

# ENROLLMENT EMAIL 1 (From Waste Management)

**DATE:** 1/7/2020

**SENDER:** Waste Management Benefits Team

**SUBJECT:** Conquer chronic joint pain with Waste Management's new digital exercise therapy program



Hi [FIRST NAME],

Waste Management is partnering with Hinge Health to help you get back to the activities you love. Hinge Health offers innovative digital programs for back, knee, and hip pain in easy-to-do 15-minute exercise therapy sessions. Join the thousands of people who have **cut their pain by over 60%**. [Click here to learn more and apply.](#)

Best of all, this program is available **for free** to you and your family members enrolled in a Waste Management medical plan. Once enrolled, you'll receive the Hinge Health Welcome Kit, which includes a tablet computer and wearable motion sensors that'll guide you through the exercises. You'll also be connected with your personal health coach who will tailor the program to your needs and be with you every step of the way. So if your back, knee, and hip pain is stopping you from the things you love, [register today!](#)

If you have questions, call (855) 902-2777 or email [hello@hingehealth.com](mailto:hello@hingehealth.com).

Best,  
Waste Management Benefits Team

*Participants must be 18+ and enrolled in a Waste Management Cigna or BCBSTX medical plan.*

## ENROLLMENT EMAIL 2 (From Hinge Health)

**DATE:** 1/21/2020

**SENDER:** Hinge Health

**SUBJECT:** Questions about Waste Management's new chronic pain program?



Hi [FIRST NAME],

Lately, you may have heard about the new back, knee, and hip pain program that Waste Management is offering to employees and family members at **no cost** ([click here to sign up](#)). Once enrolled in the program, you'll receive a free tablet computer, wearable sensors to guide you through exercise therapy, and unlimited access to a personal health coach. Plus it takes only 45 minutes per week, so it easily fits into your schedule.

Secure your spot in the program by registering today. You can sign up at [this link here](#).

If you have any questions, give us a call at (855) 902-2777 or email us at [hello@hingehealth.com](mailto:hello@hingehealth.com).

Best,  
Hinge Health

*Participants must be 18+ and enrolled in a Waste Management Cigna or BCBSTX medical plan.*

## ENROLLMENT EMAIL 3 (From Hinge Health)

**DATE:** 2/4/2020

**SENDER:** Dr. Jeff Krauss at Hinge Health

**SUBJECT:** Space still available in Waste Management's back or joint pain program

Hi [FIRST NAME],

I'm Dr. Jeff Krauss, Chief Medical Officer at Hinge Health. Over the last few weeks, you've been seeing information about our **free** digital program for musculoskeletal (MSK) pain - targeting back, knee, and hip offered to eligible Waste Management employees and dependents. You can [click here to learn more and apply](#).

Many of the patients I see tell me how hard it is to find time to address their back, knee, or hip pain, and too often they resort to surgery or pain medication - or just let the pain fester. We've developed a truly unique program that is **available to you for free** through Waste Management's health plan. As a quick overview:

- The average participant reduces their pain by over 60%
- Use wearable sensors to do exercise therapy
- Read personalized education articles to learn about your condition
- Plus - unlimited access to a personal health coach

So if you or a family member are experiencing back, knee, or hip pain, we'd love to help. You can [sign up for free here](#) or give us a call at (855) 902-2777 with any questions.

Warm regards,  
Dr. Jeff Krauss  
Chief Medical Officer  
Hinge Health

*Participants must be 18+ and enrolled in a Waste Management Cigna or BCBSTX medical plan.*