



HERO FORUM²⁰²³

Doing Well by Doing Good:

How Responsible Organizations are
Addressing Societal Challenges

September 26-29, 2023 • Salt Lake City

HEROForum23 Agenda

For more information visit the [Forum online](#).

*Agenda Subject to Change

Pre-Conference Events: Tuesday, September 26th

8:00–1:00pm

Healthcare Summit

Changing the Way We Work: Supporting Healthcare Workforce Well-Being by Addressing Work Environments, Policies, and Practices

1:00–2:00pm

Networking Lunch

2:00-5:00pm

Fall Think Tank

Power Shift: How Employers are Responding to the Changing Needs and Values of Their Workforce

5:00-6:00pm

Forum Reception

6:00-8:00pm

Member Dinner



Forum Day 1: Wednesday, September 27th

6:00-7:00am **Fitness**

7:00-8:00am **Breakfast**

8:00-9:30am **General Session**

Panel: **The Role of Workforce Health and Well-Being within the ESG Movement**
Moderator: Karen Moseley - HERO
Melissa Tucker, MBA, RN - AON
Janis Davis-Street, EdD - Chevron
Nicole Alfonsin, MPH - International WELL Building Institute

9:30-9:50am **Break**

9:50-10:50am **Breakouts (see list below agenda) and Learning Labs**

11:00-12:00pm **Breakouts (see list below agenda) and Learning Labs**

12:00-1:30pm **Lunch**

1:30-2:30pm **General Session**

Panel: **Mind the Gap: Putting Science to Work in Health Promotion**
Leslie B. Hammer, PhD - Oregon Health & Science University
Krystal Sexton, PhD - Shell
Bey-Ling Sha, PhD, APR - California State University, Fullerton
David W. Ballard, PsyD, MBA - Health Enhancement Research Organization

2:40-3:40pm **Breakouts (see list below agenda) and Learning Labs**

3:40-4:00pm **Break**



4:00-5:00pm **Breakouts (see list below agenda) and Learning Labs**

5:00-6:30pm **HERO Health & Well-Being Awards Reception**

Forum Day 2: Thursday, September 28th

7:00-8:00am **Breakfast**

8:00-9:00am **General Session**

Keynote: **The Impact of Hybrid, Remote, and Dispersed Environments on Health Protection and Promotion**
Tammy D. Allen, PhD - University of South Florida

9:00-9:30am **General Session**

Awards: **C Everett Koop Awards**
Ron Goetzel, PhD – The Health Project, Johns Hopkins Bloomberg School of Public Health

9:30-9:50am **Break**

9:50-10:50am **Breakouts (see list below agenda) and Learning Labs**

11:00-12:00pm **Breakouts (see list below agenda) and Learning Labs**

12:00-1:30pm **Lunch**

1:30-3:00pm **General Session**

Panel: **Research Journal Club**
Sara Johnson, PhD - ProChange Behavior Solutions, Inc. & HERO
Additional Panelists TBA



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3:00-3:20pm	Break
3:20-4:50pm	<p>Deep Dives</p> <p>Health and the Environment as Business Priorities – A Statewide Case Study Susan L. Johnson, PhD - Medical University of South Carolina; Jen Wright, MPH - South Carolina Hospital Association; Ethel Bunch - Sustain SC; Wes Carter - Atlantic Packaging</p> <p>How Does Your Organization Measure Up? Using Assessments to Improve the Health and Well-Being of Your Workforce Mary Imboden, PhD, MS - HERO; Steven Noeldner, PhD, MS - Mercer; Sara Johnson, PhD - ProChange Behavior Solutions, Inc.</p> <p>Using Experience-Based Co-Design to Drive Evidence-Based Decisions in Workplace Health & Well-Being Nancy O'Brien - RSP Architects Dreambox Studio; Michele Bildner, MPH, MCHES - CDC Foundation; Deanna Hokanson, MA - Hennepin Healthcare, Population Health; Annie Fitzgerald - St. Louis Area Business Health Coalition; Tim O'Neil, MBA, CEBS - TrueNorth Companies</p>
5:00-6:00pm	HERO Playground

Forum Day 3: Friday, September 29th

7:00-8:00am	Fitness
8:00-9:00am	Breakfast
9:00-10:00am	<p>General Session</p> <p>Panel: Health Literacy 2.0 as a Pathway to Personal Health Engagement: Doing Good for Employees and the Community Milton Brown, MD, PhD - Eastern Virginia Medical School Seth Serxner, PhD, MPH - Strategic Advisor Melissa "Mel" Goodrich, Sentara Health</p>
10:00-10:20am	Break



10:20-11:20am **General Session**

Panel: **Including Workforce Health and Well-Being as Part of the Larger Social Impact Equation: Employer Examples**

Marleece Estella, MD, MHCM - BP
Mary Kay Gilhooly, MS - Adobe
Lorna Friedman, MD - Mercer

11:20-12:00pm **General Session**

Keynote: **Highlights and Key Takeaways from Forum23**
Kerry Evers, PhD - ProChange Behavior Solutions, Inc.

