



The 2025 C. Everett Koop National Health Awards

Ron Goetzel, President & CEO
Rebecca Kelly, Element Health

September 17, 2025

www.thehealthproject.com



We Honor
Dr. C. Everett Koop Former U.S.
Surgeon General, 1916 - 2013



- <https://sites.dartmouth.edu/koop/c-everett-koop/>

The Health Project

MISSION, VISION, PURPOSE

Mission

Define, promote, and increase the adoption of organizational health and well-being practices that translate into measurable operational impact.

Vision

Promote evidence-based health, and well-being practices that demonstrate how a high performing healthy workforce drives organizations, communities, and nations to thrive.

Purpose

Identify and advance strategies that amplify the value of workforce and community health and well-being.

Leadership



Ron Goetzel
PhD

**President &
CEO**

Johns Hopkins
Institute
for Health and
Productivity
Studies



Rebecca Kelly
PhD, RDN

Past Chair

CEO, Element
Health. Formerly
with The University
of Alabama &
American Cast Iron
Pipe Co.



David Ballard
PsyD, MBA

Chair

Founder & Principal,
Ghost Note
Consulting
Formerly with
American
Psychological
Association



Tre' McCalister
MA, EdD

Secretary

Founder & Partner,
McCalister and
Associates, LLC
Formerly with
Mercer and Dell



John Harris
MEd

Treasurer

Retired
entrepreneur &
philanthropist.
Formerly Harris
HealthTrends,
Inc.



**K. Andrew
Crighton, MD**

Past Chair

CEO, Crighton
Consulting
Formerly with
Prudential

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Dr. Koop with Winners Lincoln Industries and Dell Technologies



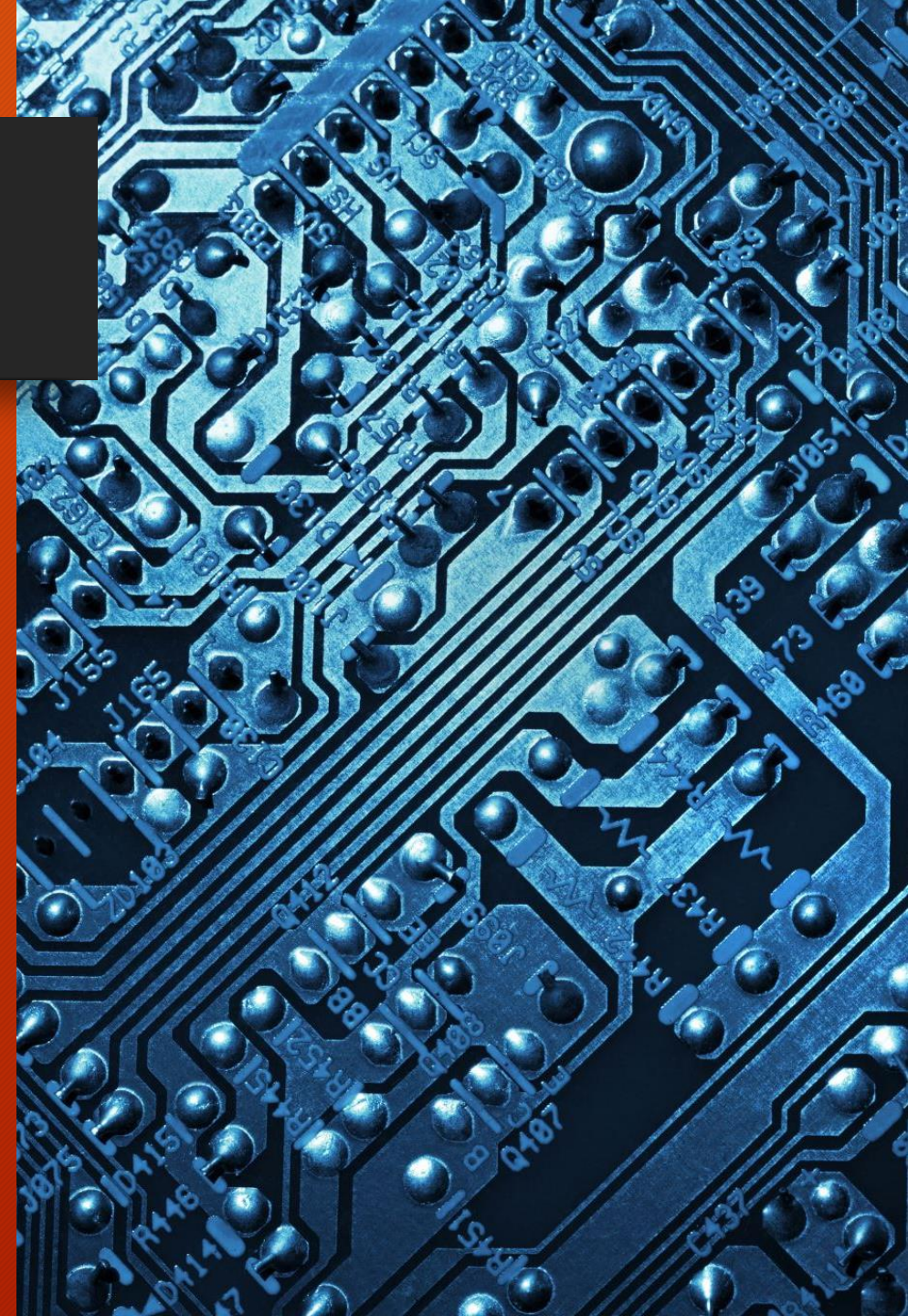
New in 2025

The Health Project Innovation Award



Examples of Innovation

- Engaging hard-to-reach populations
- Organizational culture change initiatives
- Addressing difficult challenges such as pandemics
- New approaches and models to change health-related behavior
- Addressing health equity
- Effective use of technology
- Focusing on broader environmental, social, and economic factors



Innovation Award Eligibility

To be recognized, a program:

- Must have been implemented a minimum of one year.
- Be well integrated into the organization's broader health and well-being initiative.
- Incorporate evidence-based elements of sufficient intensity to yield a population-based response (sometimes identified as a *therapeutic dose*); and
- Be supported by initial evidence of improvement in population health and noteworthy business results.

Innovation Award Criteria

The application must answer the questions:

- What was the innovation?
- What was its impact?
- How will it improve the overall health and well-being of the workforce?

PROGRAM METRICS

1. Evidence-Based

2. Novelty

3. Sustainability/Scalability

OUTCOMES

4. Participation/Engagement

5. Health and Well-Being Outcomes

6. Business Outcomes

Innovation Award Winner
University of Michigan *MHealthy Resource Coach Program*

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Honorable Mention
Baystate Health *Well-being Essentials*

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**Baystate
Health**

ADVANCING CARE.
ENHANCING LIVES.

Honorable Mention

Diocese of Pensacola-Tallahassee

Rejoice in Health

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Panel Discussion

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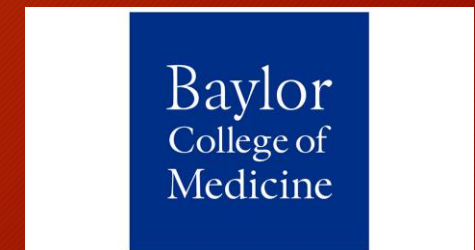
Janis Davis-Street, M.S., M.A.,Ed.D., CHES
Manager, Global Public Health and Special Projects
Chevron Technology Center



Maren S. Fragala, Ph.D.
Quest Diagnostics | Population Health



Jesse Gavin, DrPH
Well-Being Officer
Doctor of Public Health
Baylor College of Medicine



Thank You!

