**EMAIL:**  Email – President go live

**WHEN TO SEND:** Month 1

**PHASE:** 2. Launch

**ATTACHMENT(S):** Overview flyer, Member FAQs, Six Essential Elements of Wellbeing flyer

**SUBJECT LINE:** eMbrace your total wellbeing!

**CONTENT:**

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**We are pleased to introduce eMbrace, a new total wellbeing program!**

**Why this is important**

With 70% of the population struggling or suffering and 28% of U.S. employees experiencing burnout, we are investing in this solution to help you improve your wellbeing.

**Take advantage of eMbrace today**

eMbraceempowers 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.

**To get started**

* Visit the member website at [Member.MagellanHealthcare.com](file:///C:\Users\csjohnson1\Downloads\Member.MagellanHealthcare.com) and explore the sections on Life, Mind and Body to see all the services, tools and resources.
* Take the Gallup® Wellbeing Survey and get your personalized plan.
* Start working on your personalized plan to improve your wellbeing!

Whether you are thriving, struggling or suffering, there are services to meet your unique needs. You can do everything from tracking your sleep and exercise and visiting a counselor to getting expert financial guidance and discounts on everyday needs.

Check out the attached documents to learn all about it!

* eMbrace overview flyer
* Member FAQs
* Six Essential Elements of Wellbeing flyer