



BUSINESS COLLABORATIVE
FOR BRAIN HEALTH
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HERO Health and Well-Being Best Practices Scorecard in Collaboration with Mercer©



DEVELOPING A BRAIN HEALTHY WORKPLACE

The Brain Health Best Practice Score:
How it Works and Frequently Asked Questions



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The HERO Scorecard is designed to help organizations learn about best practices for promoting workplace health and well-being, and to discover opportunities to improve and measure progress over time. It now includes a Brain Health Best Practice Score, developed in collaboration with public health and neuroscience experts. Below is information that explains what the Best Practice Score is, how to get your score, and what it means for your organization.

The HERO Health and Well-Being Best Practices Scorecard in Collaboration with Mercer® (HERO Scorecard)

The HERO Scorecard can help your organization learn about best practices for promoting workplace health and well-being, and to discover opportunities to improve and measure progress over time.

The special best practice scores, including the brain health score, enable you to zero-in on issues of particular interest and value. The brain health score provides a snapshot view of best practices that support brain health and performance.

Is the brain health score a different set of questions? Can we just complete the brain health score?

No. The brain health score, as well as the other special best practice scores, are derived from the overall Scorecard results. These special scores are a subset of your total score that focus on specific issues of interest.

Who at my organization should complete the scorecard?

Many HERO Scorecard participants have found that one of the key benefits of completing the Scorecard comes from bringing together health and well-being stakeholders from different departments within their organizations to discuss how best to respond to the questions.

Collaborating with different stakeholders within the organization may result in more accurate Scorecard responses, enhancing the level of collaboration between health and well-being stakeholders, and identification of new opportunities for integration across programs.

How long will it take to complete the scorecard?

It will be different for every organization, but the average time commitment is about an hour.

What happens after we submit our responses and data?

After you submit your data using the online Scorecard, you will receive an email report that provides your score for each of the six sections, an overall score, and your special best practice scores, including your brain health score. The report will provide links to resources that support action steps toward score improvement and direct you to evidence behind the scores.

TIPS FOR COMPLETING THE HERO SCORECARD

Review the HERO Scorecard questions prior to submitting your responses to the online version, you can download a [PDF version](#) (or [International PDF version](#)) and consider which individuals within your organizations would best contribute to a response. If possible, set up a meeting with this group and work through the PDF version together. If that's not practical, ask them to fill out the relevant sections of the HERO Scorecard and return it to you.

If there are questions you cannot answer, simply skip the question. (You will not score points on any skipped question.)

Once you've collected the responses and have a complete set of answers, you're ready to complete the [online Scorecard](#) for your organization. (We cannot accept PDF versions of the HERO Scorecard.)

It is important to save and/or download a copy of your responses prior to leaving the online HERO Scorecard, as you may find it useful as a reference when interpreting your score or completing the HERO Scorecard in the future.

Will my scores be public?

No. HERO only lists organizations that participate in the HERO Scorecard and agree to be listed. No scores will be included next to organizations' names on this list.

What happens to my responses and data?

Responses and data are de-identified and utilized only to analyze general industry trends and insights.

How do I know if my score is "good"?

While the scoring system is based on a maximum number of 200 points, the highest score attained on the latest benchmarking analysis was 182. This was based on completion of the US version of the HERO Scorecard. Information will become available on the International version of the HERO Scorecard once enough responses have been collected to develop a normative database.

We don't anticipate that any program will ever receive the maximum score of 200; a program that includes every possible element of health and well-being program is neither likely nor probably even desirable, since not all scored elements are appropriate for all organizations! Consider your organization's score relative to those of peer organizations or to emulator organizations.

You may also check your overall HERO Scorecard scores against the National Average and [Latest Best Practice Scores](#). Learn more about [benchmarking by industry here](#).

Your individual organization's scores provide a sense of how your program compares to others in the use of evidence-based and expert recommended best practices and shows where opportunity for improvement exists. Every organization needs to evaluate for itself where it can improve.

TIP:

Evaluate your scores and results against what your employees think and do. Utilizing employee surveys such as the National Institute on Occupational Safety and Health (NIOSH) [WellBQ¹](#) can provide insights about where practices and policies can make the most difference. Note that the HERO Scorecard and best practice items are weighted based on evidence of impact. Aiming to address the higher point items that you are not currently implementing can also provide a path to improvement.

You can use the worksheet below to start to better understand what your scoring means to your organization.

