

Please find attached the following materials:

1. ANV-FBP-0003-19 NV 2020 MCAC OE Camp Facebook Posts
2. ANV-MEM-0729-19 NV 2020 MCAC OE Camp Mailer-Renew Stay
3. ANVMKT-0158-19 NV 2020 MCAC OE Campaign Radio
4. ANVMKT-0189-19 NV 2020 MCAC Medicaid Comparison Video
5. ANVMKT-0190-19 NV 2020 MCAC Zero Dollars Video Spot
6. ANVMKT-0192-19 NV 2020 MCAC OE Bing Extension SEM Ads
7. ANVMKT-0197-19 NV 2020 MCAC OE Camp OOH-Washoe Access (Captive)
8. ANVMKT-0197-19 NV 2020 MCAC OE Camp OOH-Washoe Access (Drive By)
9. ANVMKT-0198-19 NV 2020 MCAC OE Camp OOH-Clark Access (Captive)
10. ANVMKT-0198-19 NV 2020 MCAC OE Camp OOH-Clark Access (Drive By)
11. ANVMKT-0199-19 NV 2020 MCAC OE Camp OOH-Get More (Captive)
12. ANVMKT-0199-19 NV 2020 MCAC OE Camp OOH-Get More (Drive By)
13. ANVMKT-0200-19 NV 2020 MCAC OE Camp Rx Bag-Washoe Access
14. ANVMKT-0201-19 NV 2020 MCAC OE Camp Rx Bag-Clark Access
15. ANVMKT-0202-19 NV 2020 MCAC OE Camp Rx Bag-Get More
16. ANVMKT-0203-19 NV 2020 MCAC OE Camp Web Banner-Washoe Access
17. ANVMKT-0204-19 NV 2020 MCAC OE Camp Web Banner-Clark Access
18. ANVMKT-0205-19 NV 2020 MCAC OE Camp Web Banner-Get More
19. ANVMKT-0206-19 NV 2020 MCAC OE Camp Social NF-Washoe Access
20. ANVMKT-0207-19 NV 2020 MCAC OE Camp Social NF-Clark Access
21. ANVMKT-0208-19 NV 2020 MCAC OE Camp Social NF-Get More
22. ANVMKT-0209-19 NV 2020 MCAC OE Camp Social Carousel-Washoe Access
23. ANVMKT-0210-19 NV 2020 MCAC OE Camp Social Carousel-Clark Access
24. ANVMKT-0211-19 NV 2020 MCAC OE Camp Social Carousel-Get More
25. ANVMKT-0212-19 NV 2020 MCAC OE Camp Digital Radio-Washoe Access
26. ANVMKT-0213-19 NV 2020 MCAC OE Camp Digital Radio-Clark Access
27. ANVMKT-0214-19 NV 2020 MCAC OE Camp Digital Radio-Get More
28. ANVMKT-0215-19 NV 2020 MCAC OE Camp Instagram Story-Access Care
29. ANVMKT-0216-19 NV 2020 MCAC OE Camp Instagram Story-Get More
30. ANVMKT-0221-19 NV 2020 MCAC OE Camp Digital Video 15-Access Care
31. ANVMKT-0222-19 NV 2020 MCAC OE Camp Digital Video 15-Get More
32. ANVMKT-0223-19 NV 2020 MCAC OE Camp TV 30-Access Care
33. ANVMKT-0224-19 NV 2020 MCAC OE Camp TV 30-Get More
34. ANVMKT-0225-19 NV 2020 MCAC OE Camp Mailer-Get More Switch
35. ANVMKT-0227-19 NV 2020 MCAC Optimized SEM Ads
36. ANVMKT-0229-19 NV MKT 2020 MCAC OE Brochure Update
37. WEBMANV-0060-19 NV MCAC OE Live Chat

STATE REVIEWERS:

We would like to request blanket approval to use any combination of the VABs/benefits listed below in the layouts that have VABs/benefits listed. The layouts will not change, only the VAB and image if needed to match the benefit being discussed (i.e. someone using a cellphone to highlight the cellphone VAB.) The VABs/benefits are:

- <<Free/\$0> Costco memberships>
- <<Free/\$0> Boys & Girls Club memberships>
- <<Free/\$0> extras for moms <including electric breast pumps>>
- <<Free> GED/Nevada High School Equivalency Test prep class and exam>
- <Up to <\$100> annually for non-standard eyeglass frames>
- <<Free/\$0> annual sports physicals <for kids ages 6-18>>
- <<Free> cellphone <with 350 free monthly minutes, data plan and unlimited texts>>



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<  > <Anthem Medicaid>

Live in Nevada? Medicaid open enrollment <starts today/is now>. With <Anthem> Medicaid, your whole family is covered for <\$0 doctor visits, vision and prescriptions>, plus lots of free extras to make life easier. Choosing <Anthem> Medicaid is easy! Just visit <www.choosebluenow.com> and get more from Medicaid.



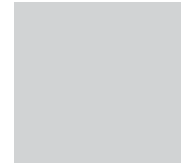
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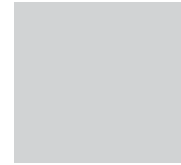
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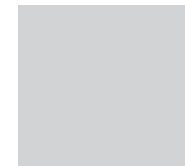
Hey, Nevada, you only have <xx days> left to choose <Anthem> Medicaid! With <Anthem>, you get <doctor visits, vision and prescriptions> plus the convenience of <24/7 virtual care with <LiveHealth Online>> and so much more. All for <\$0>! Enroll today at <www.choosebluenow.com>. Don't miss your chance to choose <Anthem> Medicaid!



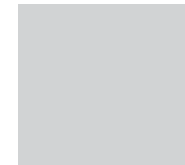
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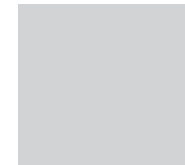
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<  > <Anthem Medicaid>

Getting the care you need is easy with <Anthem> Medicaid! With <Anthem>, your family is covered for <\$0 doctor visits, vision and prescriptions> plus convenient <24/7 virtual care through <LiveHealth Online>>. Plus, <Anthem> Medicaid members get lots of free extras, <like Costco memberships and more> to make life easier. Don't wait! Choose <Anthem> Medicaid before <June 30>.



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<  > <Anthem Medicaid>

Hey Nevada! Get more from Medicaid. With <Anthem>, you get all the benefits you expect like <\$0 doctor visits, vision and prescriptions>. Plus lots of extras to make staying healthy easier, <like free Costco memberships, extras for moms <including electric breast pumps>> and more! Make the easy choice today. Choose <Anthem> Medicaid by <June 30> at <www.choosebluenow.com>.



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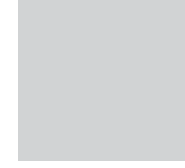
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<  > < **Anthem Medicaid** >

< Clark County/Washoe County/Las Vegas/Henderson/Reno/Mesquite >, today is the LAST DAY to choose < Anthem > Medicaid! Enrolling your family is easy. Just visit < www.choosebluenow.com > to get < \$0 doctor visits, vision and prescriptions >, plus lots of free extras to make life easier. That's it! Don't miss your chance to choose < Anthem > Medicaid!



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<Anthem Medicaid>

Do you live in Nevada and already have <Anthem> Medicaid? Stay with us — it's easy! Continue getting your benefits like <\$0 doctor visits, vision and prescriptions> plus the convenience of <24/7 virtual care through <LiveHealth Online>> by renewing every year. See what you need to do at <bitly to renewal page: https://mss.anthem.com/nevada-medicaid/benefits/renew.html>. Thanks for being an <Anthem> member!



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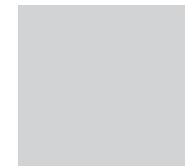
Live in Nevada? Medicaid open enrollment <starts today/is now>. Make the switch to <Anthem>! With <Anthem> Medicaid, your whole family is covered for <\$0 doctor visits, vision and prescriptions>, plus lots of free extras to make life easier. Switching to <Anthem> Medicaid is easy! Just visit <www.choosebluenow.com> and get more from Medicaid.



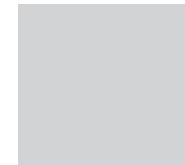
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 Comment

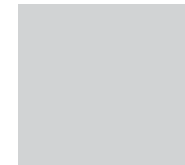
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Hey, Nevada, you only have <xx days> left to switch to <Anthem> Medicaid! With <Anthem> you get <doctor visits, vision and prescriptions>, plus the convenience of <24/7 virtual care with <LiveHealth Online>> and so much more. All for <\$0>! Enroll today at <www.choosebluenow.com>. Don't miss your chance to switch to <Anthem> Medicaid!



