



HERO FORUM²⁰²³

Doing Well by Doing Good:

How Responsible Organizations are
Addressing Societal Challenges

September 26-29, 2023 • Salt Lake City

HERO Forum23 Session Materials

Missing a session survey? [Find it here.](#)

Forum Day 1: Wednesday, September 27th

8:00-9:30am General Session

Opening Panel: **Shared Value and Social Impact: Stakeholder Perspectives on the Role of Health and Well-Being in ESG and Other Sustainability Frameworks**

Melissa Tucker, MBA, RN - AON

Janis Davis-Street, EdD - Chevron

Nicole Alfonsin, MPH - International WELL Building Institute

Max Dulberger, MPA - Segal Marco Advisors

Moderator: Karen Moseley - HERO

9:50-10:50am Breakouts and Learning Labs

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

Eric Zimmerman, MPH MBA – Kumanu; Jeff Steir - Ernst & Young; Hasira Soul Ashemu – University of Denver, RRI Consulting

[Slides](#)

How a Safer, Healthier Workforce Feeds and Fuels the World

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

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

Jennifer Gabriele - AECOM; Roshi Fisher, MPH - Blue Communications

[Slides](#)

Mental Health in the Workplace: The Critical Role of Managers

Leslie Hammer, PhD - Oregon Health & Science University



11:00-12:00pm **Breakouts and Learning Labs**

Carmel Clay Schools Teach Employers How to Implement Lifestyle as Medicine

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

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

Janis Davis-Street, MS, MA, EdD, CHES - Chevron

[Slides](#)

Engage Data and Design Thinking to Drive Human Centered Benefit Design that Works

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

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

Mary Carvalho, MPH, PhD - Shell; Dylan Drenk, MSc - Shell International BV

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

Panel: **Mind the Gap: Putting Science to Work in Health Promotion**

Leslie Hammer, PhD - Oregon Health & Science University

Krystal Sexton, PhD - Shell

Bey-Ling Sha, PhD, APR - California State University, Fullerton

Moderator: David Ballard, PsyD, MBA - Health Enhancement Research Organization

2:40-3:40pm **Breakouts and Learning Labs**

Incorporating Well-Being into ESG for Business Impact – A Design Thinking, Interactive Session

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

What Can Business Learn from Higher Ed? Spiritual Well-Being for Diverse Workforces

Megan Amaya, PhD, CHES - The Ohio State University; Kelcey Stratton, PhD - University of Michigan Medical School; Kristi Rahrig Jenkins, PhD, MPH - University of Michigan; Suzy Harrington, DNP, RN, MCHES – Health and Well-Being Executive

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 - Blue Zones LLC



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4:00-5:00pm

Breakouts and Learning Labs

Seed to Table Education for Sustainable and Equitable Food Choices

Emily McBride, CPT, CHC - AdventHealth; Erica Clemons, CPT, CHC - AdventHealth

[Slides](#)

Moving from In-Person Inputs to Outstanding Outcomes

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

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

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

Do Health Promotion Programs Worsen Health Inequities?

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

Forum Day 2: Thursday, September 28th

8:00-9:00am

General Session

Keynote: **Remote Work and Employee Well-Being: Threats and Opportunities**

Tammy Allen, PhD - University of South Florida

9:00-9:30am

General Session

Awards: **The C. Everett Koop National Health Awards**

Presented by: Ron Goetzel, PhD – The Health Project, Johns Hopkins Bloomberg School of Public Health



9:50-10:50am **Breakouts and Learning Labs**

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

Emily Wolfe, MSW, LCSW - HERO; Heidi Greenberger, PhD, MPH – AbleTo; Lizzie Schoon, MPA - City and County of Denver

[Slides](#)

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

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

Andrea Neal, 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

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

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

11:00-12:00pm **Breakouts and Learning Labs**

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 Shepherd, DO, MPH, FAAFP - Vanderbilt Health at Metro Nashville Public Schools; Donna Skupien, RN, MBA - Employer Solutions, Vanderbilt University Medical Center

