**EMAIL:** Email – President coming soon reminder #1

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

**PHASE:** 1. Implementation

**ATTACHMENT(S):** Coming soon: Promotional flyer

**SUBJECT LINE:** Coming soon: eMbrace, a new total wellbeing program

**CONTENT:**



**eMbrace is coming soon**

eMbrace, a new total wellbeing program provided by Magellan Healthcare, will launch on xxDATExx.

eMbrace will empower you to improve your wellbeing in six areas: emotional, career, financial, physical, social and community, with a personalized plan that guides you to free and confidential services, tools and resources. And the best part is your household members can use it, too!

See the attached flyer for program highlights and keep an eye out for more information in the coming weeks.