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<  > <Anthem Medicaid>

Hey <Clark County/Washoe County/Las Vegas/Henderson/Reno/Mesquite>! Switch to <Anthem> and get more from Medicaid. With <Anthem> Medicaid, you get all the benefits you expect, like <\$0 doctor visits, vision and prescriptions>. Plus lots of extras to make staying healthy easier <like free Costco memberships, extras for moms <including electric breast pumps>> and more! Make the easy choice today. Switch to <Anthem> Medicaid by <June 30> at <www.choosebluenow.com>.



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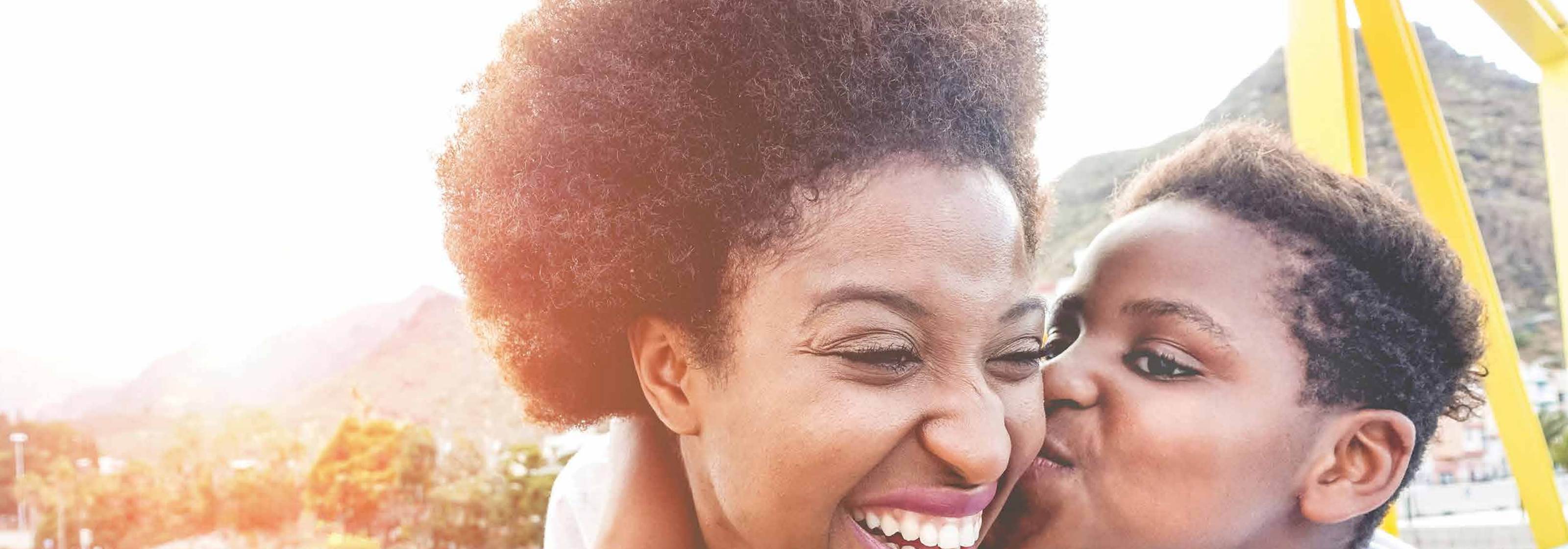


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<P.O. Box 62509
Virginia Beach, VA 23466-2509>



Stay with us!

Keep your <no-cost>
health care benefits.

<www.anthem.com/nvmedicaid>

Renew your benefits — it's easy!

Our records show your renewal for your <Anthem> Medicaid health care coverage is coming up soon.

To stay with <Anthem> Medicaid, visit <dwss.nv.gov> or call the <Division of Welfare and Supportive Services (DWSS)> toll free at <1-877-543-7669>.

Questions about your benefits?

We're here to help! Call <1-877-269-5707> or visit <www.anthem.com/nvmedicaid>.



Remember, <Anthem> covers all the Medicaid benefits you expect, like <\$0 doctor visits, vision and prescriptions>, plus no-cost extras to make staying healthy easier, like:

- <24/7 virtual care through <LiveHealth Online>>.
- <Free Costco memberships>.
- <Free extras for moms including electric breast pumps>.
- <<Healthy Rewards> debit card dollars to buy items your family uses every day>.
- And more!



Thanks for choosing <Anthem> Medicaid! We look forward to serving you for another year.

<Do you need help with your health care, talking with us or reading what we send you? We provide our materials in other languages and formats at no cost to you. Call us toll free at 1-844-396-2329 (TTY 711). For help choosing a health plan, call 1-800-992-0900, option 1 (TTY 1-800-326-6888).>

<¿Necesita ayuda con su cuidado de la salud, para hablar con nosotros o leer lo que le enviamos? Proporcionamos nuestros materiales en otros idiomas y formatos sin costo alguno para usted. Llámenos a la línea gratuita al 1-844-396-2329 (TTY 711). Si necesita ayuda para elegir un plan de salud, llame al 1-800-992-0900, opción 1 (TTY 1-800-326-6888).>

<Anthem Blue Cross and Blue Shield Healthcare Solutions is the trade name of Community Care Health Plan of Nevada, Inc., an independent licensee of the Blue Cross and Blue Shield Association. Anthem is a registered trademark of Anthem Insurance Companies, Inc.>

COPY

JOB: NV 2020 MCAC OE Campaign
CODE: ANVMKT-0158-19
CLIENT: NV/B. Johnson
WRITER: S. Harper
GRADE: Flesch-Kincaid 3.4 without proper nouns, websites, numbers, LEP or disclaimers
AUDIENCE: Prospective/current member
PURPOSE: This is a full media campaign for 2020 MCAC.

RADIO :30

Version 1: ANVMKT-0217-19 NV 2020 MCAC OE Camp Radio –Access Care

VO: Medicaid open enrollment is <now>. Getting the care your family needs is easy with <Anthem Blue Cross and Blue Shield Healthcare Solutions>. Doctor visits, vision, prescriptions and 24/7 virtual care, it's all covered with <Anthem> Medicaid. All at no-cost! Plus, you get lots of free extras to make life easier. Don't miss your chance to choose <Anthem> for Medicaid! Enroll at <choosebluenow.com> before <June 30>.

CTA broadcast

(time permitting): That's <choosebluenow.com> for <Anthem> Medicaid.

CTA streaming: Click or tap the banner to make the easy choice.

Version 2: ANVMKT-0218-19 NV 2020 MCAC OE Camp Radio – Get More

VO: Get more from Medicaid with <Anthem Blue Cross and Blue Shield Healthcare Solutions>. When you choose <Anthem> Medicaid, you get all the benefits you expect, like <no-cost doctor visits, vision and prescriptions>, plus lots of extras to make staying healthy easier like <free Costco memberships, extras for moms <including electric breast pumps>> and more! Choose <Anthem> Medicaid before <June 30> at <choosebluenow.com>.

CTA broadcast

(time permitting): That's <choosebluenow.com> to get <Anthem> Medicaid.

CTA streaming: Click or tap the banner to make the easy choice.

Version 3: ANVMKT-0219-19 NV 2020 MCAC OE Camp Radio – Time Running Out

VO: <Reno/Las Vegas/Nevada/Clark County/Washoe County>, time is running out to choose <Anthem Blue Cross and Blue Shield Healthcare Solutions> for Medicaid. When you choose <Anthem> Medicaid, getting the care you need is easy with <no-cost doctor visits, vision and prescriptions>, plus convenient <24/7 virtual care>. Don't miss your chance to choose <Anthem> for Medicaid! Enroll at <choosebluenow.com> before <June 30>.

CTA broadcast

(time permitting): That's <choosebluenow.com> to get <Anthem> Medicaid.

CTA streaming: Click or tap the banner to make the easy choice.

COPY

JOB: NV 2020 MCAC OE Campaign
CODE: ANVMKT-0158-19
CLIENT: NV/B. Johnson
WRITER: S. Harper
GRADE: Flesch-Kincaid 3.4 without proper nouns, websites, numbers, LEP or disclaimers
AUDIENCE: Prospective/current member
PURPOSE: This is a full media campaign for 2020 MCAC.

