

Recruitment Email to employers

Dear <<Employer>>,

We have recently updated the CDC Worksite Health ScoreCard, a tool designed to help employers assess their health promotion programs, identify needs, challenges, and areas to improve, and prioritize interventions aimed at promoting the health and well-being of their employees. Revisions include evidence-based updates to scoring and question verbiage, as well as the addition of several ***new questions and new modules***.

Before the public release, we will reevaluate the ScoreCard's reliability and validity. ***We invite you to participate in the field-testing of this tool in late summer 2017.*** We are offering each participating employer a ***summary benchmarking report*** that:

- Compares your program offerings to those of a national sample of employers and
- Highlights high-impact strategies your organization can use to improve employee health.

U.S. employers of all sizes and industries are welcome to take part in this study. Participation requires the cooperation of various individuals within your organization—human resource executives, health benefit managers, or others responsible for worksite health promotion programs—who will use our online evaluation tool to answer the survey questions. We expect your participation to take 60-75 minutes to complete. A subset of employers will also be asked to participate in a follow-up telephone interview or site visit.

If you would like to participate in this study, please respond to Dr. Amanda Mummert by ***Month/Day, 2017***. You can learn more about the CDC Worksite Health ScoreCard by visiting the [CDC website](#). Should you have additional questions, please email them to Dr. Amanda Mummert [amanda.mummert@us.ibm.com].

We appreciate your assistance with this important work.

Thank you,