

**2020**

# Awards Presentation

September 2020 — A Virtual Forum



A 20/20 Vision for Collective Well-being

# MARK DUNDON RESEARCH AWARD

Victor J. Strecher, PhD, MPH



Vic is a professor at the University of Michigan's Schools of Public Health and Medicine. An innovative teacher and researcher, in 1995 he founded the UM Center for Health Communications

Research, studying the future of digitally tailored health communications when fewer than 15% of Americans had Internet access. He's also an entrepreneur, founding HealthMedia, a digital health coaching company that was sold to Johnson & Johnson in 2010. More recently, Vic created Kumanu, a digital platform designed to help individuals and organizations live more purposefully.

Vic and the organizations he has founded have won numerous national and international awards, including two Smithsonian Awards, the Health Evolution Partners Innovations in Healthcare Award, and the National Business Coalition on Health's Mercury Award. In 2010, Vic won the University of Michigan's Distinguished Innovator Award. In late 2017, Dr. Strecher was the Donald A. Dunstan Foundation's "Thinker in Residence" in Adelaide, Australia to develop a "Purpose Economy" of business, government, and communities. His 2009 TEDMED presentation has been cited by MPHonline as one of the "Top 10 TED Talks on Public Health."

Vic's latest neuroscience, behavioral, and epidemiologic research; his two books, *Life On Purpose* and the graphic novel *On Purpose*; and his business Kumanu, are focused on the importance of developing and maintaining a strong purpose in life.

## Mark Dundon Research Award

This award honors dedication and commitment to the field of health and well-being and acknowledges outstanding achievements in the area of research.

**Mark Dundon** contributed to the advancement of workplace health and well-being (HWB) for the decades he spent working in the healthcare industry. Best known within the ranks of the HERO membership as the co-founder and former Chairman of the Board of HERO, Mark's contributions to the field of HWB research and the healthcare field include running a three-state healthcare system in Kentucky and providing the seed money for ground-breaking research. Each year at the HERO Forum, the Mark Dundon Research Award is presented to the professional who most closely embodies his outstanding work in the area of workplace HWB research.

## PAST RECIPIENTS

- 2011 – Ron Goetzel, PhD, Truven Health Analytics / Johns Hopkins University
- 2012 – David Anderson, PhD, StayWell
- 2013 – Nicolaas Pronk, PhD, MA, FACSM, HealthPartners
- 2014 – Dee W. Edgington, PhD, Edgington Associates, LLC
- 2015 – Wayne Burton MD, American Express
- 2016 – Laura A. Linnan, ScD, UNC-Chapel Hill
- 2017 – Glorian Sorensen, PhD, MPH, Harvard T.H. Chan School of Public Health
- 2018 – Kerry Evers, PhD, and Sara Johnson, PhD, Pro-Change Behavior Systems, Inc.
- 2019 – Debra Lerner, MSc, PhD, Tufts Medical Center Institute for Clinical Research and Health Policy Studies

# BILL WHITMER LEADERSHIP AWARD

Pamela Hymel, MD, MPH, FACOEM



Pamela Hymel, MD, MPH, FACOEM is chief medical officer for Disney Parks, Experiences and Products (DPEP) where she is responsible for integrating a segment wide health and well-being strategy.

In her current role, she is responsible for the day to day operations of the onsite occupational health services centers, guest first aid locations at Walt Disney World (WDW), disability/accommodation medical management, global occupational health issues and well-being strategy and programs for DPECP. She is focused on improving overall health for cast, crew & Imagineers at Walt Disney Parks and Resorts (WDPR).

Prior to joining Disney in 2010, Dr. Hymel worked for 5 years as the corporate medical director for Cisco Systems where she planned the strategy and design of Cisco's HealthConnections program and the integrative health, fitness and child care center, LifeConnections. She also spent 16 years at Hughes Electronics, last serving

as vice president of Human Resources, Benefits & Health.

She served as president of the American College of Occupational Medicine (ACOEM) from 2009-10 and was on their board of directors for over 10 years. She also was on the board of directors of the National Business Group of Health (NBGH) from 2005-2014 and the National Committee for Quality Assurance (NCQA) for a number of years. She continues to serve as co-chair of the Wellbeing and Workforce Strategy Institute of NBGH. She led Cisco and Hughes Electronics to receive the C. Everett Kopp Award Honorable Mention and helped Hughes win an ACOEM Corporate Health Achievement Award.

She has spoken extensively globally on health, productivity and well-being and has contributed to numerous articles. Her expertise and benchmark programs have been cited in numerous publications on integrated health management.

Dr. Hymel has a Masters of Public Health degree from Tulane University and an M.D. degree from the Louisiana State University Medical School and is board certified in internal medicine and occupational medicine.

## Bill Whitmer Leadership Award

This award honors dedication and commitment to the field of health and well-being and acknowledges outstanding achievements in the area of leadership.

As the co-founder and former CEO of HERO, **Bill Whitmer** (and HERO) issued a loud Wake UP Call for America that our nation was in the midst of a perfect storm of poor health, an aging population, and rising health care costs. Bill spent years bringing together leaders in the workplace HWB industry-- employers, researchers, providers, payors and consultants — and insisting that, together, we represented a powerful force with the ability to positively impact the health of our nation. Building on the foundation that Bill laid, HERO's membership, and its voice and power as an agent for change, have increased dramatically over the past 20 years.

