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PAGE 1 / OPENING EXECUTIVE STATEMENT

PROBLEM: The cost of company benefits increased for the past two years, and the company projected further increases in the upcoming year given an aging workforce and rising cost of health care. This company's plan is self-funded and the company is employee owned.

SOLUTION: Develop a message strategy to reinforce shared ownership in controlling the cost of health care while promoting the company leadership's commitment to caring for employees' well-being and encouraging participation in proactive, well-being programs.

This message was written as the opening statement for the company's Annual Benefits Guide published for open enrollment with a version provided to new hires. A redacted copy of the entire Annual Benefits Guide is available on request.

A message from CEO NAME,

Our associates are our most important asset and your well-being is essential to the vitality of our firm. That's why we offer total rewards to protect your security, emotional, and financial well-being. This includes comprehensive, self-funded health insurance; choice of health plans; tax-advantaged Health Savings Account; contributions to your retirement; and a robust holistic well-being program.

What's more, you have additional benefits to help you through important times in life – from caring for a newborn to earning your degree or protecting your family from identity theft.

We provide many options to promote your good health and ensure we both have a vested interest in your overall well-being. Your medical plan covers routine and preventative care along with a wide range of procedures while putting you in control of costs. Your part is to take an active role to ensure benefits remain affordable.

We also provide retirement plan options in addition to a significant contribution to ensure your financial security.

Our comprehensive total rewards plan provides expanded, holistic care for you. As you consider the range of benefits, remember that every associate matters. Again, welcome to NAME OF COMPANY.

Best,

Signature Line – CEO