



April 19, 2019

Rebecca Bouchard
Executive Director of Operations
ComForCare Health Care Holdings, LLC
2520 S. Telegraph Rd., Suite 201
Bloomfield Hills, MI 48302

Dear Rebecca,

I am pleased to present to you this confidential proposal for a **Wellness Program for ComForCare Health Care Holdings, LLC**. Our April 15 exploratory conversation revealed very quickly how well-aligned our organizations are in both our philosophy about the importance of wellness as we age and our business strategy to capitalize on the synergies available when we focus on employees, clients, and families together. “*Live your best life possible*” is directly enhanced by a “never too early, never too late” approach to wellness and living with vitality. The above similarities alone give me great anticipation of a mutually beneficial relationship. My 15 years in corporate wellness for Marriott along with my 8 years of employee and resident wellness for Asbury Communities (15th largest CCRC in the U.S.) make me uniquely qualified for the specialty niche of meaningful wellness programs for all ages that leverage the relationships between generations and specifically employees, the older adults they serve, and families. *Inspiring Vitality* provides the same level of excellence that I brought to Marriott while earning the C. Everett Koop National Health Award for Worksite Wellness and to Asbury when under my leadership, my wellness team earned the International Council on Active Aging’s Innovator Award for our Brain Fitness Program as well as Asbury’s system-wide “Azzy Award” for “WOW: Working on Wellness”.

Please accept this proposal as a starting point, providing a rough overview of three levels you may choose from for my proposed strategy and framework. Implementing the *Inspiring Vitality* Wellness Framework rather than creating a separate ComForCare in-house brand is the best way to achieve the two goals we discussed: 1) a powerful yet streamlined framework that will not overwhelm your owners and 2) a pilot and launch timeline based on your November 15-16 conference. Pilot site selection would be at your discretion; however your Gaithersburg MD and Rockville, MD locations are local to *Inspiring Vitality* and would allow for in-person developmental input.

Some assumptions have been made for this preliminary proposal. I look forward to gaining a deeper understanding of ComForCare’s culture and goals so that we can together adjust the components and strategy to perfectly meet your needs. I look forward to discussing this proposal with you on Monday, April 22 at 11:00 am EDT to make any modifications you suggest for presentation to your leadership team on Tuesday, April 23.

Sincerely,



Cathy Richards, M.A.
Inspiring Vitality