

## Jessica J. Grossmeier, PhD, MPH

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### PROFESSIONAL EXPERIENCE

#### **Jessica Grossmeier Consulting**

Jan. 2019 – Present CEO

#### **Health Enhancement Research Organization**

Aug. 2014 – Dec. 2020 Vice President, Research

#### **Verity Analytics**

Jan. 2015 – Dec. 2017 CEO

#### **StayWell Health Management**

May 2012 – June 2014 Vice President, Research  
Nov. 2007 – April 2012 Director, Research  
Nov. 2006 – Oct. 2007 Senior Research Manager  
Sept. 2005 – Oct. 2006 Research Manager  
Aug. 2004 – Aug. 2005 Senior Research Associate  
July 2001 – July 2004 Research Associate

#### **University of Phoenix, College of Health and Human Sciences**

June 2004 – Aug. 2005 Online Faculty

#### **University of Minnesota, School of Public Health**

Jan. 2000 – Aug. 2001 Research Assistant  
Sept. 1999 – Dec. 1999 Teacher's Assistant

#### **Splett and Associates**

Summer 2000 Evaluation internship

#### **Park Nicollet HealthSource**

Jan. 1998 – Aug. 1999 Project Coordinator, 3M Companies  
Nov. 1996 – Dec. 1997 Project Specialist, 3M Companies  
Feb. 1995 – June 1997 Fitness Specialist, UAW-Ford Twin Cities Assembly Plant Wellness Center  
Sept. 1994 – Dec. 1994 Worksite Health Promotion Internship

### EDUCATION

Ph.D., Public Health, Walden University, Minneapolis, MN  
Master of Public Health, Community Health, University of Minnesota, Minneapolis, MN  
Bachelor of Science, Physical Education, University of Wisconsin, Eau Claire, WI

## **PROFESSIONAL ASSOCIATIONS, BOARDS, AND COMMITTEES**

### **Current**

- Google Vitality Lab (Think Tank), 2019 to present
- Everside (formerly Healthstat) Strategic Advisory Board, 2019 to present
- The Health Project, Board of Directors, 2018 to present
- Global Women 4 Wellbeing, Advisory Board, 2016 to present

### **Past**

- City Health Works, Expert Advisory Board Member, 2012 to 2015
- Health Enhancement Research Organization (HERO)
  - HERO Best Practices Scorecard Committee, 2007 to 2014
  - Vice-Chair, Research Studies Sub-committee, 2010 to 2014
- International Association of Worksite Health Promotion, Member, 2016
- National Association for Professional Women, Member, Jan 2015 to June 2016
- National Business Group on Health (NBGH)
  - Institute for Workforce Wellbeing Board Member, Feb. 2012 to June 2014
- Population Health Alliance (PHA), formerly Care Continuum Alliance (CCA), Data Advisory Board, 2010-2012
- National Wellness Institute, Member, 2016, 2019
- Northland-American College of Sports Medicine, Worksite Health Promotion, 2007
  - Membership Committee Co-chair, 2007
- Institute for Health and Productivity Management
  - Advisory Board Member, 2005-2007
- University of Minnesota
  - Advisory Board Member 2004-2005
  - School of Public Health Mentorship Program Mentor, 2003-2005
- Minnesota Evaluators Association
  - Professional Meeting Coordinator, 2004
- Minnesota Association for Worksite Health Promotion
  - State Conference Chair, 2000
  - Advisory Board Member, 1998-2000
- American Heart Association
  - Heart At Work Conference Co-Chair, 1999
- Society for Public Health Education/Association for Worksite Health Promotion
  - Conference Co-Chair, 1998
- Stanford LeadWell (formerly Stanford Health Promotion Network), Member 2016-2019
- Wellness Councils of America, Faculty, Member 2015 to 2017, 2019
- Women Business Leaders of the U.S. Health Care Industry Foundation (WBL), Foundation Associate, 2012-2016

### **Industry Awards Judge**

- C. Everett Koop Award (The Health Project), 2018 to present
- Healthiest Employers National Wellness Award, 2017
- WELCOA DISH Award for Top Health Promotion Professionals, 2017; 2019
- Minnesota Society for Human Resources Managers Well-being Award, 2015
- St. Louis Area Business Health Coalition, Business Health Culture Award, 2014; 2015
- Population Health Alliance, Outstanding Leader in Population Health Management Award, 2014

## PUBLICATIONS

**Grossmeier J**, Mangen DJ, Anderson DR, Gingerich SB, Mitchell RJ, Imboden MT, Kaplan GD, Gascon GM, Serxner SA, Bodak T. Influence of incentive design and organizational characteristics on wellness participation and health outcomes. *Journal of Occupational and Environmental Medicine*. 2020;62(10):874-882.

**Grossmeier J**, Castle PH, Pitts JS, Saringer C, Jenkins KR, Imboden MT, Mangen DJ, Johnson SS, Noeldner SP, Mason ST. Workplace well-being factors that predict employee participation, health and medical cost impact, and perceived support. *American Journal of Health Promotion*. 2020;34(4):349-358.

**Grossmeier J**. Packing a punch: Proven well-being strategies. *Benefits Magazine*. 2020;57(6):40-44.

**Grossmeier J**. A dashboard approach to demonstrating value. *American Journal of Health Promotion*. 2020;34(4):447-448.

**Grossmeier J**, Serxner SA, Montalvo T, Balfanz DR, Imboden MT, Goetzel RZ, Schweppe D. Guidance on development of employer value dashboards. *American Journal of Health Promotion*. 2020;34(4):448-451.

