



HERO FORUM²⁰²³

Doing Well by Doing Good:

How Responsible Organizations are
Addressing Societal Challenges

September 26-29th Agenda* at the Salt Lake Marriott Downtown at City Creek

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

Tuesday, September 26th – Forum23 Pre-Conference Events (additional registration required)

2023 Healthcare Summit

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

HERO Members-Only Fall Think Tank

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

Wednesday, September 27th – Friday, September 29th – Forum23

HEROForum23 will take place over three days this September (27th–29th) in Salt Lake City, Utah. Each day will be filled with multiple keynote speakers and panels, along with dozens of breakouts, learning labs, and deep dives to choose from throughout the Forum. Networking opportunities abound throughout the three days with evening receptions, meals and breaks, and fun new ways to connect.

Forum23 Day 1

General Sessions, including:

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

The success of workplace health promotion efforts requires effective implementation of practices that are based on good science. To improve the protection of workers' health, the promotion of their well-being, and the provision of access to high-quality resources and services, we need to strengthen efforts to translate research into practice in real-world settings, communicate it effectively to employers, and equip practitioners to use it to inform their work. This fast-paced, highly-interactive panel session will explore the challenge of balancing the need for rigor with practical demands and limitations, reliance on scientific evidence with the desire for innovation, and the academic views of occupational and public health with the market-driven approaches of the fitness and lifestyle industries. Topics will include strategies for translating and communicating research, tips and tactics to help practitioners make solid, evidence-based decisions that drive results, and opportunities for scientists, practitioners, and employers to work together for the greatest impact.

The Role of Workforce Health and Well-being within the ESG Movement

Melissa Tucker, MBA, RN, AON; **Janis Davis-Street, EdD**, Chevron; **Nicole Alfonsin, MPH**, International WELL Building Institute; **Karen Moseley**, HERO

Representatives from various stakeholder groups (e.g., employers, labor, investors) will discuss the opportunities and challenges through different lenses.

HERO Health and Well-Being Awards Reception

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Forum23 Day 2

General Sessions, including:

Research Journal Club

Sara Johnson, PhD, ProChange Behavior Solutions, Inc. & HERO Senior Research Fellow

Join industry research experts, including the 2023 HERO Mark Dundon Research Award honoree, for an update on notable published research from the past year.

The Impact of Hybrid, Remote, and Dispersed Environments on Health Protection and Promotion

Tammy D. Allen, PhD, University of South Florida

Hear from employers of different sizes and industries discuss challenges and learnings in protecting and promotion the health of their workforce.

C. Everett Koop Awards

HERO Playground

Forum23 Day 3

General Sessions, including:

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; **Becky Sawyer, MS**, Executive Vice President, HR and Chief People Officer, Sentara Healthcare

This dynamic panel session will address the core elements of health equity: health disparities, health literacy, social determinants of health, and personal determinants of health, with a focus on next generation health literacy deemed health literacy 2.0. Health literacy 2.0 is based on elements of behavioral science using gamification, data for personalization and analytics, and interactive multimedia content to address diverse learning needs and preferences. Hear from panelists both from the community and the employer settings about how they see health literacy as foundational to better health, better business, and serving the greater good.

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

Highlights and Key Takeaways from Forum23

Kerry Evers, PhD, ProChange Behavior Solutions, Inc.