



info@orthowellpt.com

www.orthowellpt.com

[FirstName] [LastName], [Title] <<Date>>  
[Address1]  
[Address2]  
[City], [ST] [Zip5]

**Finally! A corporate wellness program designed specifically for small businesses (with no membership fees)...**

Dear [FirstName],

A systematic analysis of more than 62 peer-reviewed articles concluded that companies that provide staff with access to wellness incentive programs (*like the one offered to you today with no membership fees and free consultations with doctors of physical therapy*) experienced a 25% reduction in costs related to sick leave, workers' compensation, health, and disability insurance.<sup>1</sup>

In addition, the U.S. DOL Bureau of Labor Statistics reports that paid leave and health benefits alone comprise at least 14.5 % of employee compensation.<sup>2</sup>

When taken together, this means that for every \$10,000 in wages paid to your employees, you also pay \$1,450 in health related costs. With the 25% reduction you can expect from participation in a wellness incentive program, you're looking at \$362.50 per \$10M of payroll. Depending on your industry, **your numbers could be higher.**

Table A. Relative importance of employer costs for employee compensation, March 2017

Compensation component	Civilian workers(1)	Private industry	State and local government
Wages and salaries	68.3%	69.6%	62.9%
Benefits	31.7	30.4	37.1
Paid leave	7.1	6.9	7.5
Supplemental pay	3.0	3.5	1.0
Insurance	8.8	8.0	11.9
Health benefits	8.3	7.6	11.6
Retirement and savings	5.4	4.0	11.2
Defined benefit	3.5	1.8	10.4
Defined contribution	2.0	2.3	0.8
Legally required	7.4	7.8	5.6

*Bureau of Labor Statistics, June 9, 2017*

Aside from the direct cost savings, wellness incentive programs also improve employee morale – there's no downside.

OrthoWell Physical Therapy will keep your staff healthy, fit, and productive by utilizing a team of doctors of physical therapy, massage therapists and personal trainers. The enclosed brochure describes all the services and benefits available to you and your employees when they call and activate their card(s).

Due to limited availability, **card activations are required to allocate space to your participating employees.** To request additional cards, please call 978-522-4199 or visit [OrthoWell.com/corporate-wellness](http://OrthoWell.com/corporate-wellness). Our clinics are conveniently located in Beverly at the Cummings Center and in Newburyport.

To your success and good health,

Chris Dukarski, PT, Owner

1. <http://fortune.com/2015/04/13/corporate-wellness/>
2. <https://www.bls.gov/news.release/ecec.nr0.htm> - Employer Costs for Employee Compensation