**Grossmeier J**. Updated employer tools identify practices associated with population health outcomes. *American Journal of Health Promotion*. 2020;34(3):316-317.

Rosenbaum R, **Grossmeier J**, Imboden M, Noeldner S. The HERO Health and Well-Being Best Practices Scorecard in Collaboration with Mercer (HERO Scorecard). *American Journal of Health Promotion*. 2020;34(3):321-323.

Blacker A, Dion S, **Grossmeier J**, Hecht R, Markle E, Meyer L, Monley S, Sherman B, VanderHorst N, Wolfe E. Social determinants of health: An employer priority. *American Journal of Health Promotion*. 2020;34(2):207-215.

**Grossmeier J**, Johnson SS. Factors driving exemplary workplace health and well-being initiatives. *American Journal of Health Promotion*. 2020;34(1):105-106.

Johnson SS, **Grossmeier J**. Closing commentary: Lessons learned from bright spots. *American Journal of Health Promotion*. 2020;34(1): 117-118.

Imboden M, Castle PH, Johnson SS, Rahrig-Jenkins K, Pitts JS, **Grossmeier J**, Mangen DJ, Mason S, Noeldner SP. Development and validity of a workplace health promotion best practices assessment. *Journal of Occupational and Environmental Medicine*. 2020;62(1):18-24.

**Grossmeier J**. Editor's Desk: The why and how of addressing employee happiness. *American Journal of Health Promotion*. 2019;33(8): 1209-1210.

**Grossmeier J**, Johnson S, Fisher L, Purpur de Vries P, Sexton K. Driving results through organizational and leadership support. *HERO Forum 19 Conference Proceedings*. 2019; 40-41. Available at <https://hero-health.org/resources/all-resources/>

**Grossmeier J**, Noeldner S. Organizational and leadership support are key drivers of wellness program outcomes. *Media Planet's Future of Business and Tech*. September 2019. Available at: <https://www.futureofbusinessandtech.com/employee-benefits/organizational-and-leadership-support-are-key-drivers-of-wellness-program-outcomes/>

**Grossmeier J**. Editor's Desk: Addressing spiritual well-being in the workplace. *American Journal of Health Promotion*. 2019;33(7): 1081-1082.

Ablah E, Lemon SC, Pronk NP, Wojcik JR, Mukhtar Q, **Grossmeier J**, Pollack KM, Whitsel LP. Opportunities for employers to support physical activity through policy. *Preventing Chronic Disease*. 2019;16(E84): 1-4.

**Grossmeier J.** Editor's Desk: The global health issue. *American Journal of Health Promotion*. 2019; 33(4):620.

**Grossmeier J.** Editor's Desk: The storytelling issue. *American Journal of Health Promotion*. 2019; 33(3):468.

Whitsel LP, Arena R, Kaminsky LA, Berrigan D, Katzmarzyk PT, Calitz C, **Grossmeier J**, Pshock J, Lobelo F, Pronk N. Assessing physical activity, sedentary behavior, and cardiorespiratory fitness in worksite health promotion. *American Journal of Health Promotion*. 2019; 33(2): 318-326.

Ablah E, Lemon SC, Pronk NP, Wojcik JR, Walker A, **Grossmeier J**, Pollack KM, Whitsel LP. Worksite policies for promoting physical activity. *American Journal of Health Promotion*. 2019; 33(2): 314-315.

**Grossmeier J.** Drive outcomes with a best practice approach to strategy, culture, and program evaluation. *HERO Forum18 Conference Proceedings*. 2018; pages 39-41. Available at: <https://hero-health.org/wp-content/uploads/2018/11/HERO-FORUM18-Proceedings.pdf>

**Grossmeier J.** The subcultures issue. *American Journal of Health Promotion*. 2018;32(8):1814.

Flynn J, **Grossmeier J.** The relationship between workplace culture and employee health. *Media Planet Future of Business and Tech*. September 2018. Available at: <https://bit.ly/2NEXJv7>

**Grossmeier J.** The built environment issue. *American Journal of Health Promotion*. 2018;32(6):1459.

Flynn JP, Gascon G, Doyle S, Matson Koffman DM, Saringer C, **Grossmeier J**, Tivnan V, Terry P. Supporting a culture of health in the workplace: A review of evidence-based elements. *American Journal of Health Promotion*. 2018: Doi: 10.1177/0890117118761887.

**Grossmeier J.** Closing commentary: How can workplace health promotion practitioners work more closely with corporate sustainability professionals? *American Journal of Health Promotion*. 2018;32(4):1155-1156.

**Grossmeier J.** The sustainability issue. *American Journal of Health Promotion*. 2018;32(4):1145.

**Grossmeier J.** Healthy worksite culture revisited. *American Journal of Health Promotion*. 2017;31(6):515.

**Grossmeier J.** New measures for new directions. *American Journal of Health Promotion*. 2017;31(5):444.

**Grossmeier J**, Sexton K. Expert interview: Engaging stakeholders to develop the Care for People Index for Shell Oil Company. *American Journal of Health Promotion*. 2017;31(5):455-456.

