

Business Communication

Writing Effective Negative Messages

The purpose of this activity is to give you the opportunity to examine and correct an ineffective document. Using the concepts in the chapter and discussed in class, write out a revised version of this e-mail that is clear, concise, and to-the-point that will help in communicating the message. You may use the back of this page.

MEMORANDUM

TO: All Employees
FROM: Lucinda Goodman, Benefits Manager, HR
SUBJECT: Health Insurance Changes
DATE: October 22, 2006

This memo is to inform you of cost increases and changes in your medical insurance coverage options. The company has been paying 100 percent of medical care insurance for its employees and has even absorbed the 10–20 percent annual cost increases to maintain this important benefit for you.

When costs shot up last year, we worked diligently with our provider, Blue Cross of California, so that we could continue this tradition. We're sorry to tell you that Blue Cross has informed us that next year the cost increase for our employees' medical coverage will be a staggering 40 percent per month.

To keep the coverage you now have, you will need to pay a portion of your total coverage, plus an increased co-pay for office and emergency-room visits.

1. You may now choose to switch your coverage from the Blue Cross Plus plan to the Blue Cross HMO plan, which will be paid for entirely by Bright Manufacturing, at no cost to you.
2. You may choose to continue your current enrollment in the Blue Cross Plus Plan. Beginning January 1, 20 percent of medical coverage will be deducted monthly from your salary. Your share will still be less than many companies charge their employees.
3. Next year's co-pay amounts will depend on which plan you choose.

The accompanying brochure describes the details of these new options for medical insurance. It also includes detailed comparisons of costs and benefits for the two plans. If you have questions, please call our new Medical Benefits Information line at ext. 3392. For general questions, you can log on to the Blue Cross website at www.bluecrossca.com. You will also find information about health care coverage on our Intranet site; just click the "Medical Benefits" icon.

If you decide to switch your coverage, you must notify Human Resources during our **Open Enrollment period, November 20 to December 1**. Forms to change your enrollment are provided in the accompanying brochure and are available in our office. If you wish to remain on a Blue Cross Plus policy, you do not need to notify us; payroll deductions will occur automatically, beginning January 1, 2006.

Since 1946, Bright Manufacturing has taken pride in providing its employees with the best medical coverage available. We regret that rising costs have now made it impossible for us to continue to pay 100 percent of that quality medical coverage.