

HERO:

HEALTH ENHANCEMENT
RESEARCH ORGANIZATION



Vision: All employers value health and well-being as a business imperative.

Purpose: HERO connects science and practice to demonstrate the value of a health and well-being employer ecosystem.

Established in 1997, HERO conducts and shares evidence-based best practices and educates health promotion professionals about principles and practices that improve workforce health and well-being. HERO partners with members and other national stakeholders to create and distribute research, policy, and strategy that increase employee engagement and enable greater business success.

Today HERO is...

- **A national nonprofit** with global research dedicated to identifying and sharing best practices in the field of health and well-being – to improve the health of workers, their spouses, dependents, and retirees.
- **A member-driven organization** with an “intellectual co-op feel.” Member committees lead learning and professional development opportunities, including research initiatives.
- **A trend-spotter and trend-setter for employers**, identifying and creating insights around emerging shifts in employee health and well-being.
- **A catalyst for “what-if” thinking.** HERO Think Tank gatherings bring together passionate and influential company executives, chief medical officers, human resources leaders, researchers, and health promotion practitioners.
- **A one-of-a-kind collaborative** that’s innovative and relevant in today’s rapidly evolving workplace environment.

“HERO has a very different feel than any of the other industry groups. HERO is not interested in being the biggest. Rather, having been employer driven since inception, they are focused on promoting the industry for employers.”

— HERO Member

To become a HERO member, complete the **Membership Application**.

If you need additional information or have questions, email us at **info@hero-health.org** or call **(952) 835.4257**. To learn more, visit **www.hero-health.org**.

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HERO Learning



HERO Events

The HERO Forum (held each Fall).

Provides a unique opportunity to hear from national and international experts, and to participate in workshops that explore innovations in the design, implementation and evaluation of health and well-being initiatives.

HERO Think Tank meetings (Winter,

Summer, and Fall). Three annual members-only meetings that expose current research around emerging topics in health and well-being, balanced with roundtable discussions.



Webinars & HERO Briefs

HERO provides industry professionals with educational opportunities to enhance their performance in the workplace through the HERO Learning Series. All webinars are open to members, while a few are offered to the public. Webinar recordings are available to HERO members via the HERO Resource Center. Our members hold “staying current” as a core value so HERO also publishes blog posts and monthly HERO Briefs that curate case studies, research articles and current events of interest to members.



HERO Research & Publications

While workplace wellness began in part because of corporate concerns over cost of health care, workplace health and well-being is now more holistically driven by employer interest in how to deeply engage employees and drive individual and organizational performance, and what it takes to sustain a culture of health and well-being over time. **The HERO Research Agenda** seeks to answer these questions, while focusing on the future of work and advancing the concept of well-being in the face of extraordinary changes in technology, demographics and generational needs and values. A full list of HERO research studies is available on the HERO website.



HERO Health & Well-Being Best Practices Scorecard in Collaboration with Mercer©

The HERO Health and Well-being Best Practices Scorecard in collaboration with Mercer© (HERO Scorecard) is an online tool designed to help employers, providers and other stakeholders identify and learn about workplace best practices. The HERO Scorecard is divided into six sections representing the foundational components that support exemplary health and well-being programs. The Scorecard is available in both US and International versions.



HERO Committees

Much of the innovation that HERO brings to the health and well-being field is achieved through the efforts of HERO committee members. Committees are instrumental to developing leaders and leadership in the profession and offer member organizations a platform for intentionally influencing continuous quality improvement in the field.

“Membership in HERO puts us at the epicenter of a dynamic, evolutionary process that enhances our sophistication and credibility.”

— HERO Member