



1700 West 82<sup>nd</sup> Street  
Suite 200  
Minneapolis, MN 55431  
952.831.6830

**Media Contact:** Andy Jacobson  
Director, Strategic Communications  
952.897.5257  
andy.jacobson@hfit.com

**FOR IMMEDIATE RELEASE**

**Sean McManamy and Cherie Buraglio of HealthFitness and Patricia Benson of the University of Louisville to Present at 2017 HERO Forum**

*Will share the latest research from HealthFitness on disconnect between employees and employers; need for a personalized approach to well-being*

**MINNEAPOLIS August 22, 2017** Sean McManamy, Senior Vice President, Strategy & Product, HealthFitness; and Cherie Buraglio, Senior Director, Product Management, HealthFitness; will present in two sessions at the 2017 [HERO Forum](#), Sept. 12-14 in Phoenix, AZ.

McManamy, along with Patricia Benson, Assistant Vice President of Health and Wellness, University of Louisville, will lead the Breakout session, “The Two “E’s” of Wellness: Employers and Employees” on Tuesday, Sept. 12., at 11:30 a.m.

McManamy will share [research](#) noting the disconnect between employer and employee well-being program perception and participation and how to work in concert to overcome these barriers. This session highlights how the University of Louisville helped ensure employer and employees were partnering toward a common goal of a healthier workforce.

Buraglio will lead the Campfire session, “Welcome to the Jungle: Keeping Pace with the Amazon-like Speed of Personalization” on Wednesday, September 13, at 10:45 a.m.

Buraglio will share [research](#) that shows how 75% of employee participants indicated personal touch is important in their health, well-being and fitness program. She will also share how employers can provide a personalized experience for well-being program participants—leveraging lessons from how Amazon and other leading consumer brands engage with their customers.

More than 500 employers, employee health and well-being providers, wellness industry professional organizations and research experts are expected to attend the HERO Forum.

### **About Sean McManamy and Cherie Buraglio**

McManamy brings strategy, product and marketing together in leading the development and introduction of innovative, quality products designed to meet the expanding needs of a rapidly changing market. He is a member of the HERO Policy Committee.

Buraglio drives product strategy for coaching and screening products at HealthFitness. With nearly 25 years of experience in public health and the wellness industry, she has worked closely with industry thought leaders and is experienced in assessment development, scoring algorithms, messaging, health management, coaching and reporting tool design. She is a member of the HERO Research Committee.

### **About HealthFitness**

HealthFitness, a Trustmark company, is an award-winning, URAC- and NCQA-accredited provider of health management, corporate fitness and condition management solutions. With more than 40 years of experience, HealthFitness is a proven leader and partner for infusing a culture of health. We maximize client results through personalized interaction and a science-based approach to on-site program management, engagement and prevention. Parent company Trustmark provides a full spectrum of employee benefits to improve well-being through better health and greater financial security. For more information on HealthFitness, visit [www.healthfitness.com](http://www.healthfitness.com).

### **About HERO**

Based in Waconia, MN, HERO (the Health Enhancement Research Organization) is a not-for-profit, 501(c)3 corporation that was established in 1996. HERO is dedicated to identifying and sharing best practices that improve the health and well-being of employees, their families and communities. To learn more, visit [www.hero-health.org](http://www.hero-health.org). Follow us on [Twitter](#) @heroehm or [LinkedIn](#).

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