<RECIPIENT>,

My name is <YOUR NAME>, an insurance plan member from <YOUR CITY>. I’m reaching out to ask you to join the Kinesiology Movement by adding coverage of Kinesiology to your benefits packages. With Kinesiology, you’ll be giving me and my employer a powerful means to…

* Save money by providing access to exercise specialists who help prevent and manage mental and physical conditions that could lead to more costly benefits usage down the road;
* Ensure plan members are in the hands of evidence-based, regulated professionals; and
* Keep plan members on track with their health and wellness goals through increased access to guidance and coaching.

My Kinesiologist has been incredibly valuable in helping me to manage my health and wellness through a program customized for me and my level of health and functionality. Exercise is incredibly important to health and wellness, helping to prevent and manage more than 25 chronic conditions as well as injuries and pain – yet I’ve gotten far more from my Kinesiologist than just walking in the park or going to the gym would give me. Things like gym memberships can be prohibitively expensive, and family doctors often do not have the time or specialized knowledge to custom-design exercise programming, particularly for the 2 in 3 Ontarians with chronic conditions – many of whom require special attention.

Kinesiologists are university-educated health professionals who specialize in exercise and the science of human movement. They use exercise to design customized, guided programs tailored to each patients’ individual needs. Kinesiologists are experts in preventing and managing injury, disability and chronic disease and improving overall health and performance. Kinesiologists are health and wellness force multipliers, providing ergonomic training, workplace adjustments, clinical exercise programming, health coaching and rehabilitation – all in one professional.

Kinesiologists are trained in behavioural change, helping people stick to their wellness programming. Health coaching is known to be an important part of staying with a regimen. Coaching, like that Kinesiologists provide, has statistically significant impacts on factors like self-efficacy, calorie intake, BMI, steps per day, blood sugar, systolic blood pressure and cholesterol.

COVID-19 has made it harder than ever for me and others like me to stay healthy, both physically and mentally. Many people like me are suffering from mental health issues or dealing with chronic conditions we have put off during lockdown periods. We need the help of our benefits providers to manage this tsunami of mental and physical conditions. Now’s the time to support plan members by adding Kinesiology to your packages.

It’s time to Join the Kinesiology Movement.

Yours,

<SIGNATORY>