

## Letter from Senior Leader – Starter Draft

*A letter from your company's CEO or head of HR can be a great way to encourage employees to get involved in Advance Care Planning. Below is some suggested language; you can customize as needed to suit your senior leaders and your employees.*

Dear Colleagues,

At [Company Name], we care deeply about the health and well-being of our employees and their families at every stage of life. We're aware of how challenging it can be when you or a loved one is managing an advanced illness. But we also know that planning ahead through difficult, but necessary, conversations can make a big difference.

Conversations about goals and wishes for care at the end of life can provide comfort, confidence, and support to you and your family.

*[Many leaders may choose to insert personal stories here and/or include the section below].*

### **Have the Important Conversations**

Conversations about advanced illness care are important, and need to take place between doctors and patients, as well as families and friends. While these conversations will take different forms depending on what stage of life you're in or your level of health, they try to answer the same core question: "In the face of a serious illness, what is truly important?"

In answering this question, you begin the process of working with your doctor and family members on aligning care with what's important to you. While these conversations are crucial when we're ill, they're equally important to think about when healthy. It's critical that you consider both what you would want if you were ill and whom you would want to speak on your behalf. For major decisions like these, it always pays to be prepared for the unexpected.

### **Get Connected to Resources Today**

Because this is such an important topic, I'm proud to offer you tools and guidance to begin these conversations with your own families and loved ones.

Enclosed with this letter are two documents to help you start these conversations. Use them to document your wishes for care, so they will be clearly communicated if they're needed. *[note: if you participate in our prevention and wellness program, you may choose to add the following: You can also access a new on-line seminar on Advance Care Planning through our wellness program (available through [ahealthyme.com](http://ahealthyme.com)).]* You can find more resources and information on Advance Care Planning at [bluecrossma.com/advancedillnesscare](http://bluecrossma.com/advancedillnesscare).

We wish you many years of good health, but we also want to help prepare you if the unexpected happens.

Sincerely,  
CEO or SVP of HR