**Grossmeier J**, Phalen C. How BP found success with wearables. *Employee Benefit News*. August 24, 2017. Available at: <https://www.benefitnews.com/opinion/how-bp-found-success-with-wearables>

**Grossmeier J**, Stauffer M. How Emory University launched its successful wearable wellness initiative. *Employee Benefit Advisor*. August 4, 2017. Available at: <https://www.employeebenefitadviser.com/opinion/pilot-program-helps-emory-launch-successful-wearable-initiative?brief=00000152-146e-d1cc-a5fa-7cff8fee0000>

**Grossmeier J.** Six promising wearables tips for wellness programs. *Benefits PRO*. July 31, 2017. Available at: <http://www.benefitspro.com/2017/07/31/6-promising-wearables-tips-for-wellness-programs?slreturn=1502122956>

**Grossmeier J**, Barleen N, Freeman S, Forbes Oste H. Expert interviews: The next frontier in meaningful use of wearables. *American Journal of Health Promotion*. 2017;31(3).

**Grossmeier J**, Bastable J, Nelkovski L, Swayze P, Tangen T. Promising practices from pioneering employers: Case studies demonstrate effective use of wearables as part of a broader health and well-being initiative. *American Journal of Health Promotion*. 2017;31(3).

**Grossmeier J**, Bastable J, Swayze P. Seeking value: Meaningful use of wearables as part of employer-sponsored health and well-being initiatives. *American Journal of Health Promotion*. 2017;31(3).

**Grossmeier J**. The wearables in wellness issue. *American Journal of Health Promotion*. 2017;31(3).

**Grossmeier J**. From return on investment to value on investment of workplace health promotion programs. *American Journal of Health Promotion*. 2016; 30(7):574-575.

**Grossmeier J**. 6 ways putting health first helps businesses climb higher. *Future of Business and Tech-Media Planet*. September 2016.

**Grossmeier J**, Fabius R, Flynn JP, Noeldner SP, Fabius D, Goetzel RZ, Anderson DR. Linking workplace health promotion best practices and organizational financial performance: Tracking market performance of companies with highest scores on the HERO Scorecard. *Journal of Occupational and Environmental Medicine*. 2016;58(1):16-23.

**Grossmeier J**. Communicating the value of your wellness program. *WELCOA Expert Interview*. December 2015.

**Grossmeier J**. Evaluating wellness programs: Measuring the right things. *Benefits Magazine*. 2015;52(9):38-42.

**Grossmeier J**. Productivity and performance. In: HERO-PHA Program Measurement and Evaluation Guide: Core Metrics for Employee Health Management [chapter 7]. 2015;56-63.

Damsker M, Connor, M, Frammer EM, Umland B, Anderson D, Alexander G, Brennan M, Flynn J, **Grossmeier J**, Hamlin B, Juster IA, Kaplan G, Long A, Nelson CF, Palma-Davis L, Palmer R, Srivastava P, Veroff D, Noyce J, Moseley K. Introduction. In: HERO-PHA Program Measurement and Evaluation Guide: Core Metrics for Employee Health Management [chapter 1]. 2015;5-10.

**Grossmeier J**, Hudsmith N. Exploring the Value Proposition for Workforce Health: Business Leader Attitudes About the Role of Health as a Driver of Productivity and Performance. *American Journal of Health Promotion*. 2015;29(6):TAHP2-TAHP5.

Niebuhr S, **Grossmeier J**. Is It Time for a Broader Approach? Recasting the Value of "Employee Health" with a Focus on Workforce Capability. *American Journal of Health Promotion*. 2015;29(6):TAHP6-TAHP9.

Flynn J, **Grossmeier J**. Key requirement for the future: Broadening our perspective. *American Journal of Health Promotion*. 2015;29(6):TAHP10-TAHP12.

Bastable J, **Grossmeier J**. Could Wearables Be the Answer? More Than Half of Employees Using Wearable Devices Stick with their Wellness Programs. *Leaders Edge*. June 2015:13-14.

**Grossmeier J**, Hudsmith N. Get the Boss on Board for Better Employee Health. *Healthcare Consumerism Solutions*. June 2015;41-42. Available at: [http://www.theihcc.com/en/communities/population\\_health\\_and\\_wellness/get-the-boss-on-board-for-better-employee-health\\_iaef9jca.html](http://www.theihcc.com/en/communities/population_health_and_wellness/get-the-boss-on-board-for-better-employee-health_iaef9jca.html)

**Grossmeier J**, Mangen DJ, Terry PE, Haglund-Howieson L. Health risk change as a predictor of productivity change. *Journal of Occupational and Environmental Medicine*. 2015;57(4):347-354.

Whitsel LP, Benowitz N, Bhatnagar A, et al. Guidance to employers on integrating e-cigarettes/electronic nicotine delivery systems into tobacco worksite policy. *Journal of Occupational and Environmental Medicine*. 2015;57(3):334-343.

**Grossmeier J**, Terry PE, Anderson DR. Broadening the metrics used to evaluate corporate wellness programs: The case for understanding the value of investment [book chapter]. In: R. Burke and A. Richardsen. *Corporate Wellness Programs*. Edward Elgar Publishing Ltd: Northampton, MA Available

at: <http://www.elgaronline.com/view/9781783471690.xml>

Goetzel RZ, Henke RM, Tabrizi M, Pelletier KR, Loeppke R, Ballard DW, **Grossmeier J**, Anderson DR, Yach D, Kelly RK, McCalister T, Serxner S, Selecky C, Shallenberger LG, Fries JF, Baase C, Isaac F, Crighton KA, Wald P, Shurney D. Do workplace health promotion (wellness) programs work? *Journal of Occupational and Environmental Medicine*. 2014; 56(9):927-934.

**Grossmeier J** and Terry PE. The measurement conundrum. *American Journal of Health Promotion*. 2014; 29(1):TAHP10-TAHP12.

