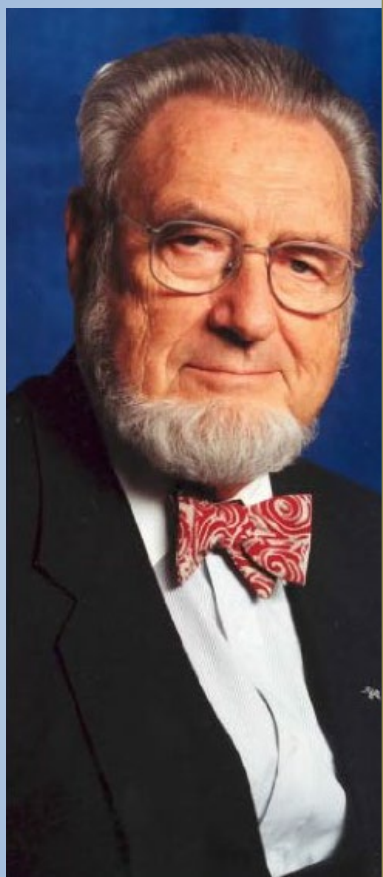


THE HEALTH PROJECT

PRESENTS



The 2025 C. Everett Koop National Health Awards

Recognizing organizations with evidence-based programs designed to improve workforce health and achieve meaningful business results. For more information or to begin your organization's application online at no charge visit: www.thehealthproject.com

About Dr. C. Everett Koop

Dr. C. Everett Koop (1916-2013) was an American pediatric surgeon and public health administrator. He was a vice admiral in the Public Health Service Commissioned Corps and served as the 13th Surgeon General of the United States under President Ronald Reagan from 1982 to 1989. Dr. Koop became a household name during his tenure and is widely regarded as the most influential Surgeon General in American history. During his term, he played a crucial role in changing public attitudes about smoking and advocating for a smoke-free America.

Dr. Koop spent most of his career as a practicing physician. For 35 years, from 1946 to 1981, he was pediatric surgeon-in-chief at the Children's Hospital of Philadelphia (CHOP) and in 1956, he established the nation's first neonatal surgical intensive care unit. While a surgeon in Philadelphia, Dr. Koop performed groundbreaking surgical procedures on conjoined twins, invented techniques that today are commonly used for infant surgery, and saved the lives of countless children.

Established in 1994 with Dr. Koop as co-founder and Honorary Chairperson, The Health Project has awarded annual prizes to organizations with compelling evidence of meaningful improvements in health and well-being and organizational outcomes. Dr. Koop was known as 'America's Doctor' and The Health Project will continue to present the annual C. Everett Koop National Health Award in his honor.

The Innovation Award

This year, The Health Project introduced a new award program: The Health Project Innovation Award.

This award recognizes employers who have introduced significant innovation into their organization's health and well-being programs, which show great potential to improve the overall health and well-being of their workforce.

To win the Innovation Award, applicants must present evidence showing their innovations have achieved their intended results for their entire workforce or on a pilot basis. Examples of innovations include, but are not limited to:

- ✚ Engaging hard-to-reach populations (e.g., remote, low-wage, older individuals, underserved population, highly dispersed, non-traditional worksites);
- ✚ Organizational culture change initiatives (e.g., creative leadership engagement, employee empowerment, community involvement, restructuring the built environment to optimize health and well-being);
- ✚ Developing new approaches and models to change health-related behavior;
- ✚ Addressing health equity (e.g., addressing social determinants of health, health disparities, health literacy, diversity/inclusion);
- ✚ Effective use of technology (e.g., medical and diagnostic, digital artificial intelligence, virtual reality, consumer experience, operations);
- ✚ Extending beyond the four walls of the organization (e.g., focusing on broader environmental, social, and economic factors); and
- ✚ Cross-functional organizational integration to promote a seamless employee experience to support health, well-being, and a psychologically safe/environmentally supportive work environment.

2025 Winner of The C. Everett Koop Innovation Award

University of Michigan *MHealthy Resource Coach Program*

The University of Michigan (U-M), a leading public research university with campuses in Ann Arbor, Dearborn and Flint, is recognized for its commitment to academic excellence, innovation, and employee well-being. U-M is one of Michigan's largest employers, with over 57,000 faculty and staff, including those at Michigan Medicine.