RADIO :15

Version 1: ANVMKT-0217-19 NV 2020 MCAC OE Camp Radio –Access Care

VO: Medicaid open enrollment is <now>. Getting the care your family needs is easy with <Anthem Blue Cross and Blue Shield Healthcare Solutions>. Doctor visits, prescriptions and 24/7 virtual care, it's all covered with <Anthem> Medicaid. Enroll at <choosebluenow.com>.

Version 2: ANVMKT-0218-19 NV 2020 MCAC OE Camp Radio – Get More

VO: Get more from Medicaid with <Anthem Blue Cross and Blue Shield Healthcare Solutions>. Get all the benefits you expect, like <no-cost doctor visits, vision and prescriptions>, plus lots of free extra benefits. Enroll before <June 30> at <choosebluenow.com>.

Version 3: ANVMKT-0219-19 NV 2020 MCAC OE Camp Radio – Time Running Out

VO: Nevada, time is running out to choose <Anthem Blue Cross and Blue Shield Healthcare Solutions> for Medicaid. With <Anthem> Medicaid, get <no-cost doctor visits, vision and prescriptions>, plus convenient <24/7 virtual care>. Choose <Anthem> Medicaid now at <choosebluenow.com>.

RADIO LIVE READS/SPONSOR TAGS

ANVMKT-0220-19 NV 2020 MCAC OE Camp Radio Live Reads-Sponsorship

ANNCR: Choose <Anthem Blue Cross and Blue Shield Healthcare Solutions> for your Medicaid plan. Get <no-cost doctor visits, vision, prescriptions and more>. Enroll today at <choosebluenow.com>.

ANNCR: Switch to <Anthem Blue Cross and Blue Shield Healthcare Solutions> for your Medicaid plan. Get <no-cost doctor visits, vision, prescriptions and more>. Enroll today at <choosebluenow.com>.

ANNCR: <Anthem Blue Cross and Blue Shield Healthcare Solutions> gives you more for your Medicaid plan. Get <doctor visits, vision, prescriptions> and lots of free extras to make life easier. Get <Anthem> Medicaid at <choosebluenow.com>.

ANNCR: When you choose <Anthem Blue Cross and Blue Shield Healthcare Solutions> for Medicaid, you get <no-cost health care>. Plus, lots of free extras like <Costco memberships/electric breast pumps/other VAB>. Enroll before <June 30> at <choosebluenow.com>

COPY

JOB: NV 2020 MCAC OE Campaign
CODE: ANVMKT-0158-19
CLIENT: NV/B. Johnson
WRITER: S. Harper
GRADE: Fleisch-Kincaid 3.4 without proper nouns, websites, numbers, LEP or disclaimers
AUDIENCE: Prospective/current member
PURPOSE: This is a full media campaign for 2020 MCAC.

ANNCR: Get the care you need when you need it with <Anthem Blue Cross and Blue Shield Healthcare Solutions>. Get <Anthem> Medicaid before <June 30> at <choosebluenow.com>.

ANNCR: Choose <Anthem Blue Cross and Blue Shield Healthcare Solutions> for easy access to care. Choose <Anthem> Medicaid before <June 30> at <choosebluenow.com>.

ANNCR: Sponsored by <Anthem Blue Cross and Blue Shield Healthcare Solutions>. Choose <Anthem> Medicaid for your family. Get <Anthem> for <Medicaid> now at <choosebluenow.com>.

ANNCR: <Insert event/promotion name> is sponsored by <Anthem Blue Cross and Blue Shield Healthcare Solutions>. Getting the care your family needs is easy with <Anthem> Medicaid. Enroll today at <choosebluenow.com>.

Project: NV Medicaid Comparison Video Spot 1 - 30sec.
 Job #: ANVMKT-0189-19 - For demo purposes only. Not final footage and talent.

TV Promotional Spot

(Split screen, one scene is playing out on one half of the screen and one is playing out on the other at the same time.)



L Video: Close up of <Dan>'s feet hitting the floor as his alarm clock wakes him up.

R Video: <John> is in school with a part-time job with a schedule that may not always be the same. He wakes up at the alarm on his phone and gets out of bed to get ready for the day

VO: Let's spend a day with <Dan>.

VO: And <John>.



L Video: <Dan> gets in his car and goes to work and sits in traffic.

R Video: <John> goes to bus stop or gets picked up.

Cut to workplace.



VO: <Dan> has health insurance through his job. <John> has <Medicaid>. <Dan> has <Anthem> as his health plan ... So does <John>. <He gets the same benefits <at no cost>.>

L Video: <Dan> is at work in an office. He gets an email reminder from <Anthem> about his wellness checkup. We see him look on the <Anthem> website.

R Video: <John> is a part-time student in community college and he's studying. He also works part-time <as a waiter/in a restaurant>. <John> gets a text message on his phone from <Anthem> about his wellness visit. He opens the <Anthem> app and it looks very similar to the website.

Cut to next scene.



L Video: <Dan> goes through a drive-through pharmacy during his lunch break.

R Video: <John> walks over to a nearby pharmacy.

Cut to next scene.



L Video: <Dan> drives up to the doctor's office.

R Video: <John> calls transportation to pick him up for his doctor visit from his part-time job. He goes to the same doctor's office, but it may not be obvious yet.

Cut to doctor's office.



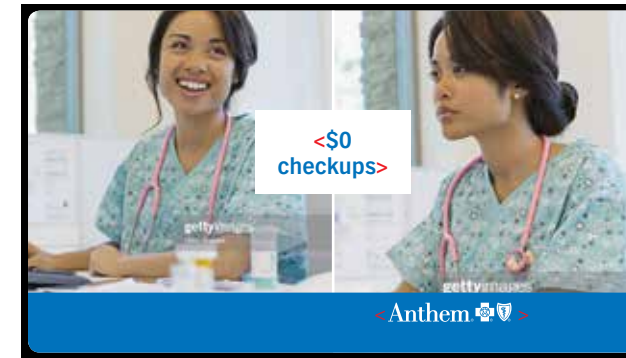
L Video: <Dan> pulls out his <Anthem> member ID card to show the front desk/receptionist.

R Video: <John> pulls out his <Anthem> member ID card. Close up to show they look almost the same.

Project: NV Medicaid Comparison Video Spot 1 - 30sec.
 Job #: ANVMKT-0189-19 - For demo purposes only. Not final footage and talent.

TV Promotional Spot

(Split screen, one scene is playing out on one half of the screen and one is playing out on the other at the same time.)



L Video: <Dan> pulls out his wallet assuming he might have to pay a copay. The receptionist shakes her head no and motions for him to sit down.

R Video: When <John> checks in, the receptionist gives him the OK that he doesn't have to pay anything.

Cut to <Dan> with doctor.



L Video: <Dan> has his checkup with doctor.

R Video: <John> is in the waiting room.



Video: As <Dan> walks out into the waiting room, the split screen turns into one screen. <John> is waiting in the room and is going in to see the same doctor after <Dan>. They make eye contact and nod or smile at each other.

Cut to end card and logo.



VO: Choose <Anthem> <for <Medicaid>>. <No-cost benefits>.

<The same health care experience you trust from <Anthem>.>



Project: NV Medicaid Comparison Video Spot 1 - 15sec.
 Job #: ANVMKT-0189-19 - For demo purposes only. Not final footage and talent.

TV Promotional Spot

(Split screen, one scene is playing out on one half of the screen and one is playing out on the other at the same time.)



VO: Meet <Dan>.

L Video: Close up of <Dan>'s feet hitting the floor as his alarm clock wakes him up.

R Video: <John> is in school with a part-time job with a schedule that may not always be the same. He wakes up at the alarm on his phone and gets out of bed to get ready for the day.

VO: And <John>.

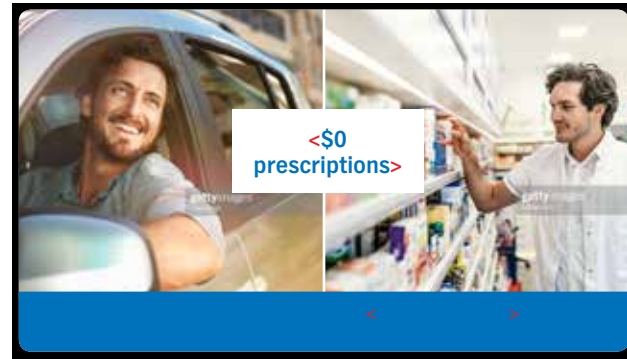


L Video: Cut to <Dan> at work in an office.

R Video: Cut to <John> at work <in a restaurant, as a mechanic, etc>.

