**XYZ Company**

**SAMPLE WHITE PAPER OUTLINE**

**MM/DD/YYYY**

**TOPIC:** Strategies for decreasing health costs with plan for healthier employees

**OBJECTIVE**: Demonstrate thought leadership through education, resulting in leads for XYZCompany

**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 strategyfor 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 o Premium costs

o Struggling economy

o Small businesses hit hard

* Carrier consolidation o Fewer options

o Lack of competitiveness o Lack of transparency

* Cost of unhealthy employees o Obesity epidemic

o Increased incidence of diabetes o Decreased productivity

o Increased absenteeism

*Generic Solution*: Share 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