## PAST RECIPIENTS

- 2011 – Michael O'Donnell, *American Journal of Health Promotion*
- 2012 – John Harris, MD, FAWHP, Performance pH
- 2013 – David Anderson, PhD, StayWell
- 2014 – David Hunnicutt, PhD, WELCOA
- 2015 – Bill Baun, EPD, CWP, FAWHP, MD Anderson Cancer Center
- 2016 – Jerry Noyce
- 2017 – LaVaughn Palma-Davis, MA, University of Michigan
- 2018 – Shelly Wolff, MBA, Willis Towers Watson
- 2019 – Fikry W. Isaac, MD, MPH, FACOEM, WellWorld Consulting

# JERRY NOYCE EXECUTIVE HEALTH CHAMPION AWARD

Shane Jackson, MBA



Shane Jackson serves as the president of Jackson Healthcare and is the primary guiding force of its mission for *improving the delivery of patient care and the lives of everyone it touches*. Since assuming this role, he has consistently led the organization comprised of 16 healthcare staffing, search, and technology companies to a growth of more than double the industry average, crossing the one-billion-dollar revenue mark in 2018. Prior to his current position, he was president of LocumTenens.com, Patient Placement Systems and NextStart Capital.

Shane is an advocate for the power of business leaders as a positive force for people and the community. He is a speaker on the conference circuit and frequently writes on the topic of intentionally nurturing a values-based culture. In 2018, he published *Fostering Culture: A Leader's Guide to Purposely Shaping Culture*, his

first book chronicling his philosophy on workplace culture.

Over the past three years, Shane has been recognized on Staffing Industry Analysts' Staffing 100, a list of the top North American leaders shaping the industry and influencing the workforce solutions ecosystem. In 2019, he was a recipient of the Atlanta Business Chronicle's inaugural Corporate Citizenship Award. At Jackson Healthcare, he champions the LoveLifts community impact initiative that focuses on improving access to healthcare and the well-being of young people. In 2016, he spearheaded the launch of the non-profit venture Connecting Kids with Care, aligning volunteer doctors and nurses to deliver free, tech-enabled healthcare to thousands of global orphans.

Shane serves on the boards of Junior Achievement of Atlanta, 3DE, and King's Ridge Christian School. He also is chair of the Health and Wellness Policy Committee for the Georgia Chamber of Commerce, and vice chair of the leader-led goBeyondProfit business initiative that promotes the belief that giving back is good for business and good for Georgia. He earned an MBA from Emory University and BBA from Harding University.

## Jerry Noyce Executive Health Champion Award

This award honors a person of senior leadership status (CEO, CFO, VP) who has made an outstanding contribution towards the advancement of health and well-being within their company.

HERO understands the importance of recognizing the corporate leaders who make the meaningful execution of employee wellness possible. As former CEO of a national provider and former CEO of HERO, **Jerry Noyce** has always put the practice of good health and well-being at the top of the corporate agenda. This award is presented annually to a person of senior leadership status (CEO, CFO, VP) who, like Jerry, has made outstanding contributions towards the advancement of workplace health & well-being within their company. Jerry's leadership in the industry has modeled the behavior we want every executive to emulate.

In his honor, we wish to recognize individuals who have been instrumental in the success of their company wellness program through professional dedication and a personal commitment to creating a culture of health.

### PAST RECIPIENTS

- 2012 – Leon Gorman, L.L. Bean
- 2013 – Hank Orme, Lincoln Industries
- 2014 – James R. Ramsey, PhD, University of Louisville
- 2015 – Scott Peterson, EVP, CHRO, The Schwan Food Company
- 2016 – Jodi Leigh Berg, Vitamix
- 2017 – Catherine M. Baase, MD, The Dow Chemical Company
- 2018 – Elizabeth Bierbower, MPM, Humana
- 2019 – Craft O'Neal, O'Neal Industries, Inc. (ONI)

# HEALTHY HERO AWARD

Deborah Moon



After being overweight for many years, in 1979, I decided to join a gym and Weight Watchers with the goal of losing

weight and learning healthy eating habits. I reached my goal weight nine months later. Don't be fooled; keeping it off would prove to be more difficult than losing the weight, and I eventually gained it all back. In 2006, I started WW again and got back into the gym. I lost 60 pounds and was determined to keep it off. Fourteen years later, I'm still maintaining my weight loss.

I've encountered some obstacles along the way including an unexpected spinal fusion, but the most challenging of all was breast cancer. On September 11, 2013, I received a devastating phone call. "Hi Mrs. Moon, I'm sorry your biopsy came back positive for cancer."

Question after question ran through my mind. Am I going to be okay? Will my family be okay? Will I ever be the same person? Will I still be able to work? Can I still run the 5K on September 30? I certainly didn't want to delay my treatment, nor did I want to miss my race since I didn't know if it would be my last.

