



CHEATSHEET:

The Anatomy of a Great B2B Healthcare White Paper

Looking for a great top-of-funnel B2B healthcare lead gen idea? Look no further than a white paper.

In B2B healthcare, white papers can build brand awareness and trust with readers and decision-makers. Your white paper can:

- Focus on original research you've done
- Educate healthcare providers about something new
- Help providers understand how to apply research or information to their own work

And depending on the goal of your paper (e.g., in-depth research vs. your take on a hot topic), it can be anywhere from 6 pages to 15+ pages ... and more. How many pages you need depends on how in-depth your topic is.

In an industry where we often build events around eBooks and other marketing-driven content, why not throw a white paper party into the mix?

If you're ready to get started, this checklist is the perfect place to sharpen your white paper know-how:



☐ **Title:** Write a two-part hook that draws in your audience



☐ **Preview Content:** Create a good ol' fashioned table of contents



☐ **Executive Summary:** Tell 'em what you're gonna tell 'em



☐ **The Details:** Paint your white paper's story through lead items and bullet points



☐ **Summary:** Wrap up your white paper in an empowering bow



☐ **CTA:** Gently encourage your readers to take the next step

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□ Title

- **Start your white paper with a great hook** — through the primary title and subtitle.
- **Use your main title to set up your paper's topic** and follow it up with a descriptive subtitle that homes in on the specifics.
- Here are a couple of good examples:
 - ✓ **Writing About Difficult Healthcare Topics:**
What we talk about when we talk about healthcare is hard. Here's how we can do it better.
 - ✓ **Rethinking Your Email Marketing in 2022:**
A Quick Guide to Success

□ Preview Content

- **Break up your lead items** — or main points — by page number and include a brief description of each. Essentially, you're creating a table of contents for your paper. (You can also hyperlink from here to each section if you'd like.)

CONTENTS:

[TOPIC]	Page 3
[Short 1-2 sentence description]	
[TOPIC]	Page 5
[Short 1-2 sentence description]	

For example:

ADDICTION	Page 3
Share information about substance use disorders with sensitivity and care. Find the correct terminology and get tips for ensuring your content is empathetic and up to date.	

□ Executive Summary

- **Summarize** your white paper.
- **Keep your summary short.** Tell the healthcare provider who's downloaded your report what they're about to read — and do it in 5 sentences or less.

□ Details

- **Lead Items:** These are your main recommendations, tips, tools or data that point back to your white paper's theme. (And they're what you mapped out in the *Preview Content* section above.) We recommend including 5-7 lead items in your paper.
- **Bullet Points:** Support each lead item with 3-7 bullets.
 - For example, if one of your lead items was: *MENTAL HEALTH: 5 TIPS TO ENGAGE YOUR AUDIENCE*, then create 5 bullet points below it. Each bullet should contain a tip to engage your audience about mental health.
- **Quotes [Optional — but powerful]:** Adding quotes from other healthcare industry experts to support your lead items can add even more credibility to your report.
Hot tip: Citing research in this section is important as it builds data to support your paper's conclusion. It doesn't have to be your own research — just be sure to cite your sources.

□ Summary

- Add a conclusion that makes the healthcare provider reading it feel empowered by what they've just learned. For example: *"Now it's time to put it all together. Take these tips and examples and help your organization soar to email marketing success in 2022."*

□ CTA

- **Give your reader information on the next step.** Don't "sell" here — this area is for providing helpful information about what your reader can do next.
- **Here are a couple of examples:**
"Need help with [insert topic of white paper here]? Don't hesitate to reach out."
Or
"Follow us on LinkedIn and Twitter for more [topic of your white paper] insights."

Have questions about creating a great B2B healthcare white paper? [Just give us a shout.](#)