**EMAIL:** Email 1 - President's coming soon email

**PHASE:** I. Implementation

**WHEN TO SEND:** 4 weeks pre-launch

**ATTACHMENT(S):** Coming soon: Promotional flyer, Coming soon: Digital sign, Coming soon: Poster

**SUBJECT LINE:** Coming soon: eMbrace, a New Total Wellbeing Program

**CONTENT:**



**Introducing the eMbrace Total Wellbeing Program**

We are pleased to announce that eMbrace, a new total wellbeing program provided by Magellan Healthcare, will launch on xxDATExx.

eMbrace empowers you with a personalized, guided experience to advance the quality of your life. This total wellbeing program is confidential and available to you and your household members.

eMbrace offers a variety of programs and services, including the Gallup Wellbeing Assessment that measures the six areas of wellbeing: career, emotional, financial, physical, social and community. You will get a personalized plan to improve your wellbeing and be guided to services that can help you build a thriving life, resilient mind and healthy body.

Please review the attached materials for program highlights and keep an eye out for more information in the coming weeks.