

How to use these sample emails:

- Fill in and adapt the content below to share updates about ongoing actions to improve wellbeing at your hospital.
 - All emails should come from, or be signed by, the Executive Sponsor, as the liaison between the Professional Wellbeing Team and your hospital system.
- Include updates about your:
 - Professional Wellbeing Team (*Email 1*)
 - Credentialing Application (*Email 2*)
 - Confidential Channels of Support (*Email 3*)
 - Efforts to Integrate Wellbeing into Existing Projects (*Email 4; to be developed during Action 5*)
 - Professional Wellbeing Plan (*Email 5; to be developed during Action 6*)
- Send these emails over a series of months. Ensure that you have completed each associated Action before sharing progress with staff.
- Consider providing healthcare workers with a way to share anonymous feedback in response to these emails through a survey link or other method.
- Use the language below as talking points or include it in any internal newsletters, blog posts, or other written communication material that you already use within your hospital.

Email 1: Sharing Professional Wellbeing Team with Hospital Staff

Suggested Timing: One month after creating your Professional Wellbeing Team.

Subject: Important Update: Introducing Our Professional Wellbeing Team

Note: Please remember to include photos/headshots of the Professional Wellbeing Team leaders in your email message.

Dear Colleagues [IF YOU HAVE A STANDARD OPENING WHEN YOU ADDRESS YOUR STAFF, PLEASE USE IT HERE],

Today, I am pleased to announce that [INSERT HOSPITAL] has established a Professional Wellbeing Team, a new multidisciplinary group of representatives from across our organization

who will focus on reducing burnout and promoting the wellbeing of our healthcare workforce through operational changes over the next six months.

The Professional Wellbeing Team includes *[INSERT NAMES AND TITLES FOR ALL TEAM MEMBERS]*.

As leaders of *[INSERT ORGANIZATION]*, we acknowledge our roles in creating a safe, healthy, and fulfilling environment for our workforce. We pledge to continue protecting healthcare workers' wellbeing by enacting new or revising existing policies. Through the *Impact Wellbeing* campaign, we will partner directly with other leaders and staff in these efforts and commit to taking evidence-informed actions. As the Executive Sponsor of this charge, the Professional Wellbeing Team and I commit to holding our hospital accountable for this work and will share specific updates in the coming weeks.

As we continue this work, your insights are important. If you have feedback or questions, we encourage you to reach out to the Professional Wellbeing Team at *[INSERT TEAM EMAIL ADDRESS]*.

Sincerely,

[NAME OF EXECUTIVE SPONSOR]

Email 2: Announcing the Credentialing Application Updates

Suggested Timing: *One week after updating your credentialing application questions.*

Note: If you updated more than one credentialing application in Action 3, revise this language to reflect multiple applications and consider adding specificity around which applications were updated.

Subject: Important Wellbeing Update: Our Credentialing Application Prioritizes Your Wellbeing

Dear Colleagues,

Through the *Impact Wellbeing* campaign, the Professional Wellbeing Team has partnered with other leaders and staff to update our credentialing application. These forms are now free from intrusive and stigmatizing language around mental health care and treatment. I'm pleased to announce that we have taken this step to ensure that our workforce can seek needed care without fear of professional repercussions.

To ensure transparency, you can view questions from our credentialing application here *[INCLUDE LINK TO ALL QUESTIONS]*.

[INSERT HOSPITAL NAME] recognizes that supporting and protecting the mental health of our workers is paramount to your wellbeing and the wellbeing of our entire community.

We encourage you to share this information with your colleagues, so they know that it is safe to seek mental health care if they need support.

You should also be aware that in *[STATE/STATES]*, state licensing applications *[MAY/ DO NOT]* currently ask intrusive questions about mental health. You can find out more about state licensing

questions by visiting *[LINK TO STATE LICENSING BOARD WEBSITE]*, as well as drlornabreen.org/removebarriers.