Connor M, Framer EM, Umland B, Anderson D, Alexander G, Brennan M, Flynn J, **Grossmeier J**, Hamlin B, Juster IA, Kaplan GD, Long A, Nelson CF, Palma-Davis L, Palmer R, Srivastava P, Veroff D, Noyce J, Moseley K, Damsker M. Program measurement and evaluation guide: Core metrics for employee health management. *American Journal of Health Promotion*. 2014; 28(4):TAHP2-TAHP10.

**Grossmeier J**. HERO Scorecard: Wellness champion networks associated with higher participation rates and behavior change. *HERO on Health* [newsletter]. February 2014, p 4.

Goetzel R, Henke RM, Benevent R, Tabrizi M, Kent K, Smith K, Chung RE, **Grossmeier J**, Mason S, Gold D, Noeldner S, Anderson DR. The predictive validity of the HERO Scorecard in determining future healthcare cost and risk trends. *Journal of Occupational and Environmental Medicine*. 2014; 56(2):136-144.

**Grossmeier J**, Seaverson ELD, Mangen DJ, Wright S, Dalal K, Phalen C, Gold DB. Impact of a comprehensive population health management program on health care costs. *Journal of Occupational and Environmental Medicine*. 2013; 55(6):634-643.

**Grossmeier J**, Flynn JP, Noeldner SP, Gold D. The Health Enhancement Research Organization (HERO) Scorecard. *American Journal of Health Promotion*. 2013; 27(5):TAHP4-TAHP5.

Terry PE, **Grossmeier J**, Mangen DJ, Gingerich SB. Analyzing best practices in employee health management: How age, gender and program components relate to employee engagement and health outcomes. *Journal of Occupational and Environmental Medicine*. 2013; 55(4):378-392.

**Grossmeier J**. The Influence of worksite and employee variables on employee engagement in telephonic health coaching programs: A retrospective multivariate analysis. *American Journal of Health Promotion*. 2013;27(3):e69.

**Grossmeier J**, Dalal K. Energy company generates better health for employees. *IAWHP's Worksite Health International*. 2013; 4(1):3-5.

Merrill RM, Aldana SG, Pope JE, Anderson DR, Coberley CR, **Grossmeier J**, Whitmer RW. Self-rated job performance and absenteeism according to employee engagement, health behaviors, and physical health. *Journal of Occupational and Environmental Medicine*. 2013;55(1):10-18.

Nyce S, **Grossmeier J**, Anderson DR, Terry PE, Kelly B. Health care costs associated with health risk migration. *Journal of Occupational and Environmental Medicine*. 2012;54(11):1364-1373.

**Grossmeier J**. Understanding employer use of biometric health screening services. *2012 HERO on Health*. May 2012. Available at [www.the-hero.org](http://www.the-hero.org).

**Grossmeier J**, Terry PE, Anderson DR, Wright S. Financial impact of population health management programs: Reevaluating the literature. *Population Health Management*. 2012; 15(3):129-134.

**Grossmeier J**. Understanding employer use of biometric health screening services. HERO Scorecard Annual Report 2012. Edina, MN: Health Enhancement Research Organization. Available at [www.the-hero.org](http://www.the-hero.org)

Terry PE, Seaverson ELD, **Grossmeier J**, Anderson DR. Effectiveness of a worksite telephone-based weight management program. *American Journal of Health Promotion*. 2011;25(3), 186-189.

**Grossmeier J**, Terry PE, Cipriotti A, Burtaine JE. Best practices in evaluating worksite health promotion programs. *American Journal of Health Promotion*. 2010;24(3), TAHP 1-9,iii.

Seaverson ELD, **Grossmeier J**, Miller TM, Anderson DR. The role of incentive design, communications strategy, and worksite culture on health assessment participation. *American Journal of Health Promotion*. 2009;23(5), 343-352.

**Grossmeier J**, Palma-Davis L, Sabin M, Crighton KA. Benchmarking and best practices in worksite health promotion (Chapter 12). In: Pronk NP (ED). *ACSM's Worksite Health Handbook: A Guide to Building Healthy and Productive Companies*, 2<sup>nd</sup> Ed. 2009; Champaign, IL: Human Kinetics Press.

Riedel JE, **Grossmeier J**, Haglund-Howieson L, Buraglio C, Anderson DR, Terry PE. Use of a normal impairment factor to gauge avoidable productivity loss due to poor health. *Journal of Occupational and Environmental Medicine*. 2009;51(3):283-295.

Anderson DR, **Grossmeier J**, Seaverson ELD, Snyder D. The role of financial incentives in driving employee engagement in health management. *ACSM Health & Fitness Journal*. 2008;12(4):18-22.

Terry P, Seaverson ELD, **Grossmeier J**, Anderson DR. Association between nine quality components and superior worksite health management program results. *Journal of Occupational and Environmental Medicine*. 2008;50(6): 633-641.

Eischen B, Gold D, **Grossmeier J**. Fairview Alive – An integrated strategy for enhancing the health and well-being of employees. *Journal of Workplace Behavioral Health*. 2005;20:263-279.

Hickle A, Forster J, Lazovich D, Allwood P, Remba N, **Grossmeier J**, Sorensen G. Sanitarians' work with indoor-tanning businesses: Findings from interviews in two major metropolitan areas. *Journal of Environmental Health*. 2005;67(8):30-36,54.

Gold D. and **Grossmeier J**. Using an HRA as an evaluation tool. *Wellness Management*. 2005;20(3): 1-5.

**Grossmeier J**. Evaluation skills for wellness professionals, Part 4: Evaluating and reporting survey results. *Wellness Management*. 2005;20(3):5-9.

