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This edition of Eye on 65, we are excited to share our **new look!** Eye on 65 is your resource for the latest thinking, trends and people shaping the future of retiree health care benefits.



Upcoming Conference: 2022 NACo Annual Conference

Join county officials from across the country July 21-24 for the 2022 National Association of Counties Annual Conference in Adams County, CO for an opportunity to learn how an individual marketplace can help elevate retiree health benefits for your county's retirees. **Visit us at booth #503!**

[Learn more >](#)



Case Study: City of Memphis

The city of Memphis faced the challenge of reducing costs and liabilities while providing retirees with more affordable healthcare plan options. The city chose to partner with Via Benefits to provide coverage to all its retirees and was able to offer greater control over costs and liabilities!

[Read the case study >](#)



Retiree Testimonial: Tim Kruse

Tim retired early and when he became Medicare-eligible, he transitioned away from his employer's group plan. He wanted to make sure he was getting the most out of his healthcare benefits, but worried about navigating his options. With Via Benefits' white glove service, he was able to easily enroll in the best plan for him!

[Watch his testimonial >](#)



July is National Watermelon Month!

While a key summertime food staple, watermelon also has incredible health benefits. Watermelon is around 90% water, which makes it useful for hydration on warm summer days while also containing essential nutrients such as vitamins, electrolytes and antioxidants.

[Learn more >](#)



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