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

Raymond Fabius, MD - HealthNEXT; Courtney Meckes - First Horizon; Lisa Mrozinski, CEBS, CPSP – Baird; Karen Personett - DTE Energy

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

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

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

Panel: **Hot Off the Press: Putting Cutting-Edge Health and Well-Being Research into Practice**

Sara Johnson, PhD - ProChange Behavior Solutions, Inc. & HERO

Laurie Whitsel, PhD, FAHA, American Heart Association

Kristi Jenkins, PhD, University of Michigan



3:20-4:50pm

Deep Dives

Health and the Environment as Business Priorities – A Statewide Case Study

Susan Johnson, PhD - Medical University of South Carolina; Jen Wright, MPH - South Carolina Hospital Association; Ethel Bunch - Sustain SC; Wes Carter - Atlantic Packaging

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.; Theresa Cross, MS, RDN – Oregon Health Authority

[Slides](#)

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, CHES - St. Louis Area Business Health Coalition; Tim O'Neil, MBA, CEBS - TrueNorth Companies

Forum Day 3: Friday, September 29th

9:00-10:00am

General Session

Panel: **Health Literacy 2.0 as a Pathway to Personal Health Engagement: Doing Good for Employees and the Community**

Karen Mueller – Horan Health
Seth Serxner, PhD, MPH - Strategic Advisor
Melissa "Mel" Goodrich - Sentara Health

10:20-11:20am

General Session

Panel: **Amplifying Social Impact and Workplace Health and Well-Being Initiatives: Lessons from the Field**

Marleece Estella, MD, MHCM - BP
Mary Kay Gilhooly, MS - Adobe
Lorna Friedman, MD – Mercer
Moderator: David Ballard, PsyD, MBA - Health Enhancement Research Organization

11:20-12:00pm

General Session

Closing Keynote: **HEROForum23 is the First of Many Steps towards Doing Well by Doing Good**
Kerry Evers, PhD - ProChange Behavior Solutions, Inc.



Schedule TBD

Learning Labs

Integrated Care Delivers Savings & Simplicity in a Complex World

Kate Nauman - HealthCheck 360; Jennifer Krugel - Rockline Industries

Accessibility of Adult Immunizations in Pharmacies Compared to Physician Offices in Low-Income Communities

Robert Popovian, MD - Conquest Advisors, Global Healthy Living Foundation, and Progressive Policy Institute; previously with Pfizer

Unlocking Tangible Cost Savings: Optimizing Your Health and Well-Being Program

Travis Hoyt - Mobe; Janice Trey - CNH Industrial

More to be announced...

Hinge Health, Recovery One, and more!

Available to All
Attendees

On-Demand Breakout Sessions (Pre-Recorded)

[The Power of Good Deeds: Compassion, Belonging, and Workplace Well-Being](#)

Christopher Willard, PsyD - LifeSpeak Inc.

[Slides](#)

[Fostering the Foundations of Well-Being in a Dynamic Healthcare Workforce](#)

Brad Awalt, MS - Vanderbilt University Medical Center

[Slides](#)

[Utilizing Automation to Engage Employees in Wellness Activities](#)

Cami Flygare, MS, NBC-HWC - Intermountain Health

[Slides](#)

[A Well-Being Experience Designed for All Employees to Thrive](#)

Lauren Chucko - Limeade; Stephen Doyle, MS, MBA - WorkPartners

[Slides](#)

More to come...

Learning Labs: Recovery One



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Available to
All!

Webinars

Moderator: David Ballard, PsyD, MBA - Health Enhancement Research Organization

In the [Webinar
Archive](#)

Instituting an Evidence-Based & Collaborative Regional Approach to Building Cultures of Health

Raymond J. Fabius, MD, HealthNEXT; Neil Goldfarb, Greater Philadelphia Business Coalition on Health; Michele Bildner, MPH, MCHES, CDC Foundation; James Startare, MS, Aramark

In the [Webinar
Archive](#)

Shifting Perspective Using National and Natural Resources to Enhance Well-Being

Amy B. Cohen, Wellness Coaches; Chip Ross, Syngenta Crop Protection