**Grossmeier J**. Evaluation skills for wellness professionals, Part 3: Getting good response rates. *Wellness Management*. 2004;20(2):1-3.

**Grossmeier J**. Evaluation skills for wellness professionals, Part 2: Writing effective surveys. *Wellness Management*. 2004;20(1):1-3.

Serxner SA, Gold DB, **Grossmeier J**, Anderson DR. The relationship between health promotion program participation and medical expense: A dose response. *Journal of Occupational and Environmental Medicine*. 2003;45(11):1196-1200.

**Grossmeier J**. Evaluation skills for wellness professionals, Part 1: Choosing an evaluation method. *Wellness Management*. 2003;19(4):10-12.

**Grossmeier J**, Serxner SA. Impact of a mail-based intervention on individuals diagnosed with chronic conditions [abstract]. *American Journal of Health Promotion*. 2002;16(6):363.

## **BLOG POSTS**

**Grossmeier J**. *How to maximize your motivation*. Psychology Today Blog. June 1, 2022. Available at <https://www.psychologytoday.com/us/blog/nourished-journey/202206/how-maximize-your-motivation>

IHI, Moseley K, **Grossmeier J**. *New well-being assessment provides employers and their collaborators with a brief, validated tool to measure broader health and well-being impact*. HERO Blog. December 15, 2020. Available at <http://www.hero-health.org/blog>



**Grossmeier J.** *HERO Scorecard International Benchmark Report: Focus on Chile.* HERO Blog. February 9, 2020. Available at [hero-health.org/blog](http://hero-health.org/blog)

**Grossmeier J.** *HERO Scorecard International Benchmark Report: Focus on Puerto Rico.* HERO Blog. November 6, 2019. Available at [hero-health.org/blog](http://hero-health.org/blog)

**Grossmeier J.** *HERO Scorecard International Benchmark Report: Focus on India.* HERO Blog. August 19, 2019. Available at [hero-health.org/blog](http://hero-health.org/blog)

**Grossmeier J.** *HERO Scorecard International Benchmark Report: Focus on Brazil.* HERO Blog. May 14, 2019. Available at [hero-health.org/blog](http://hero-health.org/blog)

**Grossmeier J.** *HERO Briefs.* HERO Blog. August 14, 2017. Available at [hero-health.org/blog](http://hero-health.org/blog)

**Grossmeier J.** *HERO 2017 Summer Think Tank: Proceedings.* HERO Blog. July 27, 2017. Available at [hero-health.org/blog](http://hero-health.org/blog)

**Grossmeier J.** *The voice of the customer: Proceedings from HERO's 2017 Winter Think Tank on 'the employee experience'.* HERO Blog. March 9, 2017. Available at [hero-health.org/blog](http://hero-health.org/blog)

**Grossmeier J.** *Next practices for improving the employee experience: Proceedings from HERO's 2017 Think Tank on 'the employee experience'.* HERO Blog. March 9, 2017. Available at [hero-health.org/blog](http://hero-health.org/blog)

**Grossmeier J,** Bastable J, Nelkovski L, Swayze P, Tangen T. *In response to the "gadget apocalypse."* HERO Blog. December 16, 2016. Available at [hero-health.org/blog](http://hero-health.org/blog)

**Grossmeier J.** *The time is now: Measuring the impact of wellness programs on productivity.* Alere Health Blog. November 9, 2015.

## PRESENTATIONS

**Grossmeier J.** Spirituality, faith, and connectedness. Summer Think Tank (virtual event). June 6, 2022.

**Grossmeier J.** Addressing the heart and soul of employee well-being. Art and Science of Health Promotion Conference (breakout session). San Diego, CA. April 13-15, 2022.

**Grossmeier J.** A best practices approach to engaging employees in their health. The Alliance (keynote). February 10, 2022.

**Grossmeier J,** Walker M. The business value of a best practices approach to workforce wellness. International Conference for Active Aging (Virtual event). November 9, 2021.

**Grossmeier J.** Maximize your motivation for healthy living. Stanford Healthy Living (online class). July 14 & 21, 2021.

Goetzel R, Serxner S, Pronk N, **Grossmeier J.** *Worksite Wellness Research Update.* HERO Forum (Virtual event). September 29, 2020.

**Grossmeier J,** De Vries, P. *Using Strategic Planning to Connect Worksite Well-being to Business Objectives.* HERO Forum (Virtual event). September 24, 2020.

**Grossmeier J** (moderator). *Social Connections and the New Workplace: Leveraging Technology to Build Meaningful Social Connections and Community.* HERO Fall Think Tank (Virtual event) September 10, 2020.



**Grossmeier J.** *Making a Case for Wellness that Engages Stakeholders at All Levels.* BJC Employer Wellness Summit. St. Louis, MO, January 22, 2020.

**Grossmeier J.** *Practical Tools for Successful Workplace Wellness Initiatives.* Para Caribe Occupational Health, Safety, & Wellness Symposium. Montego Bay, Jamaica, October 24, 2019.

**Grossmeier J** (moderator), Johnson S, Fisher L, Sexton K, Purpur de Vries P. *Driving Results Through Organizational & Leadership Support.* HERO Forum19. Portland, OR, September 11, 2019.

**Grossmeier J** (moderator), Goetzel R, Lang J, Noeldner S, Pham K. *Reactor Panel: The Current State of Practice in Worksite Health Promotion.* HERO Summer Think Tank. Kansas City, MO, June 25, 2019.

**Grossmeier J.** *Why Wellness? Making the Case for Wellness.* Stanford Continuing Studies Course Guest Lecture. Palo Alto, CA, April 6, 2019.

