**EMAIL:**  Email – President coming soon reminder #2

**WHEN TO SEND:** 2 weeks pre-launch

**PHASE:** 1. Implementation

**ATTACHMENT(S):** N/A

**SUBJECT LINE:** eMbrace is launching on xxLAUNCH DATExx!

**CONTENT:**

A group of people walking in a field

Description automatically generated with medium confidence

**eMbrace, a new total wellbeing program for you and your household members**

We look forward to launching the eMbrace total wellbeing program, provided by Magellan Healthcare, on xxLAUNCH DATExx.

eMbrace is an industry-first program that offers free and confidential services to you and your household members.

A key feature of the program is the Gallup® Wellbeing Survey, which measures the six elements of wellbeing: emotional, career, social, financial, physical and community. When you take the Survey, you will get a personalized plan that guides you to services, tools and resources to help you build a thriving life, resilient mind and healthy body.

Mark your calendars now because you’ll want to start using eMbrace right away!