Recognizing the value of a healthy workplace culture, U-M established MHealthy in 2009 to support employee well-being. MHealthy offers services focused on nutrition, physical activity, mental health, alcohol management, tobacco cessation and more – addressing a holistic view of health. Furthering its commitment, in 2021, U-M adopted the Okanagan Charter, pledging to take a holistic and sustainable approach to becoming a health-promoting university.

To address factors beyond individual health behaviors that influence overall health, MHealthy launched the Resource Coach Program (RCP) in 2020. Focused on employees in lower wage categories, the RCP connects U-M employees experiencing financial crises or personal hardships to both university and community services. Dedicated case managers help participants navigate critical challenges like housing, transportation, and utilities, and working to ensure stability at work and well-being. The program also provides financial assistance through mini-grants and the Emergency Hardship Program.

Housed within MHealthy under U-M Human Resources, the RCP is integrated into the university's broader employee support and is better able to reduce barriers. It has expanded efforts to include food security supports, financial well-being programs, and physical activity program scholarships.

Results show positive impact: 93% of participants are satisfied with the program and 90% report that due to the RCP, they experienced a decrease in the impact that one of their unmet critical needs had on their life. The RCP has also contributed to a significant decrease in ER visit and cost trends among participants compared to non-participants.

With continued backing from leadership and an inclusive, strengths-based approach, the RCP will continue to create a supportive environment for all U-M employees.

2025 Honorable Mention Recipients of The C. Everett Koop Innovation Award

Baystate Health *Well-being Essentials*

A nearly 1,000-bed integrated health system in western Massachusetts, Baystate has reimagined employee well-being through a purpose-driven, strategic program for its 13,000 employees, already generating measurable health and business gains.

Diocese of Pensacola-Tallahassee *Rejoice in Health*

Recognized for its Rejoice in Health initiative, a personalized wellness program for approximately 53 clergy members. This innovative model addresses the unique challenges of an aging, geographically dispersed, and underserved population, ensuring sustained vitality for parish ministry across Northwest Florida.

Past Winners of the C. Everett Koop National Health Awards

Aetna, Inc.*	Lockheed Martin Idaho Technologies
Alcon Laboratories	Marriott International Inc.
Alliance Data	McKesson Corporation
AMERICAN Cast Iron Pipe Company	Medical Mutual of Ohio
Applied Materials	Motorola
Baylor College of Medicine	Nationwide Mutual Insurance Company
Boise School District	Northeast Utilities
BP America	O'Neal Industries, Inc.
Caterpillar	Pacific Bell*
Center for AIDS Intervention Research	Park Nicollet Medical Foundation
Champion International Corp.*	Pepsi Bottling Group
Chevron	Pfizer Inc.*
CIGNA	Pitney Bowes*
Citibank*	Prudential Financial
DaimlerChrysler Corp.	Quaker Oats Company
Dell, Inc.	Quest Diagnostics
DENSO	San Jose City Fire Department
Dow Chemical Company*	Sentara Healthcare
DTE Energy	SHIELDS for Families Project, Inc.
Eastman Chemical	State of Nebraska
Eli Lilly and Company	Steelcase Inc.
Energy Corporation of America	Sunset Park Family Health Center Network
Ericsson Inc.	Texas Instruments
Fairview Health Services	The Volvo Group
Fannie Mae	Trigon Blue Cross Blue Shield
FedEx Corporation	UAW - General Motors
Glaxo-Wellcome Inc.	Union Pacific Railroad*
Hawaii Medical Services Association (HMSA)	University of Alabama at Birmingham - School of Education
Health Management Corporation	University of Michigan
Health Net	University of Vermont
Healthtrac Inc.	UNUM Corporation*
Honeywell Inc.	USAA
Idaho National Laboratory	Vanderbilt University
International Business Machines Corporation	WE Energies
Johnson & Johnson	Wisconsin Education Association (WEA)
L.L.Bean, Inc.*	<i>*Multi-year Winner</i>
Lincoln Industries	