**Grossmeier J** (moderator), Jones D, Johnston S, Sutherland K, Alvarez A. *Reactor Panel to Dying for a Paycheck.* Stanford LeadWell Summit. Palo Alto, CA, March 14, 2019.

**Grossmeier J.** *Drive Outcomes with a Best Practice Approach to Strategy, Culture, and Program Evaluation.* HERO Forum18. Jacksonville, CA, October 2, 2018.

**Grossmeier J,** Johnson S, Noeldner S. *HERO Research Updates.* HERO Summer Think Tank. Edina, CA, June 19, 2018.

**Grossmeier J.** *Go for the Gold with a Best Practice Approach.* Cooper Companies Wellness Summit. Napa, CA, May 2, 2018.

**Grossmeier J.** *Linking Wellness to Bottom Line Business Value.* First Coast Worksite Wellness Conference. Jacksonville, FL, April 25, 2018.

**Grossmeier J.** *Drive Outcomes with a Best Practice Approach.* Art and Science of Health Promotion Conference. San Diego, CA, March 29, 2018.

**Grossmeier J.** *Best Practices in University Health and Well-being Initiatives.* HealthFitness University Summit. Houston, TX, February 7, 2018.

**Grossmeier J.** *Linking Wellness to Bottom Line Business Value.* Michigan Wellness Council Conference, Troy, MI, November 8, 2017.

**Grossmeier J.** *Best Practices in Supporting Engagement and Resilience in Higher Education.* 2017 HERO Forum University Summit, Phoenix, AZ, September 11, 2017

**Grossmeier J.** *Linking Wellness to Bottom Line Business Value.* HASC 2017 Health Care Provider Wellness Conference, Garden Grove, CA, July 13, 2017.

**Grossmeier J.** *Global Wellness Best Practices & Trends.* The Cooper Companies Annual Wellness Conference, Napa, CA, May 4, 2017.

**Grossmeier J.** *Implementing Best Practices at Your Site.* The Cooper Companies Annual Wellness Conference, Napa, CA, May 4, 2017.

**Grossmeier J.** *Best Practices in University & College Health and Well-being Initiatives.* HealthFitness University Summit, Atlanta, GA, April 4, 2017.

**Grossmeier J.** *Linking Wellness to Bottom Line Business Value.* California Institute for Integrative Studies, San Francisco, CA, February 9, 2017.

**Grossmeier J,** Kraft H, Noeldner S. *Tracking Workplace Health and Well-being Best Practices Outside of the United States.* HERO Forum, Atlanta, GA, September 28, 2016

**Grossmeier J,** Lang J, Martin J, Matson Koffman D. *Tailoring Evidence-Based Practices to Fit Your Organization's Culture.* HERO Forum, Atlanta, GA, September 27, 2016

**Grossmeier J.** *Key Drivers of Sustainability for Workplace Wellness.* National Wellness Conference, St. Paul, MN, June 27, 2016

**Grossmeier J.** *Your Business Case for Linking Wellness to the Bottom Line.* Fitbit Captivate, San Francisco, CA, June 8, 2016

**Grossmeier J.** *Wellness Program Evaluation Best Practices.* WELCOA Certification Course. May 2016.

**Grossmeier J.** *Linking Health Management Best Practices and Organizational Financial Performance.* Art and Science of Health Promotion Conference, Orlando, FL, April 29, 2016

**Grossmeier J,** O'Donnell M, Goetzel RZ, Nelson R. *Program Evaluation: Research or Decision Support? Numbers or Stories? ROI or ROAR?* Art and Science of Health Promotion Conference, Orlando, FL, April 27, 2016

**Grossmeier J.** *The Value of Wellness.* California Institute of Integral Studies [guest lecture], San Francisco, CA, March 8, 2016

**Grossmeier J.** *Making Meaningful Use of Data from Wearable Devices,* American Heart Association Workplace Wellness Forum, Des Peres, MO, February 9, 2016

**Grossmeier J,** Terry P, Goetzel RZ, Lang J, Pratt CA. *Effectiveness Outcomes, and Value of Workplace Health Programs,* Panel Moderator, AHA Scientific Sessions 2015, Orlando, FL, November 10, 2015

Bruington J, **Grossmeier J,** Serra S. *Linking Health Risks to Absenteeism and Health Plan Performance,* Panel breakout session, NBGH National Conference on Health, Productivity, and Human Capital, Boston, MA, October 6, 2015

Curtis J, Fabius R, **Grossmeier J,** Hudsmith N, Hansen S. *Health and Wellness: The Best Kept Secret for Corporate Performance* (plenary session), IHC Forum, Atlanta, June 25, 2015

**Grossmeier J.** *The Value Proposition for Workplace Wellness,* National Wellness Conference, Worksite Academy, Minneapolis, MN, June 15, 2015

Hunnicut D, **Grossmeier J,** Alles W. *The Future of Wellness,* panel discussion, Stanford Health Promotion Network Summit V, Palo Alto, CA, May 28, 2015

**Grossmeier J.** *Emerging Trends and Best Practices in Workplace Health Promotion* (plenary session), Mississippi Business Group on Health, Jackson, MS, May 19, 2015

**Grossmeier J.** *The Value of Workforce Health and Well-being* (keynote), Mississippi Business Group on Health, Jackson, MS, May 19, 2015

**Grossmeier J,** Bastable J. *HERO Wearable Tracking Device Survey Preliminary Findings,* HERO Think Tank, February 10, 2015