As always, if you have feedback or questions, please reach out to the Professional Wellbeing Team at *[INSERT TEAM EMAIL ADDRESS]*.

Sincerely,

[NAME OF EXECUTIVE SPONSOR]

Email 3: Sharing Confidential Channels for Mental Health Support

Suggested Timing: *One week after announcing your credentialing application updates.*

Subject: Important Wellbeing Update: Access Confidential Mental Health Support

Dear Colleagues,

On behalf of the Professional Wellbeing Team, we are pleased to share information about confidential channels to support your mental health and wellbeing. It is a priority among leadership that you have access to counseling services both within and outside of our hospital network. We encourage you to use any of the following options to seek mental health care when you need it.

- *[INSERT LIST OF SERVICES THAT YOU'VE IDENTIFIED AND PROVIDE LINKS WHERE POSSIBLE]*

You can also contact *[INSERT NAME OF PEER SUPPORT PERSONNEL OR PROGRAM]* to participate in peer-to-peer support programming.

As always, if you have feedback or questions, please reach out to the Professional Wellbeing Team at *[INSERT TEAM EMAIL ADDRESS]*.

Sincerely,

[NAME OF EXECUTIVE SPONSOR]

Email 4: Informing Staff about Efforts to Integrate Wellbeing into Existing Projects

Suggested Timing: *One week after adding professional wellbeing measures to your ongoing quality improvement project (in Action 5).*

Subject: Important Wellbeing Update: *[INSERT CHOSEN PROFESSIONAL WELLBEING MEASURE]*

Dear Colleagues,

On behalf of the Professional Wellbeing Team, I am excited to share an update on the steps we are taking to improve your wellbeing at work. Our team has asked staff about the administrative and operational burdens that affect your work and heard that *[INSERT KEY TAKEAWAYS ABOUT*

BURDENS]. Based on this input, we are adjusting our ongoing work on *[INSERT IDENTIFIED ONGOING QUALITY IMPROVEMENT PROJECT]* by incorporating *[INSERT PROFESSIONAL WELLBEING MEASURES AND ANY OPERATIONAL ADJUSTMENTS]*.

[INSERT INFORMATION ABOUT HOW YOU ANTICIPATE THIS WILL AFFECT THE HEALTHCARE WORKFORCE.]

We will continue to listen to your feedback and ensure that *[INSERT IDENTIFIED ONGOING QUALITY IMPROVEMENT PROJECT]* takes into consideration its impact on your wellbeing. More information will be shared in the coming weeks.

We encourage you to provide feedback by contacting the Professional Wellbeing Team at *[INSERT TEAM EMAIL ADDRESS]*, and please let us know of any questions.

Sincerely,

[NAME OF EXECUTIVE SPONSOR]

Email 5: Announcing Your Professional Wellbeing Plan

Suggested Timing: *One week after drafting your Professional Wellbeing Plan (in Action 6).*

Subject: Important Wellbeing Update: Announcing Our Professional Wellbeing Plan

Dear Colleagues,

As part of the *Impact Wellbeing* campaign, I am pleased to announce that our hospital has developed a plan to improve professional wellbeing at *[INSERT HOSPITAL NAME]* over the next year. Our Professional Wellbeing Team developed this plan with careful consideration and with input from staff about ways to help reduce burnout and improve our hospital operations.

Specifically, in the next three months, we'll work to accomplish the following:

[SHARE HIGH-LEVEL GOALS FOR NEXT THREE MONTHS]

We are taking these actions to improve working conditions at *[INSERT HOSPITAL NAME]*. We will continue to share updates on our progress, including plans for next steps, in regular three-month intervals throughout the next year.

We encourage you to provide input on our goals by contacting the Professional Wellbeing Team at *[INSERT TEAM EMAIL ADDRESS]*, and please let us know of any questions.

Sincerely,

[NAME OF EXECUTIVE SPONSOR]