

# Healthiest Employers

## IN THE BAY AREA 2011

### What's in a name? The Health Trust walks the walk



#### NO. 2: THE HEALTH TRUST

**CEO:** Frederick Ferrer.

**HQ:** Campbell.

**Bay Area employees:** 88 full-time equivalents.

**Score:** 72.2.

**Wellness program:** The Health Trust Wellness Program, which facilitates food policy, physical activity and health seminars.

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**T**he Health Trust's mission is to advance wellness in the community, but for CEO Frederick Ferrer, promoting employee wellness is just as important.

"If we don't live up to our name — 'health' — then we won't be able to do much good work in the community," Ferrer said.

Ferrer oversees the nonprofit organization's Wellness Program, working to implement its organizational wellness policy and serving as the lead on its wellness committee. The committee oversees all day-to-day wellness activities, including food policy, physical activity and health seminars.

The healthy food policy means that fresh produce and fruit are made available to employees on a regular basis. Once a month, boxes of fresh fruit are delivered both to the Trust's main office in Campbell and its program office in San Jose. Only healthy snacks and beverages are offered at staff events, and the San Jose office maintains a vegetable garden.

"The employees, over time, have seen the value of how important it is to start thinking about eating healthy," said Irene Segura, director of human resources.

Employees also have access to a corporate membership at the Campbell Community Center, as well

as fitness centers in both offices, which are open seven days a week. Health professionals, such as fitness instructors and a one-on-one health coach, visit weekly.

The highlight of the Trust's activities calendar is the monthly all-staff walk, where employees gather at their respective offices on a Wednesday afternoon, walk along the Los Gatos Creek Trail, and meet halfway to socialize. The walk lasts about an hour and "lots of great connections happen from walking," Ferrer said.

The Health Trust, which awards \$2.6 million in grants every year, provides ongoing health services to staff including seasonal flu shots and annual health risk assessments. Based on the results of the assessments and specific health goals, employees have the opportunity to meet with nutritionists, running coaches and other experts.

The wellness initiatives admittedly are costly but worthwhile. "Sometimes I think, 'Maybe we can not do flu shots this season, and that would save us some money,'" Segura said, but then she realizes that she will lose money on staff taking the time to get their shots elsewhere or staying home sick.

"We can't afford not to invest in our employees' health, especially if they will be working harder and under more stress," Ferrer said.

"If we don't live up to our name — health," says Ferrer, "then we won't ... do much good work."

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