

[438 words; approximately 3 minutes]

[Bill on screen, name and title visible]

Good morning. Today is a turning point for HMS; the day we begin writing the next chapter of our history – a chapter about our company’s growth and excellence.

Robert F. Kennedy once said: “*There are those who look at things the way they are, and ask why... I dream of things that never were, and ask why not?*”

This quote represents what we are working toward. During the past year we’ve taken stock of who we are, what we do, and how well we do it. We envisioned a new future for HMS—a future where our success is directly tied to the value we deliver to our clients—a future in which we play a more meaningful role in the American healthcare system—a future in which we help government programs provide healthcare to more Americans than ever before.

That vision demanded action. So, starting with new insight about who we are and what we do, we articulated a mission statement that affirms our purpose and our identity. Here it is:

HMS helps protect the integrity of government-sponsored health and human services programs.

This mission affirms our role in protecting the fiscal and functional integrity of the government sponsored health and human services programs we serve.

Today we also unveil our new brand. More than just a new logo, it’s the symbol of our aspirations and a clear signal to clients, investors, employee and all stakeholders that we’re committed to our goals. With the new brand, we begin a new way of talking about ourselves, formally changing our name from Health Management Systems to **HMS**, and introducing a new vocabulary about our mission and values.

I’m sure you’re going to have lots of questions. So, during the next few weeks the senior management team and I will host a series of meetings at offices around the country. We’ll provide information to help you understand our brand and strategy. We’ll also discuss plans to create a culture of excellence and a more client-centered organization—one with the highest professional standards. We will you show you some of the work that is underway to transform our marketing materials, redesign our corporate intranet and build a new external website. We’re even planning a company store where you can buy HMS-branded merchandise.

You’ve already found several new items at your desks, including a special Launch Day gift. One of those items is a card with our new mission statement. Please commit this statement to memory. It represents our common purpose, and I want it to become a source of pride for you.

Take some time to explore the materials provided. Reach out to your managers with questions and watch your inbox for more updates. Most important, make sure you attend one of the brand launch meetings.

I'm proud of our company and what we have achieved together. Today is the beginning of a new chapter, and a great future.

Let's get to work!

[Closing music]