

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 XYZ Company

IDEAL READER: C-suite of employers sponsoring health plans – secondary reader – HR professionals

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
 - Premium costs
 - Struggling economy
 - Small businesses hit hard
- Carrier consolidation
 - Fewer options
 - Lack of competitiveness
 - Lack of transparency
- Cost of unhealthy employees
 - Obesity epidemic
 - Increased incidence of diabetes
 - Decreased productivity
 - 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 implied rather than hard sales pitch)

Call to Action: Free benefit plan consultation

