**WHITE PAPER OUTLINE**

**TOPIC:**  
Strategies for decreasing health costs with plan for healthier employees. In the world of marketing, a white paper is a long-form piece of content, similar to an eBook. The difference between the two is that white papers tend to be more technical and in depth. The facts and opinions expressed in white papers are often backed by original research or statistics that the publisher has aggregated from reliable sources. They often include charts, graphs, tables, and other ways of visualizing data.

**OBJECTIVE**:  
  
Demonstrate thought leadership through education, resulting in leads for XYZCompany. White papers enable you to **build trust** with your audience. They show readers that you're reliable, experienced, and adept in a given domain. When potential customers search for information to help them understand a problem or opportunity they're facing, and you provide them with a quality white paper that helps, they'll turn to you again in the future.

**IDEAL READER**:  
  
 C-suite of employers sponsoring health plans – secondary reader – HRprofessionals

* High-Level Problem: Managing price only has not been an effective cost-containment strategy for health care coverage
* High-Level Solution: Explore alternative strategy **(name strategy idea)**

**Market Drivers:**

* High health care costs
* Carrier consolidation
* Unhealthy employees

**Problems:**

* High health care costs of Premium costs
* Struggling economy
* Small businesses hit hard

**Carrier**

* consolidation of Fewer options
* Lack of competitiveness
* Lack of transparency

**Generic Solution: Share the solution**

* Define – Step1, Step 2, etc.
* Identify benefits to reader
* Describe what to look for in strategic partner

**Specific Solution:** Hire XYZ Company (depending on form of communication – may be impliedrather than hard sales pitch)

**Call to Action:** Free benefit plan consultation