I had my chemo port implanted on September 27, ran the race September 30, and had my first chemo treatment on October 1. During one of my visits to the UPMC cancer center, I saw a postcard for

a breast cancer survivor dragon boat team. What's that? Can I do that with a spinal fusion? With a little convincing from my daughter, in May 2014, at the end of my radiation treatments, I joined the Pink Steel Breast Cancer Survivor Dragonboat Team, and there began a crazy journey I never expected.

It was my first day on the boat, and I was sitting quietly in my seat. The coach stepped on the back of the boat to steer and said, "New girl (yes, that was me), push us off the dock and leave your cancer there." I will never forget those words. They still bring tears to my eyes. At that moment, I knew I would be okay. I had finally found a way to let go of my cancer and move on with my life. In the spring of 2017, my friend suggested I try out for Team USA, and I made it. I had the honor of representing our country in Moscow, Russia, at the 2016 World Championships. I also was on Team USA and paddled at the 2018 World Championships in Atlanta, where we won the World Cup.

I continue to work out daily thanks to UPMC's affiliation with the *Active & Fit Direct* program. I participate in many of the UPMC health initiatives, including the MyHealth Weight Race and Take a Healthy Step, and have utilized a UPMC Health Coach during the pandemic to keep me motivated. I encourage my friends and coworkers to find a sport or activity they enjoy and find friends who share the same interest or passion for keeping each other motivated!

Who would have thought a devastating diagnosis of breast cancer would take me on this crazy journey?

## Healthy HERO Award

The Healthy HERO Award program enables sponsoring organizations to highlight the successes of individuals who participate in their health and well-being program.

This year's Healthy HERO Award sponsor is **WorkPartners**, a health and productivity solutions company and affiliate of the University of Pittsburgh Medical Center (UPMC) and UPMC Health Plan.

WorkPartners' Role Model Program recognizes employees who improved their overall

health and well-being by making a significant lifestyle change, such as quitting smoking, losing weight, becoming more active, eating healthier, or managing stress.

## PAST RECIPIENTS AND SPONSORS

- 2017 - Brent Easton, Mercy Health. Sponsor, Alliant Employee Benefits.
- 2018 - Amanda Potter, Midco. Sponsor, Alliant Employee Benefits.
- 2019 - Keara Vance, WorkPartners

# HEART OF HERO AWARD

Patricia Benson, MED



From her early years in the industry to the seasoned professional Patricia is today, she has never wavered from her commitment and passion for health and wellness. Understanding her calling early in life, coupled with an

innate desire to help others be their best, Patricia has positively impacted the lives of many. With a mission-focused vision, Patricia has immersed herself in campus, community and corporate environments to advance health promotion efforts and build cultures of health and well-being.

In her current role, as an independent population health management consultant, Patricia brings a solid depth of understanding to each business endeavor and partnership. Patricia enjoys working with the vast network of contacts that has evolved through her industry experience and years of volunteer service on various committees and non-profit groups. As a result of her volunteer service commitments, she received the 2007 WLKY-TV 'Spirit of Louisville Foundation' Bell Award – Honored Volunteer. This recognition is bestowed to individuals for their volunteer activities outside the workplace and reflects their unselfish

contributions of time, talent, and energy. In 2015, she received the American Heart Association Distinguished Achievement Award which recognizes individuals who have contributed significantly to the success and lifesaving mission of the American Heart Association.

One of the accomplishments Patricia is most proud of is working with the University of Kentucky to launch and co-chair a state-wide university alliance that met annually for over a decade to share best practice on-campus wellness efforts and provide year-round collegial support to university wellness professionals in academic leadership positions across the commonwealth. It was through the valuable collaboration of this group that the inaugural Governor's Get Healthy Kentucky Summit was made possible.

Patricia continues to volunteer her time and expertise to the HERO Healthy Workplaces, Healthy Communities Committee and associated workgroups. In 2020, she accepted a request to serve on the KY National Diabetes Prevention Program Coverage Task Force Leadership Council.

Patricia completed her Bachelor of Science with a concentration in Health Promotion and Master of Education with a concentration in Fitness and Wellness at the University of Louisville.

## Heart of HERO Award

This award honors a health and wellness practitioner (Wellness Directors, Health Managers, Human Resource) who has made an outstanding contribution towards the advancement of HWB within their company.

The **Heart of HERO Award** recognizes health and wellness practitioners who have directly impacted the health and well-being of their organization through their demonstrated leadership, personal commitment to health, and systematic application of industry best practices.

## PAST RECIPIENTS

- 2014 – Rebecca Kelly, PhD, The University of Alabama
- 2015 – Joni Troester, MA, MBA, University of Iowa
- 2016 – Jody Ensman, MS, University of Kentucky
- 2017 – Mark Poindexter, Shell Oil Company
- 2018 – Sheri Snow, MED, RD, CDE, AMERICAN Cast Iron Pipe Company
- 2019 – Philip DiRusso, MaineGeneral Medical Center Workplace Health

**Awards Committee  
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*Pro-Change Behavior Systems, Inc.*

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*HERO*

Our sincere gratitude to the HERO Awards Committee and the dedication they put forward to honor the achievements of those making exemplary contributions to the workplace health & well-being industry.

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