VO: They both have health insurance. But <John> gets his through <Medicaid>. <Dan> has <Anthem> as his plan ... So does <John>. <He gets the same benefits at no cost>.

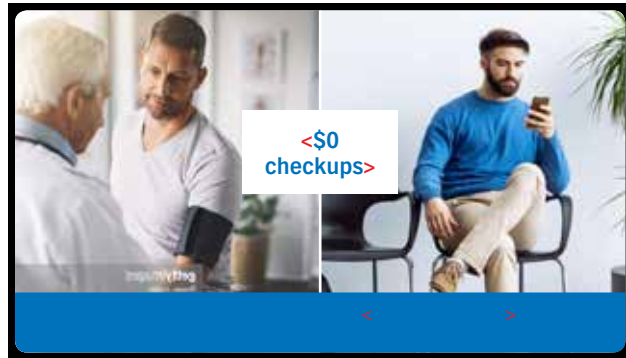
Cut to next scene.



L Video: <Dan> goes through a drive-through pharmacy during his lunch break.

R Video: <John> walks over to a nearby in-network pharmacy.

Cut to doctor's office.



Video: Cut to <Dan> with doctor. <John> is in the waiting room. As <Dan> walks out into the waiting room, the split screen turns into one screen. <John> is waiting in the room and is going in to see the same doctor after <Dan>. They make eye contact and nod or smile at each other.

Cut to end card and logo.



VO: <Choose> <Anthem> <for <Medicaid>>. <No-cost benefits>. <The same health care experience you trust.>



Project: NV Medicaid Comparison Video Spot 2 - 30sec.
 Job #: ANVMKT-0189-19 - For demo purposes only. Not final footage and talent.

TV Promotional Spot

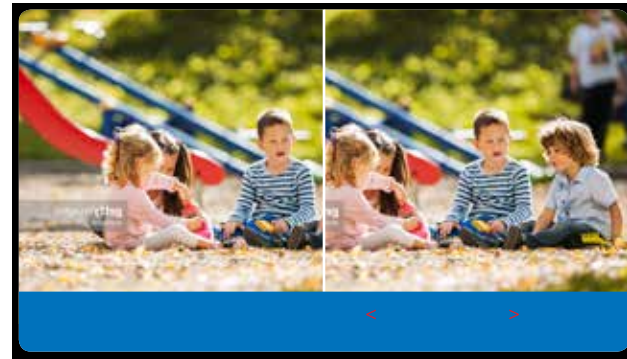
(Split screen, one scene is playing out on one half of the screen and one is playing out on the other at the same time.)



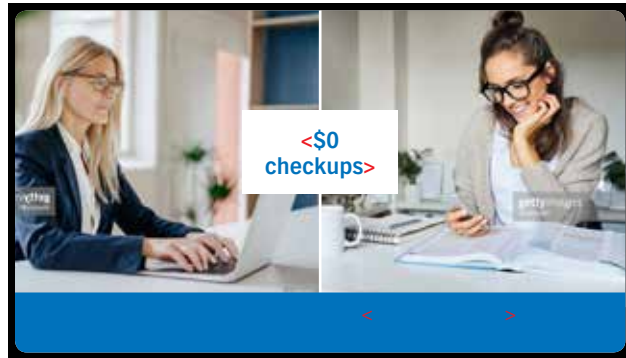
VO: Let's spend a day with <Kate>.
 L Video: <Kate>'s kids run into room to wake her up. Her feet hit the floor as she gets up for the day.
 R Video: <Jenny>'s alarm goes off on her phone and she wakes up and goes to wake up her son.
 VO: And <Jenny>.



L Video: <Kate> and her kids get in the car and she drops them off at school.
 R Video: <Jenny>'s son runs to the school bus stop and <Jenny> gets on the bus/public transportation to go to community college.
 VO: <Kate> has health insurance through her job. <Jenny> has <Medicaid>. <Kate> has <Anthem> as her plan. <Jenny> and her son do, too. <They get the same benefits at no cost.>
 Cut to scene at school with kids.



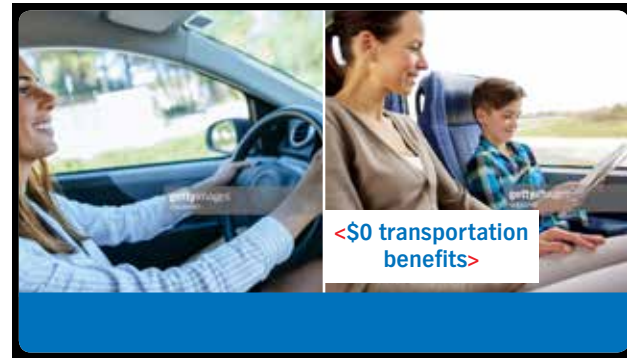
L Video: <Kate>'s kids are at recess at school.
 R Video: So is <Jenny>'s son. The kids play together.
 Cut to <Jenny> and <Kate> in workplace/studying.



L Video: <Kate> works in an office and gets an email from her health plan with a wellness checkup reminder.
 R Video: <Jenny> gets a text message about her and her kid's checkup. <Jenny> is studying.



L Video: <Kate> shows her ID card on her app at the pharmacy when she picks up prescriptions.
 R Video: <Jenny> does the same. The ID cards and app look very similar.
 Cut to doctor's office.



L Video: <Kate> and her kids pull up at doctor's office.
 R Video: <Jenny> and her son get transportation to go to the doctor.

Project: NV Medicaid Comparison Video Spot 2 - 30sec.
 Job #: ANVMKT-0189-19 - For demo purposes only. Not final footage and talent.

TV Promotional Spot

(Split screen, one scene is playing out on one half of the screen and one is playing out on the other at the same time.)



Video: The split screen turns into one view as we see they are in the same doctor's office. <Kate>'s kids and <Jenny>'s son look at each other, smile and wave.
 Cut to end card and logo



VO: Choose <Anthem> <for> <Medicaid>. <No-cost benefits>. <The same health care experience you trust from <Anthem>>.

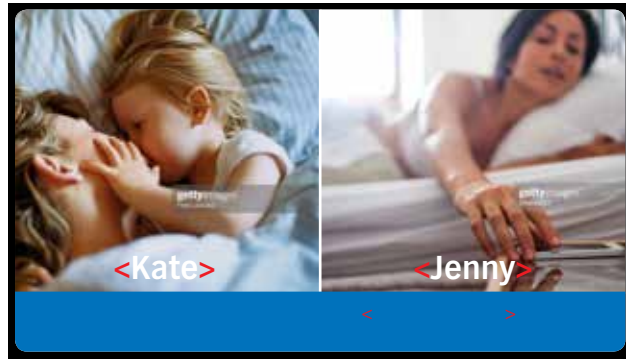


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Project: NV Medicaid Comparison Video Spot 2 - 15sec.
 Job #: ANVMKT-0189-19 - For demo purposes only. Not final footage and talent.

TV Promotional Spot

(Split screen, one scene is playing out on one half of the screen and one is playing out on the other at the same time.)



VO: Meet <Kate>.
 L Video: Close up on <Kate> as she gets her kids ready for school.
 R Video: <Jenny>'s alarm on her phone goes off and wakes her up. Her son is already awake waiting for her by the bed.
 VO: And <Jenny>.



L Video: <Kate> and her kids get in the car and she drops them off at school.
 R Video: <Jenny>'s son runs to the school bus stop.
 VO: They both have health insurance. But <Jenny> gets hers through <Medicaid>. <Kate> has <Anthem> as her plan. <Jenny> and her son do, too. <They get the same benefits at no cost.>
 Cut to <Jenny> and <Kate> at pharmacy.



L Video: <Kate> shows her ID card on her app at the pharmacy when she picks up prescriptions.
 R Video: <Jenny> does the same. The ID cards and app look very similar.
 Cut to doctor's office.



The split screen turns into one view as we see they are in the same doctor's office. <Kate>'s kids and <Jenny>'s son look at each other, smile and wave.
 Cut to end card and logo.



VO: Choose <Anthem> <for> <Medicaid>. <No-cost benefits>.
 <The same health care experience you trust>.



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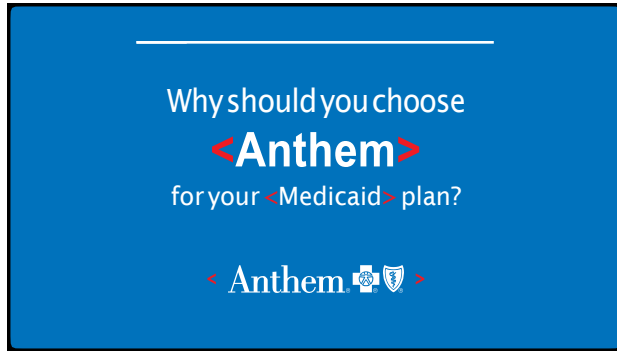
V1: Choose <Anthem> <\$0 doctor visits>
IMAGE: Still photo of person being examined by a doctor during an appointment.
VIDEO: Animated beating heart.



