Dear \_\_\_\_\_\_:

[PERSONALIZED GREETING]

I’m writing to introduce you to [PBGH Staff] with the Purchaser Business Group on Health, and to encourage you to learn more about PBGH and its direct potential benefit to you and X Corporation.

My membership with PBGH has been a game changer. It’s totally different than any of the other business groups on health, with a history of results and current innovative initiatives you won’t find in other groups.

**A few things that set PBGH apart:**

* It’s the only purchaser-only business group on health, meaning industry members aren’t thwarting progress on initiatives that matter to employers. And you won’t be getting the heavy sales pitch at member meetings from industry – just a collegial atmosphere of like-minded professionals sharing best practices and helping you solve day-to-day benefits challenges.
* PBGH works in the delivery system manifesting real change in how care is delivered and paid for to ensure employers have access to the health care they want to buy for employees.

This is the group that ran the country’s most successful COE program with Walmart, Lowe’s and McKesson saving more than **$20 million**. PBGH is also responsible for bringing the landmark Sutter Health case to California’s AG, which will **return $575 million to purchasers** and set new rules amounting to even greater savings for employers over time. It’s pharmacy solutions **save members up to 24% on PBM costs**, and the organization has a range of vendor management tools and groundbreaking payment reform efforts in service of purchaser needs.

I’ll leave you now in the capable hands of [PBGH staff member], but am happy to answer any questions you might have and to share details about the value I personally have gained by being a member.

I hope to see you soon at an upcoming PBGH meeting!

Thanks,

XXXXX