

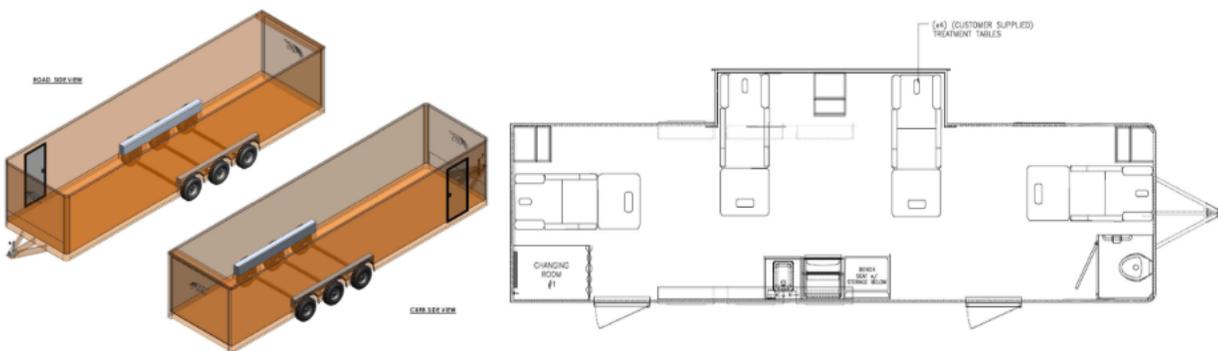
About this document: This is an example email that we will use to gather initial interest in our physical therapy services. The goals of this email are to summarize our business, intrigue the reader, and to acquire meaningful survey data from key stakeholders in their respective companies. Example companies we would target include IBM and Cisco Systems.

Dear _____,

My name is Christopher Adamson and I'm a doctoral student at UNC Chapel Hill completing my final year of physical therapy school. Following graduation this August, my business partner and I will embark on an endeavor to provide physical therapy services to employees working in corporate businesses such as _____.

Were you aware that The Institute of Medicine estimates the total annual cost of chronic pain in medical care and lost productivity for all Americans to be between \$560 and \$635 billion?¹ This includes \$297 to \$336 billion dollars of lost productivity.¹ In addition, they estimated employees lost \$226 billion¹ in wages, while employers losses equated to \$109 billion.¹ This research is cited below.

Our business aims to reverse lost revenue and wages by offering physical therapy services at your facility. To offer you a glimpse into our future, our operation will include a 34ft pull trailer towed by an F250 Super Duty truck. This vehicle would come and go similar to a food truck, where we would only be parked on your private grounds for a predetermined set of time. The vehicle capacity is up to 4 patients an hour with two staff physical therapists on board. This is an entirely standalone operation so not to interrupt your daily processes and we offer multiple payment models to align with your needs.



To keep it simple, all we ask from our employer partners is for permission to park on business premises and allow your employees the flexibility to receive an hour of treatment throughout their workday. The time of day and frequency of appointments is entirely up to the employee/employer agreement. Payment can be made entirely by the employee, or we can negotiate a company rate to include as part of your employee benefit program.

By allowing your employees to participate in physical therapy at their workplace, you will likely reduce their pain, therefore improving their productivity, but it will impress upon them that their employer cares for their well-being. This will result in a motivated and refreshed employee excited to complete their workday. This is an incredibly powerful way to improve employee morale.

If you are intrigued, or simply want to offer advice, we would extremely appreciate if you would fill out this short survey or send us a reply to this email.

<https://www.surveymonkey.com/r/JLHYDQS>

Thank you for your time and we hope to hear from you soon,

Chris Adamson, ATC, CSCS
christopher_adamson@med.unc.edu

Reference:

1. Global Burden of Chronic Musculoskeletal Pain in the Workplace.

https://ihpm.org/wp-content/uploads/2020/05/ChronicPain_2018_Pfizer_IHPM.pdf