Brain Health Score Worksheet

QUESTION	POINT VALUE	POINTS EARNED
Section 1: Strategic Planning		
Q1. Which of the following types of data do you use in strategic planning for your company's health and well-being initiative?		
Health and well-being program data	1	
Physical health data	1.5	
Psychosocial/mental well-being	1.5	
Financial well-being	0.5	
Social well-being	1.5	
Occupational health and safety	1	
Employee experience	1	
Q2. Does your organization have a formal, written strategic plan for health and well-being? (Only one box can be selected for a maximum score of 5 points)		
Yes, a long-term plan (two or more years) only	4	
Yes, an annual plan only	3	
Yes, both a long-term and annual plan	5	

QUESTION	POINT VALUE	POINTS EARNED
Q3. Does your strategic plan include measurable objectives for the following?		
Participation in health and well-being programs	1	
Improvements in health equity	1.5	
Improvements in health/clinical measures	1.5	
Diversity, equity, and inclusion	1.5	
Recruitment/retention	0.25	
Productivity/performance impact (0.5)	0.5	
Employee satisfaction/morale/ attitudes or engagement	1.5	
Employee perceptions of supervisor/ management support	1.5	
Q4. Does your organization provide key components of your health and well-being initiative to all employees, including contract, union, and part-time employees?		
All segments, including non-benefits-eligible population, have access	0.5	
Q5. Does your organization provide any key components of your health and well-being initiative to any of the following groups?		
Spouses/Domestic partners	1	
Q6. Is your initiative designed to provide support to members across all points on the health spectrum—healthy, at risk, chronically ill, and with acute needs?		
Yes, we offer robust programs for individuals in all segments	1.5	
Yes, but we need to improve offerings for one or more segments	0.5	
Section 2: Organizational and Cultural Support		
Q13. Does your organization have written policies supporting employee health and well-being in the following areas?		
Work time to participate in health and well-being programs	1.25	
Physical activity	1.25	
Mental health and well-being	1.25	
Work/life integration	1.25	

QUESTION	POINT VALUE	POINTS EARNED
Healthy eating	1.25	
Tobacco free workplace or campus (policy addresses vaping)	1.25	
Tobacco free workplace or campus (policy does not address vaping)	1	
Responsible alcohol and other substance use	1.25	
Volunteerism or community involvement	1.25	
Injury prevention and safety	1.25	
Q14. Does your company intentionally promote and encourage a diverse and inclusive workforce through any of the following strategies?		
Employee Resource Groups (ERGs)	0.75	
Workforce training and growth opportunities	0.75	
Workforce accommodations	0.75	
Race and ethnicity data are used in strategic planning to identify specific needs	0.75	
Race and ethnicity data are used in program evaluation to assess health equity issues	0.75	
Q15. Does your company's physical work environment support any of the following?		
Healthy eating choices	1	
Physical activity options	1	
Stress management and emotional recovery breaks	1	
Work/life balance	1	
Safety features	0.5	
Healthy building design	1	
Q16. Have you taken any of the following actions to address the impact of "social determinants of health" on employees' healthcare experience?		
Analyze disparities in healthcare outcomes within the workforce	0.25	
Address health literacy and health awareness in culturally relevant and appropriate ways	0.5	
Ensure providers in the health plan's network match workforce needs	0.25	

QUESTION	POINT VALUE	POINTS EARNED
Address the health culture in the community	0.25	
Foster Social Connectedness	1	
Provide or facilitate access to childcare	0.25	
Provide or facilitate access to elder care	0.5	
Provide or facilitate transportation to work	0.25	
Provide or facilitate access to housing	0.25	
Address food insecurity	1	
Q17. Which of the following describes your leadership's support for health and well-being?		
Leadership development includes the business relevance of worker health and well-being	1	
Leaders actively participate in health and well-being programs	1	
Leaders are role models for prioritizing health and work/life balance	1	
Leaders hold their frontline managers accountable for supporting the health and well-being of their employees	1	
Q19. Which of the following elements affecting employee health and well-being are included in your organization's leadership training?		
Leaders' role as an influencer of employee health and well-being	0.5	
Opportunities for growth and advancement for under-represented groups	0.25	
Psychological safety	0.5	
Workload management	0.5	
Manager effectiveness	0.25	
Empathy and compassion training	0.5	
Resources to help employees address social risk factors	0.5	
Q20. Which of the following describe the involvement of employees in your health and well-being initiative?		
Employees are formally asked about their perceptions of organizational support for their health and well-being (e.g., annual employee survey)	1	

QUESTION	POINT VALUE	POINTS EARNED
Q22. Are mid-level managers and supervisors provided any of the following tangible supports for employee health and well-being?		
Budget or resources for team-level activities	0.5	
Recognition of their efforts	0.25	
Training specifically related to health and well-being resources and assessing needs	0.5	
Section 3: Programs		
Q24. What programs or services does your organization offer to help individuals manage one or more physical or mental health issues?		
Educational programs focused on self-management	0.25	
Coaching/counseling delivered through multiple interactions with a health professional	0.25	
Healthcare navigation supports	0.25	
Virtual care	0.25	
Interactive digital expert system	0.25	
Q25. What types of health and well-being issues does your health and well-being initiative address?		
Chronic physical and mental health condition	2	
Physical health	1.75	
Mental and emotional well-being	1.75	
Financial well-being	0.5	
Career growth	0.5	
Personal growth	1	
Social and relational well-being	1.75	
Q26. Are any of the following digital/virtual features incorporated into your health and well-being programs?		
Program incorporates use of tracking devices such as an accelerometer, glucometer, automated scale, or sensor technology	0.25	
Mobile applications	0.25	

