**Program Launch: Recommended + Proven Emails**

A consistent theme among the most successful employee health improvement programs is the degree to which senior leadership communicates their belief in, and support of, the program. A compelling personal message from the CEO to all employees can boost participation by a **large** margin. Regular weekly communication leading up to an event is crucial to its success.

Below are sample emails that have worked well for companies of all shapes and sizes. We encourage you to cut, paste and customize these samples for your employee population.

**1. Email from the CEO to Senior Leadership**

This email should come from the highest-ranking company officer (preferably the CEO). The purpose of this email is to educate key leaders about your health improvement initiative, to motivate them to PARTICIPATE and to ENCOURAGE PARTICIPATION among your employees. Management buy-in is extremely important for the program to succeed. Senior leaders should clearly understand the benefits of the program and why all eligible employees should participate. The purpose of this email is to communicate expectations and to achieve alignment between the CEO and senior leadership.

**2. Email from the CEO to ALL Eligible Employees**

This email should come from the CEO and be sent to all eligible employees. The very best CEO emails are heart-felt, personal and compelling. Catapult encourages your CEO to personalize the sample email in this document.

**3. Email from the VP/Director of HR/Benefits to ALL Eligible Employees**

This email should come from the leader of HR/Benefits and be sent to all eligible employees.

**4 & 5. Brief reminder emails from CEO, VP or others with influence**

**Important Instructions:**

* Copy and paste the subject line and email text below into your email program.
* Customize each highlighted field, then remove the yellow highlighting.
* Customize the message if desired.
* Send yourself and your Catapult Health Account Manager a test message to be sure all formatting is correct and all links to your scheduler and FAQ’s work.
* Send email message to the intended audience:
	+ Email #1 – To Senior Leadership – 5 weeks prior to first Onsite Event
	+ Email #2 – 4 weeks prior to first Onsite Event
	+ Email #3 – 3 weeks prior to first Onsite Event
	+ Email #4 – 2 weeks prior to first Onsite Event
	+ Email #5 – 1 week (or a few days) prior to first Onsite Event

**EMAIL #1: Sample Email from the CEO to Senior Leadership**

***When:* 5 weeks prior** to Catapult’s first Onsite Event

***Email Subject Line****:* Please read and sign up today!

***Email Body:***

Dear Leadership Team:

At The Texas A&M University System, we care about our employees! That’s why we have partnered with Catapult Health to provide **free**, **quick** and **confidential** preventive health checkups right here at our workplace. Appointments are available on DATE and these checkups are available to employees covered under the Texas A&M System A&M Care health plan.

If you think you’re healthy, fantastic! This 45-minute checkup will help confirm that. But if you have any warning signs or risk factors, this checkup can help you identify what’s going on and a licensed Catapult Health Nurse Practitioner will help you create a personal action plan for improving your health. And be assured that **your individual results are strictly confidential** – no one at the Texas A&M System will have access to your personal health information.

I’d like you to **lead by example** and take 60 seconds right now to sign up at [www.TimeConfirm.com/XXXXX](http://www.TimeConfirm.com/XXXXX).

In the next few days, I will send an email to all employees inviting them to participate. I’d also like you to promote this important health improvement initiative by encouraging your teams to sign up. In addition to creating happier healthier employees, this proven solution will help us lower absenteeism and better manage our healthcare spend. It truly is a win-win for everyone.

To maximize employee participation, we’re even offering an incentive to everyone who takes part. Completion of a Catapult Health Preventive Checkup will qualify as your annual wellness exam for the purposes of the Texas A&M System Wellness Incentive Program.

I’ve already made my appointment. Please take a moment now to make yours at [www.TimeConfirm.com/XXXX](http://www.TimeConfirm.com/XXXX).

Sincerely,

NAME, CEO

PS: Questions about this program should be directed to NAME. You can also find detailed information about Catapult Health’s Preventive Checkups by [CLICKING HERE](http://www.catapulthealth.com/patientfaqs.php).

**EMAIL #2: Sample Email from the CEO to All Eligible Employees**

***When:* 4 weeks prior** to Catapult’s first Onsite Event

***Email Subject Line:*** Please read and sign up today!

***Email Body:***

At The Texas A&M University System, we care about our employees! That’s why we have partnered with Catapult Health to provide **free**, **quick** and **confidential** preventive health checkups right here at our workplace. Appointments are available on DATES and these checkups are available to all employees covered under the Texas A&M System A&M Care health plan.

If you think you’re healthy, fantastic! This 45-minute checkup will help confirm that. But if you have any warning signs or risk factors, this checkup can help you identify what’s going on. A licensed Catapult Health Nurse Practitioner will even help you create a personal action plan for improving your health.

