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DATE: September 20, 2007

TO: Dana Donnley
Director of Employee Communication, Whirlpool Corporation

COPY: Whirlpool Corporation Employee Wellness Program employees,
Whirlpool Corporation Employee Communications staff, Whirlpool
Corporation Operations staff, Whirlpool Human Resources staff, and
Whirlpool Corporation General Counsel

FROM: Brian Buck
Employee Communication Manager, Whirlpool Corporation

SUBJECT: **Evaluating Strategies for Implementation of Free Spouse Exams as
Part of the New Employee Wellness Program**

This memo recommends that an all-new program for the Whirlpool Corporation Employee Wellness Program be implemented featuring free exams for spouses of employees. The new program will also improve confidentiality, an area of concern for the old program.

BACKGROUND

Whirlpool has been lucky enough to be able to provide the Employee Wellness Program for the past several years with great participation and success. The Program has made Whirlpool a more attractive place to work and shows the company's commitment to its employees. Changes are needed in the program, however, as there has been some uncertainty of the true confidentiality of the Program. In order to make the transition more smoothly, we will market the improved Program as "all-new" as it will likely come off more favorably as an overall improvement rather than simply a move to fix the problems of the old Program. Employee support for this program is vital as they are our only lifelines to their spouses, and if spouses do not participate, the Program will not reach its full potential.

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DISCUSSION

For this new initiative to work, we must start from the ground up, making sure all bases are covered because the new Program will be more labor-intensive. This will require staffing the center with more nurses and support staff and also expanding the hours of operation so that spouses can come to the center before or after work. Once these changes are enacted, the center will physically be ready to go, but other key steps are crucial to the success of the Program before the new Program is launched.

Most of the other issues revolve around legal statements that will take some time to perfect but we need to expedite the process, remembering that efficiency is vital. Confidentiality has been our biggest gripe about the program and is the main reason we are laying out such broad changes to the platform. We must be cognizant of wording in statements as to not lead employees to think there were major problems with privacy in the last operation, because there were not. The new Program is here to improve upon past success and to better serve our valued employees -- that must be the message that is sent.

Confidentiality changes are the main sticking points to the new Program and adjustments will be made, differing from the past. We must limit the number of hands that deal with the patient's file, so immediately after all tests are complete and the patient has passed the exam, nurses will mail the file to the patient's home in an envelope marked "Strictly Private and Confidential." If problems are found during the examination, nurses will contact patients by phone to discuss options and patients will have the choice of using the company doctor or a doctor of their choosing for the necessary medical attention. We had feedback from the last program that the company doctors were overly involved, so now we will aim for them to have a more hands-off role as this will help the privacy factor.

For the changes to make an impact, we need employees to participate as they have done in the past and also bring their spouses to the service. We must promote the changes in an internal press release. Also, a letter will be sent to each employee on their birthday month informing them of the changes and opportunities for them and their family. We will monitor the success of the program in its fledgling states and take more communicative actions if the need presents itself.

RECOMMENDATIONS

- 1. Ensure that the mechanics and infrastructure of the Program is ready for the updates and is prepared to deal with more customers.** Hire more nurses and support staff and extend the center's hours to 8am-6pm to accommodate the spouses of employees. (Action: Operations, Human Resources).

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- 2. Draft new confidentiality statements for the Employee Wellness Program.** A statement is needed that protects the company yet is functional for employees and their spouses as was discussed earlier. Also, make sure to include a strict definition of a "spouse," which should answer questions as to who can participate, keeping in mind the sensitive issues with homosexual couples that are not married. Copy Dana Donnley and Brian Buck. (Action: General Counsel).
- 3. Prepare an internal press release stating the changes and improvements of the program.** (Action: Employee Communications).
- 4. Sign the attached letter to employees that will persuade them to engage in the Program.** These letters, sent on their birthday month, ask for their help in bringing their spouses to the Program and also serve to tell employees of the improvements. (Action: Dana Donnley).
- 5. Follow up with employees next week on their reaction to the letter.** Gauge their willingness to participate and also see what we can do to convince their spouses to take part. Contacting employees in this manner should only be necessary for a few weeks to a month as by then we should have a good feeling for the viability of success for the new Program. (Action: Employee Communications).
- 6. Send a letter to employee families (addressed to both the husband and wife, if necessary).** Three months down the road, if targets are not met (i.e. 25% increase in use of the Program), send a letter to the couple at their homes informing them both of the changes to ensure spouses are aware of the services available to them. (Action: Employee Communications).

TIMELINE

Immediately: Hire more staff for the Program and also prepare the center for more business.

Next Month: Send letters to employees and work to follow up to gauge feedback and the success of the appeal.

Next Three Months: Continue to monitor use of the Program and see if targets are met for participation.

Beyond three months: If a 25% increase in participation is not realized, send letters to the employee's families, which should increase awareness.

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