



Inspiring Vitality Presents this confidential, proprietary

Proposal for Caremerge

Not to be shared outside the Caremerge Leadership Team

February 28, 2020

Overview and Objectives

Expanding Caremerge's business strategy to include the ability to provide your client sites with wellness-related services and products that bring together residents, staff, and family members is a natural fit for Caremerge's central mission of breaking down silos in senior living. It also positions Caremerge to be an intuitive champion of the powerful synergy of a combined strategy of addressing the well-being of the residents, staff, and families.

Inspiring Vitality is uniquely positioned to be a preferred partner in achieving Caremerge's objectives as the only wellness provider with specialized expertise and credentials in wellness for both the working population and the older adult population, and a proprietary wellness model that addresses both populations together. *Inspiring Vitality* is committed to excellence in program quality, business practices, and customer service.

Inspiring Vitality's Wellness Model

Inspiring Vitality's wellness model is based on Cathy Richards' bestselling book: *BOOM: 6 Steps to a Longer, Healthier Life* and includes strategies the message of "Never Too Early, Never Too Late" to address all ages. In addition, our model also equally emphasizes the motivational aspect of adopting healthier habits in addition to the educational information. *Both* are required for lifestyle change and culture change.

Sample Program Components Available

- Keynote session of *BOOM: 6 Steps to a Longer, Healthier Life* for residents, depositors, and prospects: Price dependent on length of session and number of sessions booked
- Paperback copies of *BOOM: 6 Steps to a Longer, Healthier Life*. Costs quoted at quantities of 250, 500, and 1000: See Chart for pricing
- *Inspiring Vitality* "BOOM Box" kits can be provided to each community for residents, depositors, and prospects, on behalf of Caremerge. The contents of the box are customizable, including a welcome letter from Caremerge, a copy of *BOOM: 6 Steps to a Longer, Healthier Life*, the companion action guide, wellness assessment, exercise band, and

other items to be determined. Costs quoted at quantities of 250, 500, and 1000. See chart for estimated pricing. Pricing adjustments will be available based on altering the components of the box and efficiencies available from our fulfillment center.

- Educational webinar, online classes, and video tips: Pricing TBD
- Group wellness coaching: Pricing TBD
- Inter-Generational Wellness Discussion Series and “Being Mortal” book study. Pricing TBD
- Employee keynotes on gratitude and well-being. Pricing TBD

BOOK and BOOM Box Investment Estimates (priced per item)			
Quantity	250	500	1000
Book Alone	\$14	\$13	\$10
BOOM Box	\$30	\$28	\$23

Getting Started

I recommend beginning our relationship by selecting several client sites who you have a strong relationship with and for whom you would like to provide added value to your partnership. For each of those sites, we schedule a keynote for one of their marketing events, sponsored by Caremerge. Each attendee would receive a book or a BOOM Box. In addition, we would showcase a Caremerge online module that prospects could utilize that day to further enjoy the community.

I look forward to your feedback and further discussion on working together!