**Grossmeier J,** Hudsmith N. *HERO HPP Business Leader Survey Final Report,* HERO Think Tank, February 10, 2015

Connor M, **Grossmeier J,** Flynn J. *Pathway to Business Results: Incorporating Performance and Employee Engagement into the Value Proposition for Workforce Well-Being,* Population Health Alliance Forum 2014, Scottsdale, AZ, December 10, 2014

Groppe J, **Grossmeier J,** Hudsmith N. *C-Suite Perception Matters: Why Health Hasn't Caught on in Corporate America,* Health Enhancement Research Organization, San Diego, September 2014

**Grossmeier J,** Burton W. *Broadening the Value Proposition: Linking Employee Health to Business Results and Shareholder Value.* National Business Group on Health-Institute for Workforce Well-being Leadership Summit, Washington, D.C., June 2014

**Grossmeier J**, Katzoff A, Houghtby C. *The Power of Social Connection: Leveraging Wellness Champion Networks to Drive Results*. Health Enhancement Research Organization 2013 Forum, Orlando, FL, September 2013

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**Grossmeier J**, Marchi K, Mrozinski L. *Innovation at Work: Strengthening Corporate Communications to Increase Wellness Program Engagement*. Corporate Wellness Congress, Las Vegas, April 2013

**Grossmeier J**, Nyce Steven. *A Stronger Business Case for Prevention: A Multi-employer Study of the Health Care Cost Impact Associated with Health Risk Change*. Art and Science of Health Promotion Conference, Hilton Head, March 2013

**Grossmeier J**. *Re-evaluating Expectations for Financial Impact of Population Health Management Programs*. Care Continuum Alliance Forum12, Atlanta, October 22, 2012

**Grossmeier J**. *New Research: Relationship Between Change in Health Risks and Change in Health Care Costs*. National Business Group on Health-Institute for Workforce Well-being Board Meeting, Washington, D.C., October 10, 2012

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**Grossmeier J**. *Interventions: One Size Does Not Fit All*. Wellness Council of Wisconsin Worksite Wellness Conference, Milwaukee, September 26, 2012

Dalal K, **Grossmeier J**. *How to Combine HERO Scorecard Best Practices with Emerging Innovations to Drive Best-in-Class Results*. Health Enhancement Research Organization Forum, Scottsdale, September 13 and 14, 2011

**Grossmeier J**, Terry P. *Worksite and Employee Predictors of Engagement in Health Coaching Programs: A Multivariate Analysis Using the HERO Scorecard*. Art and Science of Health Promotion Conference, Colorado Springs, March 25, 2011

**Grossmeier J**. *The Role of Incentives in Behavior Change Programs*. Health Enhancement Research Organization Think Tank, Atlanta, February 22, 2011

Palma-Davis L, **Grossmeier J**. *Building a Community of Health Where Both the Individual and the Organization Thrive*. Michigan CUPA-HR Conference, Ann Arbor, October 1-2, 2009

Berdinsky K, Smith L, **Grossmeier J**. *Alliance Data Best Practice Workshop*. Health Enhancement Research Organization Forum, Atlanta, September 22-23, 2009

Lewis S, **Grossmeier J**, Umland B. *Learning About and Using the HERO Scorecard V3*, Health Enhancement Research Organization Forum, Atlanta, September 22-23, 2009

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**Grossmeier J**, Seaverson ELD. *Best Practices in Health Promotion Program Evaluation*. Northland Chapter-American College of Sports Medicine, Worksite Health Promotion Group Forum, Minneapolis, February 20, 2008

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**Grossmeier J**, Lewis S. *Introduction of Version Two of the HERO EHM Best Practice Scorecard*. Health Enhancement Research Organization Forum, New Orleans, October 1-3, 2007

**Grossmeier J**, Henry L. *Managing Health to Manage Costs*. Creating Cultures of Health: Strategies & Approaches to Managing Health Care Costs, Eau Claire, May 3, 2006

**Grossmeier J**. *Results of a Telephonic Health Care Utilization Intervention for High-Risk, High-Cost Employees*. ACSM Health and Fitness Summit, Orlando, April 11-14, 2006

**Grossmeier J**. *It's Time to Connect the Dots! Linking Outcomes and Expectations*. Midwest Worksite Health Promotion Conference, St. Paul, Nov. 2, 2005

Gold DB, **Grossmeier J**. *Evaluation Skills for Wellness Professionals* [pre-conference workshop]. National Wellness Conference, Stevens Point, July 12–16, 2004

**Grossmeier J**, Gold DB. *The Impact of a Mail-Based Intervention on Individuals Diagnosed with Chronic Conditions*. National Wellness Conference, Stevens Point, July 12–16, 2004

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**Grossmeier J**, Serxner SA. *Impact of Mail-based Intervention on Individuals Diagnosed with Chronic Conditions* [poster presentation]. Art and Science of Health Promotion, Lake Tahoe, February 25-March 1, 2002

**Grossmeier J**, Milligan W. *Success Stories: Self Management for Chronic Conditions*. Association for Worksite Health Promotion—Minnesota Chapter, St. Paul, November 1, 2001

## WEBINARS

**Grossmeier J**. Maximize your motivation for healthy living. Stanford Healthy Living (webinar). January 26, 2022.

Lang J, Calitz C, Martin S, **Grossmeier J**, Roemer EC (moderator). *How 4 Top Workplace Health Scorecards Can Boost Your Employee Wellness*. CDC Workplace Health Program. May 14, 2020

**Grossmeier J** (moderator), Imboden M, Johnson S, Noeldner S, Jenkins KR. *What Are the “Best” Best Practices? New HERO Study Suggests Organizational and Leadership Support Drives Outcomes*. HERO Webinar. February 5, 2020