**Please take 60 seconds right now to sign up at** [**www.TimeConfirm.com/XXXXX**](http://www.TimeConfirm.com/XXXXX)

We’re even offering an incentive to everyone who takes part! Completion of a Catapult Health Preventive Checkup will qualify as your annual wellness exam for the purposes of the Texas A&M System Wellness Incentive Program.

You and I recognize the importance of staying healthy so we can provide for our families, watch our children grow, and enjoy a long and fulfilling retirement. This preventive checkup is designed to identify and lower potential health risks that could prevent those dreams from becoming reality.

Your checkup will be performed by Catapult Health, a third-party health care provider, so be assured that **your individual results are strictly confidential**. No one at the Texas A&M System will have access to your personal health information.

We want you to be healthier, happier, and more productive – at home and at work. I’ve already made my appointment. Please take a moment now to make yours at [www.TimeConfirm.com/XXXX](http://www.TimeConfirm.com/XXXX).

Sincerely,

NAME, CEO

PS: If you have questions about what to expect in your health checkup, please [CLICK HERE](http://www.catapulthealth.com/patientfaqs.php).

**EMAIL #3: Sample Email from the VP/Director of HR/Benefits**

**to All Eligible Employees**

***When: 3 weeks prior*** *to Catapult’s first Onsite Event*

***Subject Line:*** Your Health is Important: Please Schedule Now!

***Email Body:***

If you haven’t already done so, you still have time to schedule your **free**, **quick** and **confidential** health checkup, given right here at our workplace on DATES.

**Please take 60 seconds right now to sign up at** [**www.TimeConfirm.com/XXXXX**](http://www.TimeConfirm.com/XXXXX)

If you’re unsure about this opportunity, let me answer some questions for you that I’ve been receiving.

First of all, yes, your health checkup is **absolutely free** with **no deductible or co-pay**.

Second, no one at The Texas A&M University System will have access to any of your personal health information. Your checkup will be done by Catapult Health, an independent health care provider, and is designed to identify potential health issues before they become truly serious. **Your individual results are strictly confidential.**

Third, your checkup will be really quick and easy … it takes about 45 minutes. That’s less time than you’d probably spend in a doctor’s waiting room. It’s also on-site, right here at our workplace, so you won’t have to take any time off. The blood test only involves a quick finger stick, and you’ll meet privately with a licensed Nurse Practitioner who will answer your questions and help you create an action plan for improving your health.

Remember, completion of a Catapult Health Preventive Checkup will qualify as your annual wellness exam for the purposes of the Texas A&M System Wellness Incentive Program. This is a great opportunity, so please don’t wait. I’ve already made my appointment. Please take a moment now to make yours at [**www.TimeConfirm.com/XXXX**](http://www.TimeConfirm.com/XXXX)**.**

Sincerely,

NAME, VP/Director of XXX

PS: If you have questions about what to expect in your health checkup, please [CLICK HERE](http://www.catapulthealth.com/patientfaqs.php).

**EMAIL #4: Quick reminder email from the CEO/VP/etc. to All Eligible Employees**

***When:* 2 weeks prior** to Catapult’s first Onsite Event

***Email Subject Line:*** It’s not too late to sign up for your FREE health checkup!

***Email Body:***

If you’ve already signed up for a **free**, **quick** and **confidential** health checkup provided here at our workplace on DATES, thank you!

If you’ve been procrastinating, now is the time to take action.

**It only takes 60 seconds, so please sign up now at** [**www.TimeConfirm.com/XXXX**](http://www.TimeConfirm.com/XXXX)**.**

Remember, completion of a Catapult Health Preventive Checkup will qualify as your annual wellness exam for the purposes of the Texas A&M System Wellness Incentive Program. Thank you for participating in this important health improvement program!

Sincerely,

NAME

**EMAIL #5: Quick reminder email from the CEO/VP/etc. to All Eligible Employees**

***When:* 1 week (or a few days) prior** to Catapult’s first Onsite Event

***Email Subject Line:*** A few appointments are still available

***Email Body:***

As you know, we are offering FREE health checkups here at our workplace on DATES. That’s only a few days away, but a few appointments are still available.

**Please take a moment to sign up now at** [**www.TimeConfirm.com/XXXX**](http://www.TimeConfirm.com/XXXX)**.**

Don’t miss out on this timely opportunity. And if you have questions about what to expect in your health checkup, simply [CLICK HERE](http://www.catapulthealth.com/patientfaqs.php).

Thank you.