QUESTION	POINT VALUE	POINTS EARNED
Online social connection and group support	0.25	
Virtual delivery of services is offered	0.25	
Q27. Does your organization, including any specialty vendors or health plans you use, provide any of the following resources to support individuals in managing their overall health and well-being?		
Onsite or near-site medical clinic	0.5	
Onsite fitness or wellness center	0.75	
Employee assistance program (EAP)	0.25	
Behavioral health advocacy services	0.25	
Childcare assistance	0.25	
Elder care assistance	0.5	
Financial well-being	0.25	
Medical decision support	0.5	
Q28. In which of the following ways does your organization use your employee health and well-being data to design and operate your programs?		
Identify needs for new programs or services	0.25	
Provide targeted outreach to groups relevant to their needs or gaps in care	0.25	
Personalize interventions at the individual level	0.25	
Inform health professionals to better support participants (e.g., support health coaching)	0.25	
Ongoing, real-time feedback to participants	0.25	
Q29. Do you have an ongoing process of identification, outreach, engagement, and intervention to connect individuals to the most relevant resources for them?		
Yes	1.5	
Q30. Has your organization taken any of the following steps to manage employee disabilities?		
Modified temporary jobs for employees ready to return to work but not to their former jobs	0.75	
Strategies to direct disabled individuals to appropriate health and well-being programs	0.25	

QUESTION	POINT VALUE	POINTS EARNED
Section 4: Program Integration		
Q32. Are your health and well-being programs integrated in any of the following ways?		
Health and well-being program partners (internal and external) refer individuals to programs and resources provided by other partners	0.25	
Health and well-being program partners “warm transfer” individuals to programs and services provided by other partners	0.5	
Partners collaborate as a team to meet regularly, share information, and track outcomes	0.5	
Automated processes for sharing information between partners (e.g., shared vendor portals, regular data exports between vendors, embedded into electronic medical record, etc.)	0.5	
Q33. Are steps taken to ensure health and well-being is integrated with the efforts in any of the following areas?		
Disability management	0.5	
Employee assistance	0.25	
Q34. Is your organization’s health and well-being initiative integrated with your worksite safety program in any of the following ways?		
Safety and injury prevention are elements of health and well-being goals and objectives	1	
Q35. In what ways does your organization actively participate in community initiatives focused on health and well-being?		
Refer/connect employees to community resources that address social determinants of health (1 point)	1	
Encourage employees to volunteer in the community	0.75	
Sponsor community health events	0.5	
Partner with other community organizations to address social determinants of health	0.75	
Section 5: Participation Strategies		
Q37. Which of the following social strategies does your organization use to encourage participation in health and well-being?		
Peer support	1	
Affinity groups connecting people with common interests or characteristics	1	
Group goal setting or activities	0.5	

QUESTION	POINT VALUE	POINTS EARNED
Supporting a cause	0.25	
Allowing family members, friends, or community members to participate	1	
Q38. Do health and well-being program communications include any of the following?		
Multiple communication methods/ formats appropriate for targeted populations	0.75	
Communications tailored to specific subgroups based on demographics or health status	0.75	
Communications directed to spouses and family members as well as employees	0.5	
Q39. Does your health and well-being engagement strategy intentionally help employees consider how participation in the health and well-being initiative aligns with their goals, values, or purpose in life?		
Yes, a great deal	1.5	
Yes, somewhat	1	
Yes, a little	0.5	
Section 6: Measurement & Evaluation		
Q52. Please indicate which of the following types of data are used to evaluate health and well-being initiative performance. Only select the types of data that are periodically reviewed (at least once per year) and used to influence program decisions.		
Physical health	1.5	
Psychosocial/mental health	1.5	
Occupational health and safety	1	
Employee engagement, morale, or satisfaction	1	
Overall well-being, life satisfaction, and quality of life	1.5	
Financial well-being	0.25	
Social well-being	1.5	
TOTAL	100	

1. [NIOSH WellBQ](#): HERO has partnered with the National Institute for Occupational Safety and Health (NIOSH) to create an online portal that companies can use to administer the NIOSH WellBQ to better understand the health and well-being of their workforce. This is a free resource, and participating organizations will also receive a free summary report of de-identified employee responses and their raw data (demographics and employment data removed to protect anonymity).