**Program overview leader welcome**

**Subject:** A healthier community starts with healthy employees.

Let’s face it, good health is important for employees and for our company’s bottom line. But it goes beyond the scope of business. Good health is good for our employees, their families and our community. To support employee, family, and community well-being, we have aligned with other [insert community name] employers to provide our employees with tools to improve their health and well-being, and offer a consistent community health and well-being solution. This health and well-being program launches on [date]. Employees can use this program to help make health a priority. And the best part – it can all be done right from their smartphone. Please join me in supporting employee participation.

I encourage you to share the importance of our health and well-being program. Participation in the program will have your employees taking steps to live their healthiest life. Let’s strive for better health and a better community, together.

Here’s what your team members need to do:

1. **Assess their health.** Employees [and covered spouses] must take the health assessment by [date]. It’s quick, easy and completely confidential. Plus, they’ll get a snapshot of their current health status.
2. **Complete well-being activities.** Employees will use their health assessment results to choose activities that best align with their health needs. Activities need to be completed by [date].
3. **Feel great. Get rewarded.** By completing the [program requirements] on time, employees [and covered spouses] will earn [reward].

Join me in supporting the health and well-being of our employees, organization, and community. You’re critical to our success. Stay tuned for more information. In the meantime, talk to your employees about participating.

For more information, visit [FAQ link]

In good health,

Leader signature