V2: Choose <Anthem> <\$0 prescriptions>
IMAGE: Still photo of person in drugstore with prescription in hand
Video: Animated lines radiating from bottle or bottle shakes around



V3: Choose <Anthem> <\$0 vision care>
IMAGE: Still photo of person in city or park
Video: Animated glasses tilting



DESIGN: Video is set up like an Instagram story where each vignette flips to the next one. Animated dotted line throughout, connecting all the stories together. All VO should be subtitled so silent viewers can follow along.

[Opens with solid colored background, plan logo and animated/scrolling text that appears on screen.]

VIDEO TEXT: Why should you choose <Anthem> for your <Medicaid> plan?



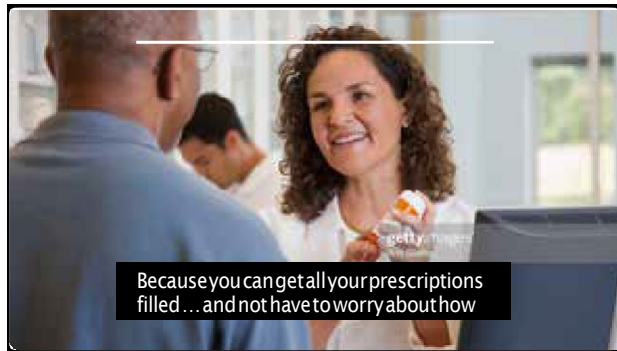
[Transition to family scenario. Video of mom at kitchen table holding camera selfie-style with kids eating breakfast behind her.]

VO and closed captioning: Because you get checkups and shots at no cost... *[Turns to look at one of her kids behind her sticking her finger in the cereal bowl and goofing off. She laughs and rolls her eyes before looking back at the camera.]* So at least I can try to keep them from getting sick.



[Flip to next story of a woman holding and moving camera around selfie-style, putting on eye glasses. Have the smiley face poll feature pop up while she's modeling her glasses.]

VO and closed captioning: Because you get <no-cost> vision care. What do you guys think of these? *[Moves camera around while striking a pose].*



[Flip to scene of person at pharmacy walking down the aisle to go pick up prescriptions. Camera is flipped to face person as they're walking and talking]

VO and closed captioning: Because you can get all your prescriptions filled... and not have to worry about how much they'll cost. *[Turns her camera to show pharmacist handing the medicines and zooms in on the receipt that says: <\$0.00> for markets that have copays.]*



[Flip to solid color super.]

LOGO: <Anthem BCBS>

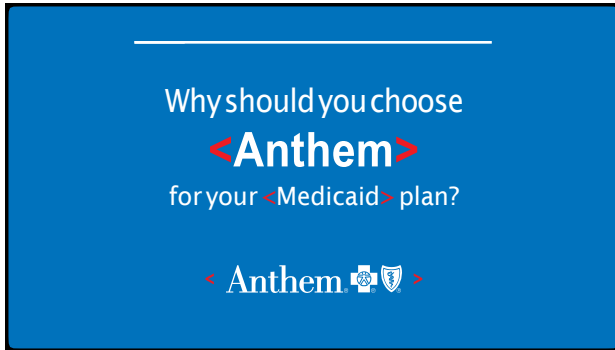
WEB: <www.choosebluenow.com>

VO: Choose <Anthem for Medicaid> and start your own healthy story.

DISC: <Anthem Blue Cross and Blue Shield Healthcare Solutions is the trade name of Community Care Health Plan of Nevada, Inc., an independent licensee of the Blue Cross and Blue Shield Association. Anthem is a registered trademark of Anthem Insurance Companies, Inc.>



(Instagram transition example)



DESIGN: Video is set up like an Instagram story where each vignette flips to the next one. Animated dotted line throughout, connecting all the stories together. All VO should be subtitled so silent viewers can follow along.

[Opens with solid colored background, plan logo and animated/scrolling text that appears on screen.]

VIDEO TEXT: Why should you choose <Anthem> for your <Medicaid> plan?



[Transition to family scenario. Video of mom at kitchen table holding camera selfie-style with kids eating breakfast behind her.]

VO and closed captioning: Because you get checkups and shots at no cost... *[Turns to look at one of her kids behind her sticking her finger in the cereal bowl and goofing off. She laughs and rolls her eyes before looking back at the camera.]* So at least I can try to keep them from getting sick.



[Vision scene option. Flip to next story of a woman holding and moving camera around selfie-style, putting on eye glasses. Have the smiley face poll feature pop up while she's modeling her glasses.]

VO and closed captioning: Because you get <no-cost> vision care. What do you guys think of these? *[Moves camera around while striking a pose].*



[Flip to solid color super.]

LOGO: <Anthem BCBS>

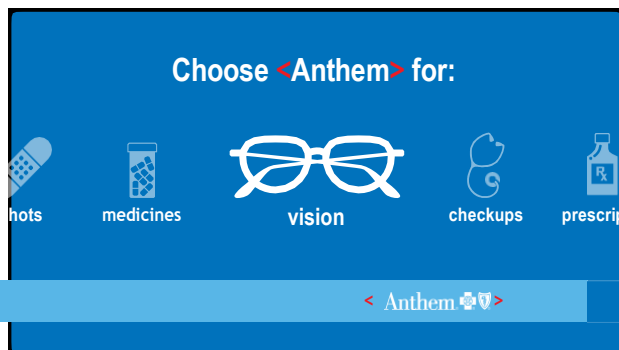
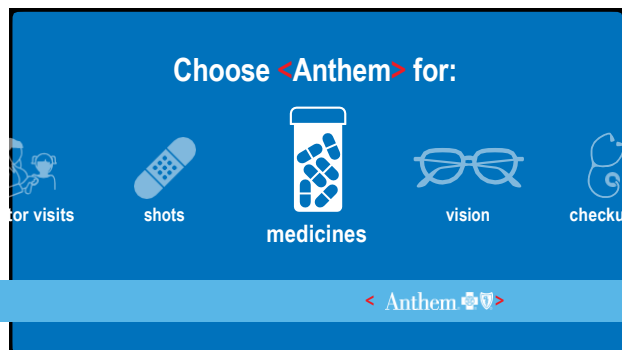
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(Instagram transition example)



[Upbeat, inspirational music throughout.]

ANIMATION: Solid color background. Static words display words at the top. Scrolling effect to go through icons (Each icon gets larger as it reaches the center of the screen, and then gets small again as it moves across the screen). Each icon is labeled appropriately. See chart at end of document.

DISPLAY TEXT: Choose <Anthem> for: [scroll list of covered benefits like doctor visits, checkups, prescriptions, shots, vision, medicines.]

[Upbeat, inspirational music throughout.]

ANIMATION: Solid color background. Static words display words at the top. Scrolling effect to go through icons (Each icon gets larger as it reaches the center of the screen, and then gets small again as it moves across the screen). Each icon is labeled appropriately. See chart at end of document.

DISPLAY TEXT: Choose <Anthem> for: [scroll list of covered benefits like doctor visits, checkups, prescriptions, shots, vision, medicines.]

VIDEO: Mom and child with doctor at a doctor's office. Animated tile pops up with display text animation.

DISPLAY TEXT: <\$0 checkups>



VIDEO: Mom and child get into car and door opening acts a transition to the next scene. On the other side <a person is at the optometrist getting their vision checked>.

