

For several decades, Texas school districts had no option to TRS-ActiveCare for healthcare plans. As of 2021, districts were allowed to vet and secure independent healthcare, but staff were sometimes ill-informed about the process. We saw this knowledge gap an opportunity to educate and inform school districts on an important topic and help staff make well-informed, and financially sound decisions. As a lead generator, this piece was available only to those who entered contact information. GA4 reports 132 views of our whitepaper and 5 downloads. Co-branded and written with the assistance of Gallagher Insurance Consulting, a print version was used as a marketing piece by Gallagher and distributed to prospects at various meetings and events during the spring and summer of 2024. Feedback on the piece was overwhelmingly positive and generated a portion of 44 total leads for Benefits Cooperative during the larger awareness campaign