

HERO Best Practice Scorecard – FAQs for HERO Website

1. What is HERO?

The Health Enhancement Research Organization is a national not-for-profit coalition of organizations with common interests in health promotion, disease management, and health related productivity research. More information on HERO organization can be found on the HERO web site.

2. What is the Mercer/HERO Collaboration?

Since February 2008, HERO and Mercer have created a working collaboration to develop the HERO Scorecard Version 3.0 and create, co-own, and operate a large-scale health management benchmarking and best practice normative database. The HERO and Mercer Scorecard Revision team consist of 10 individuals, evenly split between the two organizations.

3. What is the HERO Best Practice Scorecard v3 (Scorecard)?

The HERO Best Practice Scorecard v3 is an online employer survey tool consisting of about 62 questions. The tool assesses the employer's health management practices based on best practice standards, calculates the scores and compares results to the national average* and the maximum points available. The questions and scoring are categorized in the following best practice areas:

- Section 1: Strategic planning
- Section 2: Leadership engagement
- Section 3: Program level management
- Section 4: Programs
- Section 5: Engagement methods
- Section 6: Measurement and evaluation

A separate, optional Program Outcomes section is included to serve as a guide that may be useful in assessing program success. Information in this section is not scored.

** To allow for a general comparison, we provide a comparison of organization's scores with the "National Average". The average scores will be updated on a monthly basis and posted on the HERO website <http://www.the-hero.org/>.*

4. Can the Hardcopy of the Survey be Scored?

The hard copy (PDF version) is provided for informational purposes and to assist in gathering information to complete the online survey. A hard copy of the responses

should not be submitted; all data must be collected through the online Scorecard to receive a score.

5. How does HERO Scorecard Version 3 Differ from Previous Versions?

V3 questions were “unpacked” for clarity and depth. Questions and responses in V3 are more precise making it quicker and easier to answer for the user and providing a research-friendly Scorecard database.

V3 also includes basic outcome measures for participation, risk reduction and cost impact. This section is optional and not scored.

The previous version of the Scorecard rated respondents’ degree of health management implementation on a scale of 0-2. All items within the original Scorecard were treated as equally important to the overall score, with a maximum score of 16.

The methodology for developing Scorecard v3 included weighting the contribution of each category to the overall score, item/question to the category score, and responses to item/question score. The Scorecard v3 has a maximum score of 200 points.

6. How does the HERO Scorecard compare to NBGH’s Wellness Impact Scorecard©?

HERO V3 is focused on rapidly building one of the largest benchmarking databases in employee health management. Our primary focus is on best practices in and collecting data on program strategies and tactics with the secondary goal of outcomes data collection. NBGH is focused primarily on outcomes data collection with strategy and tactics of program design as secondary goal.

7. How Will My Organization Benefit From The Scorecard?

- The Scorecard provides a current-state inventory and an educational tool to raise awareness of EHM practices across an organization.
- Scorecard completion and scoring discussions bring different stakeholders (i.e. benefits, health, safety, disability and workers’ compensation) together to build a common knowledgebase and framework for addressing EHM.
- It provides employers a comparison against national averages* (benchmark against industry and peers are in development).
- It aids in program evaluation/design, strategic planning, vendor selection, gap analysis.

** To allow for a general comparison, we provide a comparison of organization’s scores with the “National Average”. For the initial period, the National Average we have provided is the average scores of the employers that completed the Scorecard during the pre-launch testing period and*

early takers (they should in no way be considered representative of all employers). The average scores will be updated on a monthly basis and posted on the HERO website <http://www.the-hero.org/>.

8. Who Should Complete the Scorecard?

- We recommend that multiple people at the organization provide input to complete the Scorecard to represent a well-rounded and unbiased viewpoint of the programs and corporate environment. The PDF version is useful in collecting the input.
- Consolidated Scorecard responses (one per organization) should be submitted using the online Scorecard.

9. How Do I Obtain My Scorecard Responses and Results?

Obtaining Scorecard Responses:

- When you finish answering the questions, and before clicking on the “Finish” button, they you may use the “Review/Print” button to review the responses to the Scorecard. The respondent should print and save an electronic copy of the responses at that time. *Please note: once you hit the “Finish” button, you will no longer have access to your Scorecard responses.*
- If this step was not done and you would like to obtain a copy, please contact info@the-hero.org to obtain a copy.

Obtaining Scorecard Results:

- The e-mail address that was entered at the beginning of the Scorecard is the **ONLY** address that the scores will be sent to.
- Upon receipt, the user should forward Scorecard results to appropriate parties.

10. How Often Can an Employer Complete the Scorecard?

Please do not complete a Scorecard more than once in a six-month period (and only if substantive work has been completed by the client organization to fill key gaps) as duplicate responses will undermine the integrity of the normative database.

11. Can I Revise My Scorecard and Resubmit It?

Please do not submit more than one response within six-months.

12. Why is the Maximum Score of 200 Not Necessarily Optimal for an Organization?

200 is not an optimal score for most organizations. A score of 200 indicates an employer has invested in every possible intervention. That can be very costly, and for most organizations inappropriate. For example, onsite health services for an organization that has most of its employees out in the field is not recommended. Likewise, if an organization buys all DM services, it may be paying for conditions that are not most costly, prevalent and actionable, and therefore reduce the ROI.

13. When Will We Have Norms by Industry Type?

The intention is to build a benchmarking and best practice interactive, normative database. Completed Scorecards from organizations will contribute to the database and allow the benchmark reports to be developed. Employers can then compare the details of their programs by benchmark groups based on industry, employer size, and geography. The development of benchmarking reports will require adequate number of submissions to achieve a statistically valid sample.

14. How Much Does the HERO Scorecard Cost?

Completion of the Scorecard and receipt of the score is available free of charge.