DISPLAY TEXT: <\$0 vision>

VIDEO: <Zoom into the eye checking machine and when it flicks open acts as a transition to the next scene of someone walking up and down the drug aisle. Animated tile pops up with display text animation.>

DISPLAY TEXT: <\$0 prescriptions>



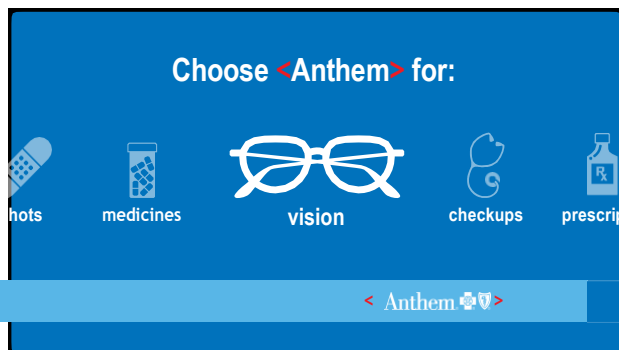
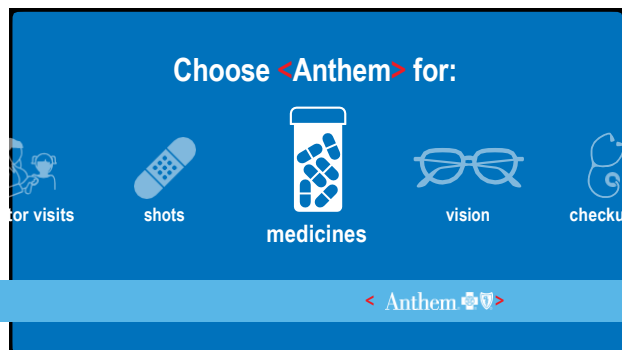
ANIMATION: Transition to solid color with logo, website and display text.

LOGO: <Anthem BCBS>

WEB: <www.choosebluenow.com>

DISPLAY TEXT: It's all covered and more. Choose <Anthem> for <Medicaid>. <www.choosebluenow.com>

DISC: <Anthem Blue Cross and Blue Shield Healthcare Solutions is the trade name of Community Care Health Plan of Nevada, Inc., an independent licensee of the Blue Cross and Blue Shield Association. Anthem is a registered trademark of Anthem Insurance Companies, Inc.>



[Upbeat, inspirational music throughout.]

ANIMATION: Solid color background. Static words display words at the top. Scrolling effect to go through icons (Each icon gets larger as it reaches the center of the screen, and then gets small again as it moves across the screen). Each icon is labeled appropriately. See chart at end of document.

DISPLAY TEXT: Choose <Anthem> for: [scroll list of covered benefits like doctor visits, checkups, prescriptions, shots, vision, medicines.]

[Upbeat, inspirational music throughout.]

ANIMATION: Solid color background. Static words display words at the top. Scrolling effect to go through icons (Each icon gets larger as it reaches the center of the screen, and then gets small again as it moves across the screen). Each icon is labeled appropriately. See chart at end of document.

DISPLAY TEXT: Choose <Anthem> for: [scroll list of covered benefits like doctor visits, checkups, prescriptions, shots, vision, medicines.]

VIDEO: Mom and child with doctor at a doctor's office. Animated tile pops up with display text animation.

DISPLAY TEXT: <\$0 checkups>



VIDEO: <Transition to the next scene of someone walking up and down the drug aisle. Animated tile pops up with display text animation.>

DISPLAY TEXT: <\$0 prescriptions>



ANIMATION: Transition to solid color with logo, website and display text.

LOGO: <Anthem BCBS>

WEB: <www.choosebluenow.com>

DISPLAY TEXT: It's all covered and more. Choose <Anthem> for <Medicaid>. <www.choosebluenow.com>

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Icons with descriptions



doctor visits



shots



medicines



vision



checkups



prescriptions

COPY

PROJECT: 2020 MCAC OE Bing Extension SEM Ads
CLIENT: M. Dent
MARKETS: CA, GA, IN, LA, NV, ENY, NC, VA, WA, WV
JOB #: ANVMKT-0192-19 (CMAP: MKTALL-0407-19)
GRADE: Flesch-Kincaid 4.2
AUDIENCE: Prospective members
PURPOSE: Help them learn about Medicaid options

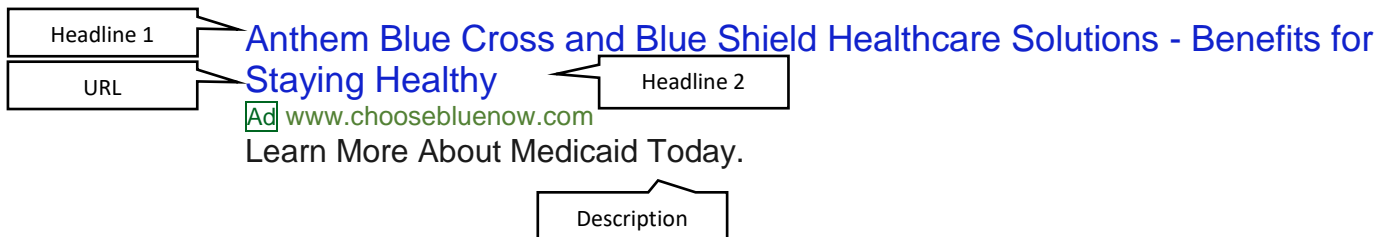
Note to CMAP reviewers: Please do not make any changes unless there are specific issues with regard to branding or compliance rules. Each of these messages has been written to fit specific character limits and Google search rules. This includes punctuation. Most of these markets already have approved SEM ads. This is a request to use the copy lines below in conjunction with the approved SEM ads in Bing (ANVMKT-0148-18).

Digital ads: These ads will be placed in search engines (Google, Bing) to drive users to our website.

The headlines options and descriptions will be interchanged based on what messages are performing well and which audiences we choose to focus on.

NEVADA DIGITAL ADS

Sample ad:



Ad Extensions: Additional copy that provides more information within the ad.

DIGITAL ADS: Bing Ad Extensions

- Apply Now
- Enroll Now
- Learn More
- Start Now
- View Plans

Care anytime with LiveHealth Online.

Plus lots of free benefits to make life easier.



The choice is easy.

Choose <Anthem> Medicaid before <June 30>.

< www.choosebluenow.com >

< Anthem  >



Care anytime
with <LiveHealth Online.>

< Anthem   >

Get <Anthem> Medicaid before <June 30>.

< www.choosebluenow.com >

24/7 care for a 24/7 town.

Plus lots of free benefits to make life easier.



The choice is easy.

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<www.choosebluenow.com>

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24/7 care for a 24/7 town.

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<www.choosebluenow.com>

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Get more from Medicaid with <\$0 health care benefits> plus:

< FREE Costco memberships >

< FREE extras for moms >

and more!



Choose <Anthem> Medicaid by <June 30>.

<www.choosebluenow.com>

< Anthem   >



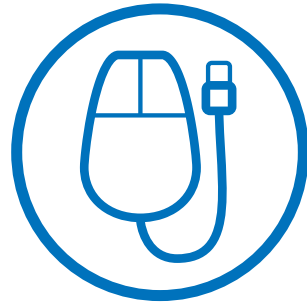
Get more from Medicaid.

Choose **<Anthem>** Medicaid before **<June 30>**.

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ANVMKT-0200-19

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Get more from
Medicaid with

<\$0  health care >

Plus <free Costco memberships>,
<free extras for moms>
and more!

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ANVMKT-0202-19

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<June 30>.

<www.choosebluenow.com>

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Easy access to care with
traditional doctor visits.

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• **\$0** doctor visits. **\$0** vision.
• **\$0** prescriptions.

Let's go!

• Anthem  •



Free benefits to make life easier.

• **Costco memberships, extras for moms and more!**

Let's go!

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Facebook interface showing a sponsored advertisement for Anthem Medicaid. The ad includes the Anthem logo, text about Medicaid enrollment, a photo of children, and a 'Learn More' button. The right sidebar shows three placeholder boxes for other sponsored content and a footer with links for Privacy, Terms, Advertising, Ad Choices, Cookies, and More Facebook.



Search for people, places and things

Home

Create



 **<Anthem Medicaid>**

Live in Washoe County? Medicaid open enrollment is **<now>**. Choose **<Anthem>** for your family and get more from Medicaid. With **<Anthem>** Medicaid, you get **<\$0 doctor visits, vision and prescriptions>**, plus the convenience of **<24/7 virtual care>** and lots of free extra benefits. The choice is easy! Enroll before **<June 30>** at **<www.choosebluenow.com>**.



Choose <Anthem> Medicaid.

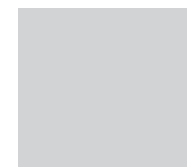
Get more from Medicaid with **<Anthem>**.

Learn More

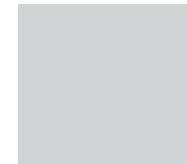
 Like

 Comment

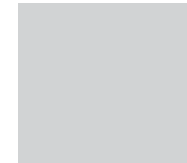
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Facebook

Facebook interface showing a sponsored advertisement for Anthem Medicaid in Clark County. The ad includes a search bar, navigation links (Home, Create), and social interaction buttons (Like, Comment, Share). The ad text promotes Medicaid enrollment with Anthem, highlighting benefits like \$0 doctor visits and 24/7 virtual care, with a deadline of June 30. A 'Learn More' button is present.

