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Gratitude for Heroism

Optum Serve believes in recognizing the selfless contributions of women Veterans and service members. Their service and courage are truly inspirational.

To shine a light on these heroes, CEO, LTG (Ret) Patricia D. Horoho, established the Gratitude for Heroism initiative to recognize and honor their service.

Optum Serve®

We honor her

Honoring women who have served and are serving

Encouraging connections, nurturing conversations and showing gratitude

Recognizing selfless service, courage and valor



Women of Valor brooch

Women have worn brooches throughout history to represent a cause close to their heart. General Horoho partnered with world-renowned jewelry designer Ann Hand to craft this original piece, filled with symbolism and beauty, to recognize and celebrate the heroic female service members and Veterans across our great Nation.



The brooch features a hand-painted enamel forget-me-not flower with purple petals. Purple is a composite of all the military branch colors and symbolizes joint service. At its center, the white pearl represents femininity, loyalty and integrity. The gold-plated center star and letter V on the tips of the leaves stand for Veteran, victory and valor.

Patricia Horoho, who served 33 years with the U.S. Army and retired as a Lieutenant General, the 43rd U.S. Army Surgeon General and Commander of the U.S. Army Medical Command, made history as the first woman, nurse and non-physician to hold these posts within the Department of Defense.

The companion lapel pin recognizes and celebrates patriotic women who have honorably served in the U.S. military. Wearing it helps show support for all military service members and Veterans.



Nominate your hero

Share what inspires you about your favorite female Veteran and nominate her for a hand-designed Women of Valor brooch or lapel pin. We will host monthly drawings and special events to recognize those selected. Optumserve.com/Nominate



Lapel pin

Scan the QR code or visit store.optum.com/shop/products/women-of-valor-ann-hand-brooch/ to order a brooch or lapel pin today.



Brooch