



February 19, 2013

Mike Brady  
City of Milwaukee  
200 East Wells, Room 706  
Milwaukee, WI 53202

Dear Mr. Brady,

**Congratulations!** City of Milwaukee has been selected to receive the 2012 UnitedHealthcare **Well Deserved** award. The *Well Deserved* award program recognizes those organizations that demonstrate a commitment to worksite wellness.

This year, UnitedHealthcare received more than 75 applications for this award and our panel of experts selected 11 winners who demonstrate the highest level of commitment to worksite wellness while leveraging wellness programs, tools and resources from UnitedHealthcare.

Within the next few weeks you can expect to receive your \$1,000 award check and the *Well Deserved* award trophy that you can proudly display within your organization.

If you have any questions about your award, please call Carol Calvin at (512) 336-7052.

Again, we congratulate you on your award. We wish you good health and continued success in your organization's health and wellness efforts.

Yours in good health,

A handwritten signature in black ink that reads "Carol P. Calvin".

Carol Calvin, RN, MS, CPHQ  
National Director, Health and Wellness

A handwritten signature in blue ink that reads "Nora Winther".

Nora Winther  
National Director, Marketing

Subject: Well City Milwaukee Case Study Evaluation Project

Date: November 30, 2012

Mike Brady  
Director of Employee Benefits  
City of Milwaukee  
200 E. Wells Street  
Milwaukee, WI 53202

Dear Mike,

**Congratulations!** You have been selected to be a Well City Milwaukee case study employer. As you know, the purpose of this project is to document the **impact** within the employer's workforce, environment, and bottom line. Your involvement as a case study employer will help other Milwaukee employers understand how workplace wellness can be effective in improving the health of our workforce, increasing productivity, and managing costs.

Core Health Group was awarded the case study project and it is our goal to make this process very easy for you. We have divided this project into three simple steps. Here is an outline along with an anticipated timeline:

1. **Evaluation reports.** As part of the case study process, we would like to review any information you have collected related to wellness program evaluation. To maximize our interview time, we've attached a Program Evaluation Checklist. If you could please complete the Program Evaluation Checklist and compile the supporting documentation including a copy of your most recent HRA Executive Summary report and Well Workplace application for our first interview meeting it would be greatly appreciated. We would like to review these materials with you during our initial meeting. The information that you provide will be used for the sole purpose of preparing your organization's Well City case study report.
2. **Interviews.** I would like to schedule a 30 – 60 minute interview with the key person who manages the wellness activities for your organization (which is most likely you). In addition, I would like to request a 10 – 15 minute interview with a member of your senior leadership team. I welcome the opportunity to meet with anyone else you feel could provide additional anecdotal information about the success of your program, such as a wellness team member or an employee with a poignant wellness-related story. The target date for scheduling these interviews is 11/15/12 – 12/15/12.
3. **Case study report.** Finally, we will prepare a case study report and submit it to you for review. We will only publish information that has been approved by you in writing. We anticipate that the draft case study reports will be forwarded to you for review no later than 1/15/13. We will revise any drafts as requested. The goal is to obtain your final sign off by 2/15/12.

At this time, I ask that you review the Program Evaluation Checklist and collect your evaluation information. So you can get a general idea of what these types of reports can address, I've attached the reports from the five Milwaukee companies studied through this project in 2009. In the meantime, if you have any questions, do not hesitate to contact me via e-mail or at the number below.

We look forward to working with you.

Connie Roethel, RN, MSH  
President  
Core Health Group  
Ph 262-241-9947  
[www.corehealthgroup.com](http://www.corehealthgroup.com)