Facebook navigation: Home | Create

Search: Search for people, places and things

Advertisement text:
Live in Clark County? Medicaid open enrollment is <now>. Choose <Anthem> for your family and get more from Medicaid. With <Anthem> Medicaid, you get <\$0 doctor visits, vision and prescriptions>, plus the convenience of <24/7 virtual care> and lots of free extra benefits. The choice is easy! Enroll before <June 30> at <www.choosebluenow.com>.

Advertisement image: A woman smiling with a child kissing her on the cheek. A blue banner with the Anthem logo is overlaid on the image.


Advertisement call to action: Get more from Medicaid with <Anthem>. [Learn More](#)

Facebook interaction buttons: Like, Comment, Share

Right sidebar: Three placeholder boxes labeled 'Sponsored'.



Footer: Privacy · Terms · Advertising · Ad Choices · Cookies · More Facebook

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Home Create    


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Get more from Medicaid with <Anthem>. With us, you get all the benefits you expect, like <\$0 doctor visits, vision and prescriptions>. Plus lots of extras to make staying healthy easier, like <free Costco memberships, extras for moms <including electric breast pumps>> and more! Enroll in <Anthem> Medicaid before <June 30> at <www.choosebluenow.com>.



Get more from Medicaid with <Anthem>.

[Learn More](#)

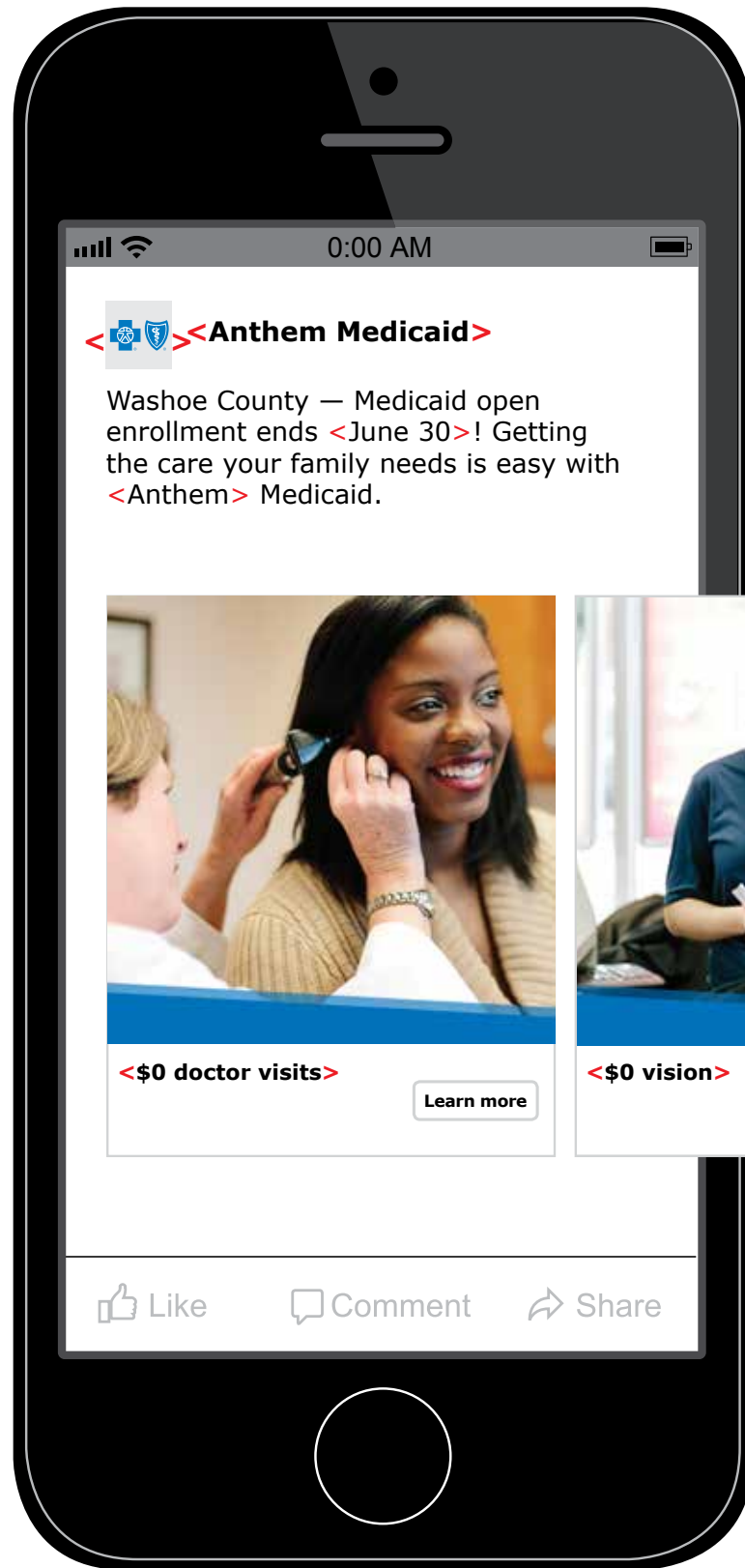
 Like  Comment  Share

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 **<Anthem Medicaid>**

Washoe County — Medicaid open enrollment ends <June 30>! Getting the care your family needs is easy with <Anthem> Medicaid.



<\$0 doctor visits>

[Learn more](#)



<\$0 vision>

[\[button\]](#)



[\[button\]](#)



[\[button\]](#)

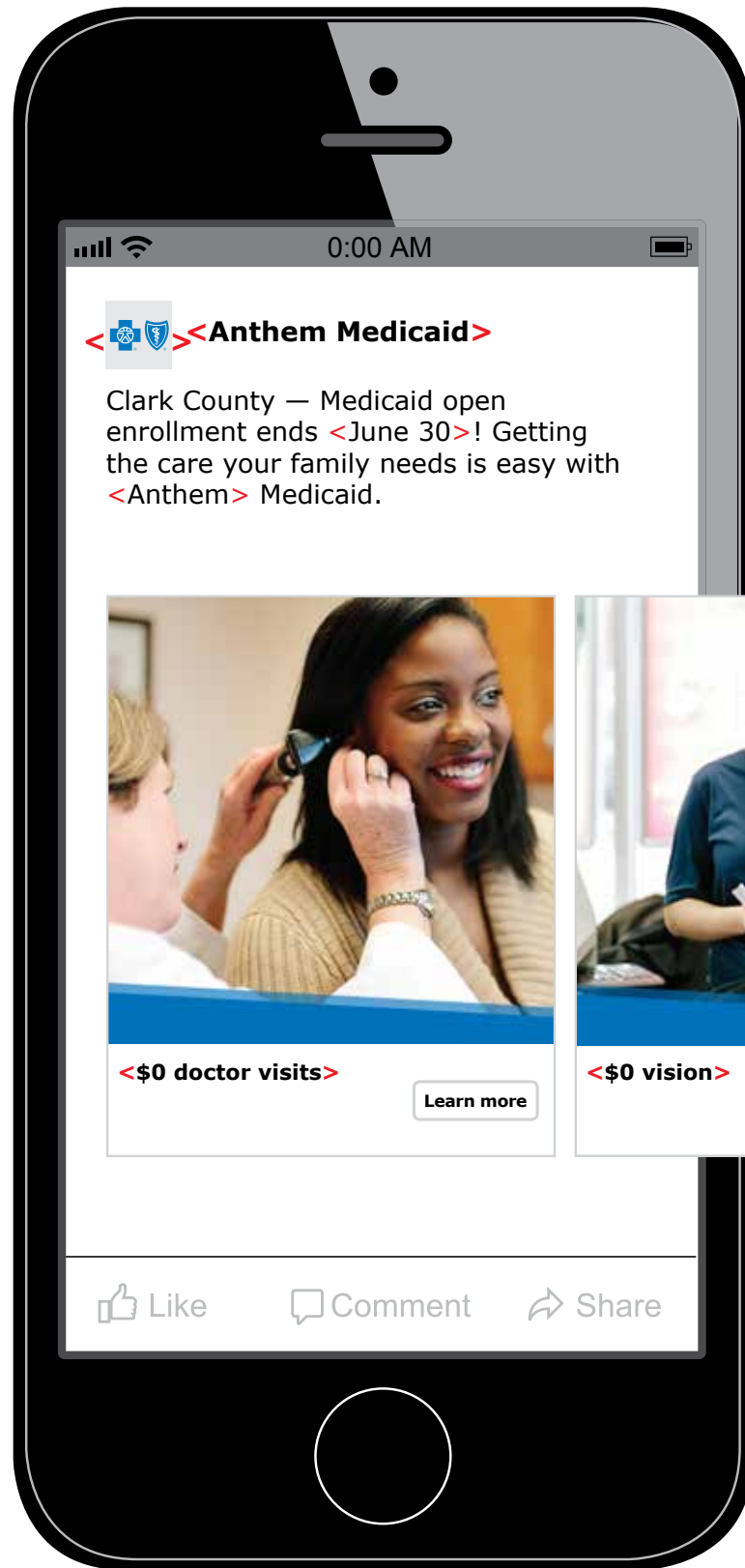


[\[button\]](#)



[\[button\]](#)

 Like  Comment  Share



<Anthem Medicaid>

Clark County — Medicaid open enrollment ends <June 30>! Getting the care your family needs is easy with <Anthem> Medicaid.