Confirmed

Breakout Sessions

Mental Health in the Workplace: The Critical Role of Managers

Leslie B. Hammer, PhD - Oregon Health & Science University

At AECOM, Delivering a World-Class Global Well-Being Program Starts with Strong Partnerships

Jennifer Gabriele - AECOM; Roshi Fisher - Blue Communications

Transportation Industry: Data & Design Thinking Drives Innovative Health and Well-Being Solutions

Heidi M. Orstad, DNP, RN, PHN, CCM - Marsh McLennan; Angela Stangler-Scanlon, PHR, SHRM-CP - Koch Companies

Why Access to Alternative Financial Wellness Programs is Critical to Worker Health

Cindy Williams - WorkLife Partnership; Ellen Gutoske - WorkLife Partnership; Sid Pailla, PhD - Sunny Day Fund™

Blue Zones Evidence-Based Worksite Approach: Driving Adventist Health System-Wide Well-Being

Tre' McCalister, EdD, MA - McCalister and Associates, LLC; Melanie Cumbee, MS, CWP - Adventist Health and Blue Zones

Seed to Table Education for Sustainable and Equitable Food Choices

Emily McBride - AdventHealth; Erica Clemons - AdventHealth

Moving for In-Person Inputs to Outstanding Outcomes

Maria G. Hernandez, PhD - Impact4Health, LLC; Michael Coyle, MS - PJM Interconnection; Stephanie A. Hillman, MNPL - Impact4Health

Unveiling the Journey: How Operating as a Social Benefits Corporation Transformed Our DEI+B Strategy

Kati A. Lohr, LPC-MHSP - Synchronous Health, Inc.; Ashley Nelson - Synchronous Health, Inc.; Lisa B. Henderson, LPC-MHSP - Synchronous Health, Inc.



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How a Safer, Healthier Workforce Feeds and Fuels the World

Jeremy VanderKnyff, PhD, PMP - Proactive MD; Kelvin Roth, MS - CF Industries Inc.

Fostering a Culture of Well-Being and Demonstrating the Benefits to Your Organization

Andrea Neal (Pocoroba), MA, CHES - Marsh McLennan Agency; Zenia Moura, SPHR-CP, PHR - Town of Apex; Sonya Finn, BSN, RN, CCM - Marsh McLennan Agency; Michelle Hand - Marsh McLennan Agency

The Rise of ESG: Incorporating Well-being for Business Impact

Melissa Tucker, MBA, RN, BSN, ACSM CEP - AON; Kim Kivimaki, MHA - AON

ESG Metrics -- Good or Bad for Business and Public Health?

Ron Goetzel, PhD - Johns Hopkins Bloomberg School of Public Health

Addressing Increasingly Complex Mental Health and SDOH Needs in High-Stress, High-Burnout Workforces

David Hines - Metro Nashville Public Schools; Martha E. Shepherd, DO, MPH, FAAFP - Vanderbilt Health at Metro Nashville Public Schools; Donna C. Skupien, BSN, RN, MBA - Employer Solutions, Vanderbilt University Medical Center

Scorecards, Dashboards & Cockpits: Converting Data into Action & Results

Raymond J. Fabius, MD - HealthNEXT; David Kirshenbaum - HealthNEXT; Karen Sones - First Horizon; Lisa Mrozinski, CEBS, CPSP - Baird; Karen Personett - DTE

The \$50B+ Employer Silent Crisis - Aging Workforce and Aging Population

Mim Senft, GBA, AAI, CWWS - Motivity Care; Heather Ettinger - Hightower Financial Advisors

Well-Being 3.0: How to Unify Wellness, DE&I and ESG Efforts with Purpose

Eric Zimmerman, MPH MBA – Kumanu; Jenna Bishop - Baystate Health; Elizabeth Finkle - Wawa; Jeff Steir - Ernst & Young

Carmel Clay Schools Teach Employers How to Implement Lifestyle as a Medicine

Sara Johnson, PhD - ProChange Behavior Solutions; Roger McMichael, MBA - Carmel Clay Schools; Elisabeth Prosser, MD - Ascension Hospital & Carmel Clay Schools; Mary Delaney - Vital Incite

Qualitative and Quantitative: Learnings from a Mental Well-Being Pilot Program

Mary Carvalho - Shell; Dylan Drenk - Shell International BV

ESG + Health: Advancing Health Equity and Mental Well-Being in the Workplace

Emily Wolfe, MSW, LCSW - HERO; Heidi Greenberger, PhD, MPH – AbleTo

The Evolution of a Population Health Strategy – Addressing Equity and Measurement

Janis Davis-Street, EdD, CHES - Chevron; Noel Ryan, MEd – Chevron

N=1: Developing a Workforce Mental Health Strategy the Fits Your Organization

David W. Ballard, PsyD, MBA - Health Enhancement Research Organization; Krystal Sexton, PhD – Shell



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Improving Access and Reducing Barriers to Behavioral Health for a Dispersed Workforce: Lessons from the Minnesota Firefighter Initiative

Shannon Foulkes, MA - Optum; George Esbensen - Minnesota Firefighter Initiative (MnFIRE); Steve Clausen – AON

Do Health Promotion Programs Worsen Health Inequities?

Preethi Pratap, PhD - UIC School of Public Health Emily Stiehl, PhD - UIC School of Public Health