Imboden MT (moderator), **Grossmeier J**, Anderson D, Serxner SA. *Influence of Incentive Design and*

*Organizational Characteristics on Wellness Participation and Health Outcomes.* HERO Webinar. December 9, 2020

Senft M, Chopra SJ, **Grossmeier J** (Interview). *GW4W Wine & Tea Wednesdays: Great Minds Sip Together.* Facebook Live. October 14, 2020

Imboden M, **Grossmeier J.** *Development and Validity of a Workplace Health Promotion Best Practices Assessment.* Society of Behavioral Medicine Behavior Change Grand Rounds. December 12, 2019

**Grossmeier J** (moderator), Whitsel L, Pronk N, Pate RR. *Promoting Physical Activity in the Workplace.* HERO Webinar. April 11, 2019

Goetzel R, **Grossmeier J.** *Do Wellbeing Programs Really Work?* Virgin Pulse Webinar. November 13, 2018

Quinones S, **Grossmeier J,** Moseley K. *Dreamland Book Club.* HERO Webinar. May 23, 2018

Calitz C, Santana A, **Grossmeier J.** *Building Resilience in the Workplace.* HERO Webinar. April 11, 2018

Allen J, Marzec M, Safeer R, Terry P, **Grossmeier J.** *Meeting the Needs of Subcultures.* HERO Webinar. January 17, 2018

Burton W, Schultz A, **Grossmeier J.** *The Association of Employee Engagement at Work with Health Risks and Presenteeism. A discussion with Dr. Wayne Burton, MD, former Corporate Medical Director for American Express, and Alyssa Schultz, PhD, The University of Michigan Health Management Research Center.* HERO Webinar. November 15, 2017 [Video Archives](#)

**Grossmeier J.** *Aligning Wellness Goals and Business Goals.* Humana WELLchat webinar, October 18, 2017

**Grossmeier J.** *Measuring and Evaluating Workplace Health Programs.* CDC Workplace Health Webinar. August 8, 2017

Worline M, **Grossmeier J.** *Awakening Compassion at Work: New Avenues for Linking Well-being and Performance. A discussion with Dr. Monica Worline, PhD, Research Scientist, Stanford University Center for Compassion and Altruism Research and Education.* HERO Wednesday Webinar Series. July 20, 2017 [Video Archives](#).

Purpur de Vries P, **Grossmeier J.** *Advancing Well-being Through a Model for Professional Fulfillment. A discussion with Patty Purpur de Vries, MS, Director of Strategic Projects, Stanford Medicine WellMD Center.* HERO Wednesday Webinar Series. June 8, 2017 [Video Archives](#).

**Grossmeier J.** *Workplace Wellness: Demonstrating ROI and VOI,* Fitbit Webinar, April 20, 2016

**Grossmeier J.** *The Total Value of Your Wellness Investment.* WELCOA Webinar, March 9, 2016

**Grossmeier J.** *Data: Benchmarking Your Program Outcomes,* Webinar, Work@Health CDC Webinar, January 13, 2016

Terry P, Niebuhr S, **Grossmeier J.** *Is It Time for a Broader Value Proposition?* American Journal of Health Promotion Webinar, July 28, 2015

Bastable J, **Grossmeier J,** Greenberg A. *Wearables in Wellness: How Employers are Incorporating Wearable Fitness Tracking Devices into the Workplace,* HERO Webinar, July 14, 2015

**Grossmeier J,** Hudsmith N. *Connecting the Dots: What Business Leaders Think about Employee Health, Productivity, and Performance,* March 18, 2015

Connor M, Flynn J, **Grossmeier J,** Juster IA, Kaplan GD, Long A, Nelson CF, Palma-Davis L, Palmer R. *Comparing Apples to Apples: How to Use the HERO-PHA Core Metrics Guide,* Population Health Alliance, March 5, 2015

**Grossmeier J.** Demonstrating the Value of Investing in Workforce Health, St. Louis Area Business Health Coalition, February 26, 2015

Eisenberger R, Shanock L, **Grossmeier J.** *Perceived Organizational Support (POS) and Worksite Wellness.* American Journal of Health Promotion Webinar, September 2014

**Grossmeier J,** Noeldner S, Noyce J. *HERO EHM Best Practice Scorecard: Version 4.0 – The Next Generation.* HERO Webinar, July 2014

Goetzel RZ, **Grossmeier J,** Ozminkowski R. *Wellness Critics: Key Takeaways for Employers.* National Business Group on Health Webinar, November 2013

Goetzel RZ, Sakallaris BR, **Grossmeier J,** Marlo KO. *What is a ‘Reasonably Designed’ Wellness Program?* American Journal of Health Promotion Webinar, May 2013

Noeldner S, **Grossmeier J.** *HERO Best Practices Scorecard Overview.* Pacific Business Group on Health, Health Improvement Webinar, May 24, 2011

## **PODCASTS and INTERVIEWS**

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**Grossmeier J** and Amy Bantham. *Reimagining Workplace Well-being.* Move to Live More podcast. June 14, 2022. Available at <https://www.movetolivemore.com/podcast/reimagining-workplace-well-being>

**Grossmeier J.** *Increasing Well-being at Work.* Kara’s Cures podcast. May 25, 2022. Available at <https://www.wfsb.com/video/2022/05/25/kara-cures-increasing-well-being-work/>

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**Grossmeier J.** HERO Expert Interview Series. November 20, 2019. Available at <https://www.youtube.com/watch?v=gjdXW0M1nDs>

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