**Andrew’s Copy (3/25); comments in blue.**

**Insights Copy: Trustworksco.com/insights**

**I. Insights Hero Section**

Design Thoughts: Same hero imagery (moving dots) as homepage; different header; same button as homepage

Header: A Fresh Perspective on the Business of Healthcare

Subheader: Critical Thought Leadership for a Changing Industry

**As a viewer, the word “Critical” may be ambiguous… does this mean the style of your leadership is critical? Or the function of leadership is critical? Would "Crucial Thought Leadership…” work?**

**II. Body of the Page**

**The TrustWorks Take**

In the complex and ever-evolving healthcare landscape, the TrustWorks Take ~~reduces the noise by providing a clear signal of where to direct your attention~~ **amplifies the signals from the noise, helping you keep track of what matters**.

**<paragraph break>**

Subscribe to TrustWorks On Call to stay informed about the clinical and financial drivers behind healthcare’s biggest stories and trends.

**<paragraph break>**

**<design motif>**

Explore our library of newsletters, case studies, infographics, and more to learn how TrustWorks can help your organization prepare for what’s next.

[Subscribe to TrustWorks On Call button]

**III. Insights Library**

Design Thoughts: Under each section below, include some kind of banner similar to TrustWorks On Call section on homepage, with specific pixelated art / image; no subscribe button for each respective section needed

A. TrustWorks On Call

*A five-minute read each week, giving you the healthcare 411*

[Links to recent editions]

[View archive]

B. Case Studies

*Success stories and lessons learned from our work with clients*

[Links to 3 recent case studies]

[View archive]

C. More Resources

*Other relevant insights from the TrustWorks team*

[Links to 3 recent graphics/other]

[View archive]

**IV. Standard Site Footer**