

**Contact:** Dan Robinson  
**Phone:** 925.327.6731  
**Email:** [dan.robinson@hpmg.com](mailto:dan.robinson@hpmg.com)

**FOR IMMEDIATE RELEASE**

**Hill Physicians Named One of the Bay Area's Healthiest Employers**  
Only medical group to achieve the distinction

SAN RAMON, CA (Oct. 10, 2011) — Hill Physicians Medical Group has been named one of the "Healthiest Employers" in the Bay Area, according to a joint survey by the San Francisco Business Times and the Silicon Valley/San Jose Business Journal.

"We realized that we should offer our own employees the same level of health engagement as we do for our members," said Dan Robinson, chief administrative officer of Hill Physicians, who started the company's wellness program. "Over the years we've created a culture that sees the 'whole person' and developed ways to support the individual health goals of our employees."

Hill Physicians is the only medical group to achieve the "Healthiest Employers" distinction in the recent survey. The recognition continues a track record of success that includes the American Heart Association's Platinum Achievement award for four consecutive years and a 2010 California Fit Business award from the California Task Force on Youth and Workplace Wellness.

Hill's employees, who work for its management services organization, PriMed Management Consulting Services Inc., are offered exercise days, after-work exercise classes, meditation sessions, wellness challenges, food knowledge quizzes, individual health coaching, health newsletters, healthy snack days, and financial incentives if they complete a Health Risk Assessment or make progress on the key clinical measures of BMI, blood pressure and cholesterol.

Employees who improve their scores save money on health premiums or receive an incentive bonus payment. The company's "scorecard," which identifies major strategic initiatives, includes specific wellness goals for the employee population and is regularly updated to show progress. As group milestones are met, all employees share in a larger year-end bonus. "It's truly sweat equity," said Robinson.

A walk around Hill Physicians' San Ramon headquarters shows a high level of executive commitment to wellness. Larger-than-life-sized cutouts of co-founders Steve McDermott and Darryl Cardoza are on every floor with the slogan, "PriMed Wellness Starts With You." Outside the door is the Iron Horse Trail, a walking/bike path that's become popular with employees for a midday break. "We chose this site, in part, because the trail makes it easy to include movement as part of your day," said Robinson. "And when the weather is nice, we encourage employees to walk down to the local farmers market, which we also help sponsor."

There's even a company softball team, and many employees volunteer for American Heart Association walks, the American Diabetes Association's Tour de Cure, San Francisco's AIDS Walk and other community events.



The “Healthiest Employers” survey included public and private companies in 12 counties. Participating firms responded to 75 questions spanning culture and leadership commitment to employee health, foundational components, strategic planning, communications, and programming and interventions. Results were scored and tabulated by the independent firm Healthiest Employers LLC.

**About Hill Physicians Medical Group**

Hill Physicians Medical Group is the largest independent physician association in Northern California and is a nationally known leader in innovative healthcare. The Integrated Healthcare Association and California Association of Physician Groups have recognized Hill Physicians as one of the top-performing medical groups in the state. Committed to serving healthy lifestyles, Hill Physicians Medical Group offers extensive health education services to its patients, including wellness classes, health screenings and self-help through its online information portal at [www.HillPhysicians.com](http://www.HillPhysicians.com).