March 1, 1990

**Explanation of Who You Are**

No, I'm not being metaphysical here. I'm just attaching a note explaining who you will pretend to be as you read my proposal.

You will imagine that you are the personnel manager of the Automation Division of the Highway Department. The Automation Division employs approximately three hundred people. As you can tell from the name, the Automation Division employs mostly sedentary workers: analysts, programmers, managers, opertors, and technicians.

The personnel manager is the liaison between the Human Resources Division of the Highway Department and the employees of the Automation Division. This person is responsible for informing employees of any changes in departmental policy that will affect employees' health, safety, or finances.

**M E M O R A N D U M**

**TO:** Dr. David David McMurrey

**FROM:** Joan A. Student

**DATE:** March 1, 1990

**RE:** Proposal to Write a Feasibility Report for an Employee Wellness Program

The following is a proposal to conduct a feasibility study for the personnel section on the need for, and the benefits to be expected from, instituting an employee wellness program for the Automation Division of the Highway Department. The following proposal contains background on the need for and benefits from a wellness program, an outline of the work I plan to do, my qualifications, and a schedule. This study may have to be expanded to include the entire department. I understand that the Automation Division cannot arbitrarily effect such a drastic policy change. I look forward to hearing your ideas on the scope of this feasibility report.

**Need for a Wellness Program**

Current work and home schedules prevent employees from exercising enough. Current health insurance policies focus on curing illnesses rather than prventing them. Medical research has proven that healthy choices can prevent many diseases. The current system has resulted in steeply increasing group health insurance costs. Also, current budget restrictions force us to think of new ways to increase employee productivity.

**Benefits of a Wellness Program**

In the report, I will document the following: (1) wellness programs produce healthier employees, (2) healthy employees are more productive, (3) healthy employees file fewer health insurance claims, (4) healthy employees live longer, and (5) employee group health insurance costs will decrease.

**Report Audience**

I will address the report to you. However, I will target the report to the administration of the Highway Department and to the directors of the Employees Retirement System. As you know, the ERS negotiates and administers our group health insurance plans.

**My Qualifications**

I have worked for the Highway Department for thirteen years. I have been in the Automation Division for eight years. I have an eleven-year old son. I go to night school at Austin Community College. Therefore, I have personal experience with how difficult it is to find enough time during the day to exercise or to prepare healthy, nutritious meals. I have no experience in the medical or actuarial fields. However, I know that I can find documentation to support the establishment of a wellness program. Please review the tentative bibliography.

**Plan for Feasibility Report**

I will deliver the report to your office on April 26, 1990. Here is my plan for completing the project:

1. Library research through March 15

2. Correspondence through March 5

3. Review correspondence received finish March 23

4. Conduct interviews finish March 30

5. Write preliminary draft finish April 18

6. Produce graphics finish April 23

7. Finalize preliminary draft finish April 25

8. Deliver preliminary draft on April 2

**Costs**

There will be no costs involved in producing this study, other than the minimal costs of an hour a day for the next four weeks to do the study and write the report, and costs for typing, binding, and duplicating the report.

**List of Graphics**

A list of graphics I plan to use is presented here:

1. Health and longevity relationship Graph

2. Health and absenteeism relationship Graph

3. Reduction in health insurance costs by Table

companies that have wellness programs

4. Cost of wellness programs versus cost of Graph

health insurance

5. Recent increases in group health insurance Graph

rates

**Tentative Outline**

I. Introduction

A. Description of wellness programs

B. History of wellness programs

II. Need for a Wellness Program

A. Need to contain rising health insurance costs

1. Private sector costs

2. Public sector costs

B. Need to increase productivity

1. Budget restrictions

2. Workplace constraints

3. Employee-related problems

III. Benefits of a Wellness Program

A. Healthier employees

B. More productive employees

C. Lower health costs

IV. Instituting a Wellness Program

A. Workplace changes

B. Education needs

1. Nutrition education

2. Exercise education

3. Substance abuse counseling

C. Cost

D. Policy changes

V. Conclusion

A. Summarize benefits

B. Summarize costs

C. Recommend action

**TENTATIVE BIBLIOGRAPHY**

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