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ABC Corporation

Example: Communication to Employees from Senior Management

To: All Employees of ABC Corporation

From: John Doe, CEO

Date: May 5, 2012

Re: Wellness Initiative

As the president and CEO of **ABC Corporation** I invite you join me as a participant in the new Employee Wellness program. **ABC Corp.** has long felt that its most valuable resource is its workforce. This program is designed to enhance the health of our people and set an example for our community.

Initially, a health risk appraisal will be presented to every employee and their dependents. Once completed, this confidential information will be reviewed by an outside contractor and a summary of its findings will be mailed to each participant individually. Aggregate results will be presented to our company to assist in planning interventions that will be relevant to the needs of our people.

Additionally, a “Needs and Interests” Survey given confidentially to each employee will assist our committee in addressing the “Wants” of our population. I encourage each of you to provide your candid answers to the questions so we may move forward effectively.

Finally, I thank you in advance for your contribution to our company’s success and to the preparation process invested into this wellness initiative. I look forward to seeing each of you at our program “Kick-Off” July 12 in the cafeteria. Please invite your families to join us for this celebration and orientation to the program.

With regards,

John Doe, CEO



1234 Corporation

May 5, 2012

Dear 1234 Corporation Employees,

I am pleased to announce the launch of **1234 Wellness**, a free benefit for employees and their spouses who are currently enrolled in the Company's medical benefits insurance through Blue Cross/Blue Shield. 1234 Corporation has long been committed to the health and wellness of its employees, and 1234 Corporation is a natural evolution of the wellness initiatives many of you have enjoyed through the years.

Through the 1234 Wellness program, you will gain tools, information, and incentives to help you make simple lifestyle changes to maintain or improve your health. The benefits of eating healthy, increasing physical activity, quitting tobacco, reducing stress, and getting regular medical care can make a real difference in your life.

The comprehensive 1234 Wellness program includes health screenings, a personal wellness assessment, educational sessions, wellness coaching, and lifestyle management programs. As an added benefit, 1234 Corporation employees and spouses who participate in 1234 Wellness will be eligible for lower medical insurance premiums.

If you have questions, please visit www.1234wellness.com or call 1-877-486-0141. This number will connect you to Viridian Health Management, the outside vendor who will be coordinating this program for 1234 Corporation. Remember, participation is voluntary and completely confidential. 1234 Corporation will only receive non-specific summary results for use in program planning.

I encourage you to begin working toward a healthier you today. Watch for upcoming information about the program and wellness services available to you at no charge.

Sincerely,

Jason B. Hunter
President / CEO
1234 Corporation



XYZ Company, LLC.

Dear Employees,

I am pleased to announce the launch of our Wellness Initiative—*XYZ Better Health*—a free benefit for XYZ Company employees and spouses. XYZ Company is committed to the health and wellness of our employees, and we are excited to bring this program to you.

Based on the results of our recent biometric screenings, we have a lot of work to do to help many of you improve your overall health. Our results are as follows:

- 80% are overweight or obese
- 67% suffer from high blood pressure
- 37% have high cholesterol
- 31% have high blood sugar
- 20% smoke

The benefits of eating healthy, quitting tobacco, increasing physical activity, reducing stress and getting regular medical care can make a real difference in your life. Through the *XYZ Better Health* program, you will have the tools, information and resources to make simple lifestyle changes to maintain or improve your health.

The comprehensive *XYZ Better Health* program will include annual health screenings, annual wellness assessments, wellness challenges and individual health coaching provided by Viridian Health Management, an external vendor who specializes in employee wellness programs.

XYZ Company employees who participate in the program will be eligible to receive incentives and prizes. Participation is voluntary and completely confidential. The company will only receive non-specific summary information for use in program planning.

I encourage you to begin working toward a healthier you today. Making changes can be challenging. But by keeping it simple and creating an environment of support, you can succeed through gradual lifestyle changes to improve the overall quality of your life. Viridian will be reaching out to every employee on a confidential individual basis starting in July to assist you with any changes you need to make. We **STRONGLY** encourage you to take advantage of this service.

Watch for upcoming information about the programs, screenings, and additional wellness services available to you at no cost.

If you have questions, please call Viridian at 1-877-486-0141, or visit www.XYZBetterHealth.com.

Sincerely,

John W. Smith
EVP, Human Resources