Past Honorable Mention Recipients

Almoosa Specialist Hospital
American Express
Arc
AFSCME Council 31
AT&T
Baylor College of Medicine
Berkshire Health Systems
Blue Cross Blue Shield of Tennessee
Blue Shield of California
Burlington Northern Railroad
Carrel Fertilizer
Charleston Area Medical Centers
City of Birmingham
The Coca-Cola Company
Coors
Cornell University
Cummins Inc.
Dell Technologies
Delta Air Lines
DuPont
Ericsson Inc.
First National Bank of Chicago
Franklin Memorial Hospital
Graco
GE Fitness Center
HealthMedia/Care Management Institute
Health Partners
Healthwise
Houston Independent School District
HPN WorldWide
Hughes Electronics Corp.
Hunter Industries
Idaho National Engineering &
Environmental Laboratory
IDEXX Laboratories Inc.
Indian Health Service
International Truck and Engine
Corporation
Kaiser Permanente*
Kal-Aero Incorporated

LG&E and KU Energy
Lockton Companies
Lowe's Companies, Inc.
Maine General
MetroHealth System
Metro Nashville Public Schools*
MBNA
Michelin Tire Corporation
Monterey County
Nationwide Mutual Insurance Company*
NYC Dept. of Health & Mental Hygiene
New York Life Insurance Company
North Bay Health Resources Center
Norton Healthcare*
The Ohio State University
PepsiCo*
Perdue Farms, Inc.*
Project Freedom
Roche, Inc.
Sandia National Laboratories*
San Mateo County
Sentara Healthcare
Southern Farm Bureau Life Insurance
Southeast Alaska Regional Health
Consortium
Stanford Five Cities Project
Tenneco
The Travelers
Trek Bicycle Corporation
Union Bank & Trust*
Union of Pan Asian Communities
University of Iowa
University of Kentucky
University of Michigan
University of Virginia
US Dept. Energy, Morgantown
Wachovia Corporation
Washoe County School District

**Multi-year Honorable Mention*

The Health Project

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.

VALUES

Integrity
Evidence
Continuous learning
Links to business outcomes

GOALS

- ✓ Recognize organizations that prioritize employee health and well-being.
- ✓ Identify and disseminate best practice strategies linked to improved employee health and well-being and positive business outcomes.
- ✓ Incorporate evolving practices as innovation occurs.
- ✓ Engage emerging health and well-being leaders and experts to join The Health Project and further The Health Project vision.

The Health Project Board of Directors

<i>Honorary Chairman and Co-Founder</i>	C. Everett Koop, MD (1916-2013) U.S. Surgeon General
<i>Director Emeritus</i>	Carson E. Beadle (1933-2023) Security Mutual Life Insurance Company of New York
<i>President and CEO</i>	Ron Z. Goetzel, PhD Johns Hopkins Institute for Health and Productivity Studies
<i>Board Chair</i>	David Ballard, PsyD, MBA One Mind
<i>Past Chair</i>	Rebecca Kelly, PhD, RD Element Health, Inc.
K. Andrew Crighton, MD	Crighton Consulting Group
Janet Calhoun, MS	Ardmore Institute of Health
Janis Davis-Street, MS, MA, EdD, CHES	Chevron
Jesse Gavin , DrPH	Well-Being Officer, Baylor College of Medicine
John Harris, MEd	Retired Entrepreneur & Philanthropist
Karen Personett	DTE Energy
Karen Schmidt, MPH	University of Michigan
Tre' McCalister, MA, EdD	McCalister and Associates, Inc.
Seth Serxner, PhD, MPH	Independent Consultant
Shelly Wolff, MS, MBA	Independent Consultant
Victoria Maizes, MD	Andrew Weil Center for Integrative Medicine

Advisory Council:

David C.F. Koop	U.S. Private Wealth, IQ-EQ
David R. Anderson, PhD	VisionNEXT LLC
Jennifer Bruno	Johnson & Johnson (Retired)
David Hoke	Thrive Global
Dexter Shurney, MD	Blue Zones Well-Being Institute
Jacque J. Sokolov, MD	SSB Solutions
Victor Strecher, PhD	University of Michigan
Laura Young	Goldman Sachs

2025 Supporters of The Health Project

SILVER-LEVEL SPONSORS



International Foundation
OF EMPLOYEE BENEFIT PLANS

WebMD[®]
health *services*

BRONZE-LEVEL SPONSORS



The Health Project, Inc.
Bethesda, Maryland
www.thehealthproject.com
