



NEWS RELEASE

HERO Scorecard reinforces the role of leadership and culture in the success of workplace health management

StayWell Health Management one of four companies to complete national pilot program

ST. PAUL, Minn. (April 12, 2011) — StayWell Health Management, LLC, has again demonstrated its commitment to best practices by being one of four companies to complete a pilot program to measure industry use of best practices in workplace health management. The pilot program was conducted by the [Health Enhancement Research Organization \(HERO\)](#), using the [HERO Best Practice Scorecard](#), in collaboration with Mercer.

As part of the pilot program, StayWell offered the Scorecard to its clients between June 2010 and March 2011, with more than 50 percent of clients completing the Scorecard by the conclusion of the pilot period. The HERO Scorecard guides a company through the process of assessing use of best practices in its health management program to identify opportunities for strategy and program enhancement.

“The high rate of HERO Scorecard completion among StayWell clients speaks to the value of the tool, along with employer interest in best practices and what it takes to have a successful program,” said Sue Willette, chief growth officer at StayWell, and a key contributor and advisor during the creation of the HERO Scorecard. “Using tools like the HERO Scorecard when consulting with clients helps define opportunities for creating truly superior programs that engage people in the kind of healthy behaviors that deliver bottom-line results.”

StayWell is a strong proponent of identifying and adopting best practices for workplace health management programs and has authored a substantial body of [research](#) on the topic. According to Jessica Grossmeier, Ph.D., director of research at StayWell, and vice-chair of the HERO Research Study Subcommittee, the HERO Scorecard provides comparative data to indicate how a company is investing in its wellness efforts relative to other companies like them. This type of benchmarking informs decision-making around future enhancements in addition to helping organizations understand how to better balance their overall health management strategy.

“A well-designed workplace health management program is grounded in sound scientific theory, research, best practices, thorough and consistent planning, and continual evaluation,” said Grossmeier. “The HERO Scorecard is among the first readily available tools to standardize a comprehensive inventory of the most promising health management strategies and practices. The potential of the Scorecard grows with each organization’s response not only in the richness of the data at face value, but also in our ability to systematically examine the best practices that drive superior outcomes.”

Grossmeier added that there is growing agreement among industry leaders as to what constitutes best practices and how they should be evaluated. This is evidenced by the development of such tools as the HERO Best Practice Scorecard, the [National Business Group on Health Wellness Impact Scorecard](#) and the [WELCOA Well Workplace Checklist](#)—all of which make it easy and cost-effective for employers to assess their health management programs and to identify areas for improvement.

“It was an honor to participate in this program to validate the utility of the HERO Scorecard in assessing health management programs,” said David Anderson, Ph.D., senior vice president and chief health officer, StayWell Health Management, founding member of HERO, member of the HERO board of directors, and chair of the HERO Research Committee. “StayWell has long advocated for the value of the HERO Scorecard because we have found it

to be a very cost-effective tool in understanding the role best practices play in the long-term success of workplace health management.”

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About StayWell

StayWell Health Management, LLC, is a recognized leader in delivering comprehensive health management programs and services that help organizations maximize business results by improving employee health and productivity. Founded in 1978, StayWell Health Management is a MediMedia USA Company headquartered in St. Paul. StayWell's programs and publications help improve the lives of millions each year. StayWell customers have received the C. Everett Koop National Health Award and more than 40 WELCOA Gold Awards for health management programs StayWell has developed. To learn more about the company, visit www.staywellhealthmanagement.com.

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