profit, 501(c)3 corporation that was established in 1996. HERO is dedicated to identifying and sharing best practices that improve the health and well-being of employees, their families and communities. To learn more, visit [www.hero-health.org](http://www.hero-health.org). Follow us on [Twitter](https://twitter.com/heroehm) @heroehm or [LinkedIn](https://www.linkedin.com/company/heroehm).