<RECIPIENT>,

My name is <YOUR NAME>, and I’ve been pleased to work with <YOUR COMPANY> for <NUMBER> years. I’m reaching out to ask you to add clinical exercise through Kinesiology to our company’s extended health benefits plan.

Exercise is incredibly important to health and wellness, helping to prevent and manage dozens of chronic conditions as well as injuries and chronic pain. Exercise is critically important not just for physical health, but also mental health. It can decrease mild to moderate anxiety and depression as effectively as pharmacological or behavioural therapy and the effects can be immediate. Anxiety, for example, is reduced by a statistically significant degree within 5 to 15 minutes of the end of exercise and remains decreased for 2 to 4 hours afterward.

University-educated and trained Kinesiologists use their specialized knowledge to custom-design exercise programming. This is particularly valuable for the 2 in 3 Ontarians with chronic physical and mental conditions – many of whom require special attention and face real barriers to getting the real benefits of exercise.

Kinesiologists are trained in behavioural change, specifically to help people stick to their wellness programming. Health coaching is proven to be an important part of staying with a regimen. Health coaching, like that Kinesiologists provide, has statistically significant impacts on factors like self-efficacy, calorie intake, BMI, steps per day, blood sugar, systolic blood pressure and cholesterol.

COVID-19 has made it harder than ever to stay healthy, both physically and mentally.

Many people are suffering from mental health issues or dealing with chronic conditions put off during lockdown periods. This will put even more pressure on our plan – and chronic conditions already account for more than 2/3 of costs to the average drug plan.

Our benefits should give us every tool possible to manage and prevent the impending tidal wave of chronic conditions and reduce future spending on expensive pharmaceuticals or trips to the hospital.

Please add clinical exercise delivered by trained Kinesiologists to our company health benefits plan. It’s time.

Yours,

<SIGNATORY>