<\$0 doctor visits>

[Learn more](#)



<\$0 vision>

[Learn more](#)



<\$0 prescriptions>

[Learn more](#)



<24/7 virtual care>

[Learn more](#)



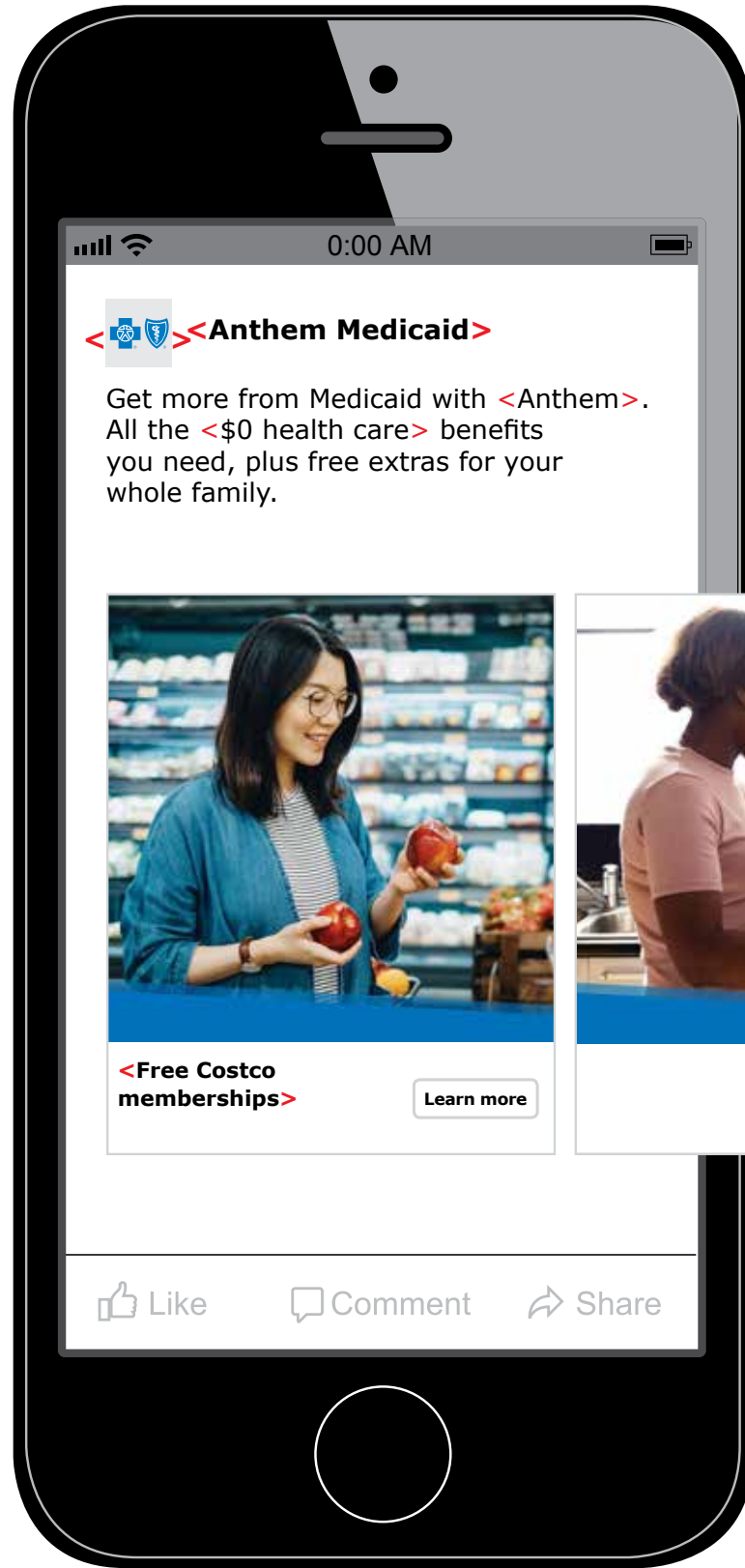
<Free extras to make life easier>

[Learn more](#)



[Learn more](#)

Like Comment Share



<Anthem Medicaid>

Get more from Medicaid with <Anthem>. All the <\$0 health care> benefits you need, plus free extras for your whole family.



<Free Costco memberships> [Learn more](#)



> [Learn more](#)



Choose <Anthem> Medicaid by <June 30>. [Learn more](#)



[Learn more](#)

Like Comment Share



<Anthem.  >

Care anytime with <LiveHealth Online.>

Choose <Anthem> Medicaid
before <June 30.>

<Anthem Blue Cross and Blue Shield Healthcare Solutions is the trade name of Community Care Health Plan of Nevada, Inc., an independent licensee of the Blue Cross and Blue Shield Association. Anthem is a registered trademark of Anthem Insurance Companies, Inc. >



<Anthem.  >

Care anytime with <LiveHealth Online.>

Choose <Anthem> Medicaid
before <June 30.>

<Anthem Blue Cross and Blue Shield Healthcare Solutions is the trade name of Community Care Health Plan of Nevada, Inc., an independent licensee of the Blue Cross and Blue Shield Association. Anthem is a registered trademark of Anthem Insurance Companies, Inc. >

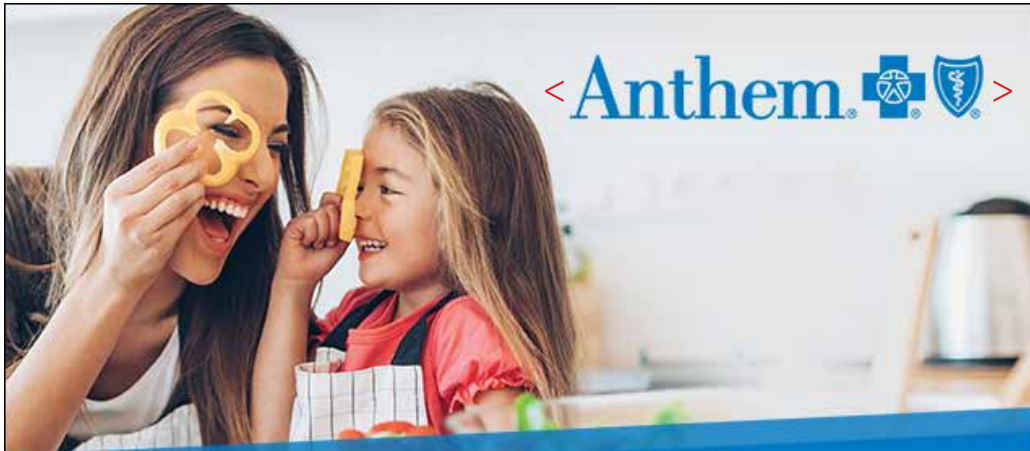


<Anthem.  >

Care anytime with <LiveHealth Online.>

Choose <Anthem> Medicaid
before <June 30.>

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<Anthem.  >

**24/7 care
for a 24/7 town.**

Choose <Anthem> Medicaid
before <June 30.>

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<Anthem.  >

**24/7 care
for a 24/7 town.**

Choose <Anthem> Medicaid
before <June 30.>

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<Anthem.  >

**24/7 care
for a 24/7 town.**

Choose Anthem Medicaid
before <June 30.>

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<Anthem.  >

Get more from Medicaid.

Choose <Anthem>
before <June 30.>

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<Anthem.  >

Get more from Medicaid.

Choose <Anthem>
before <June 30.>

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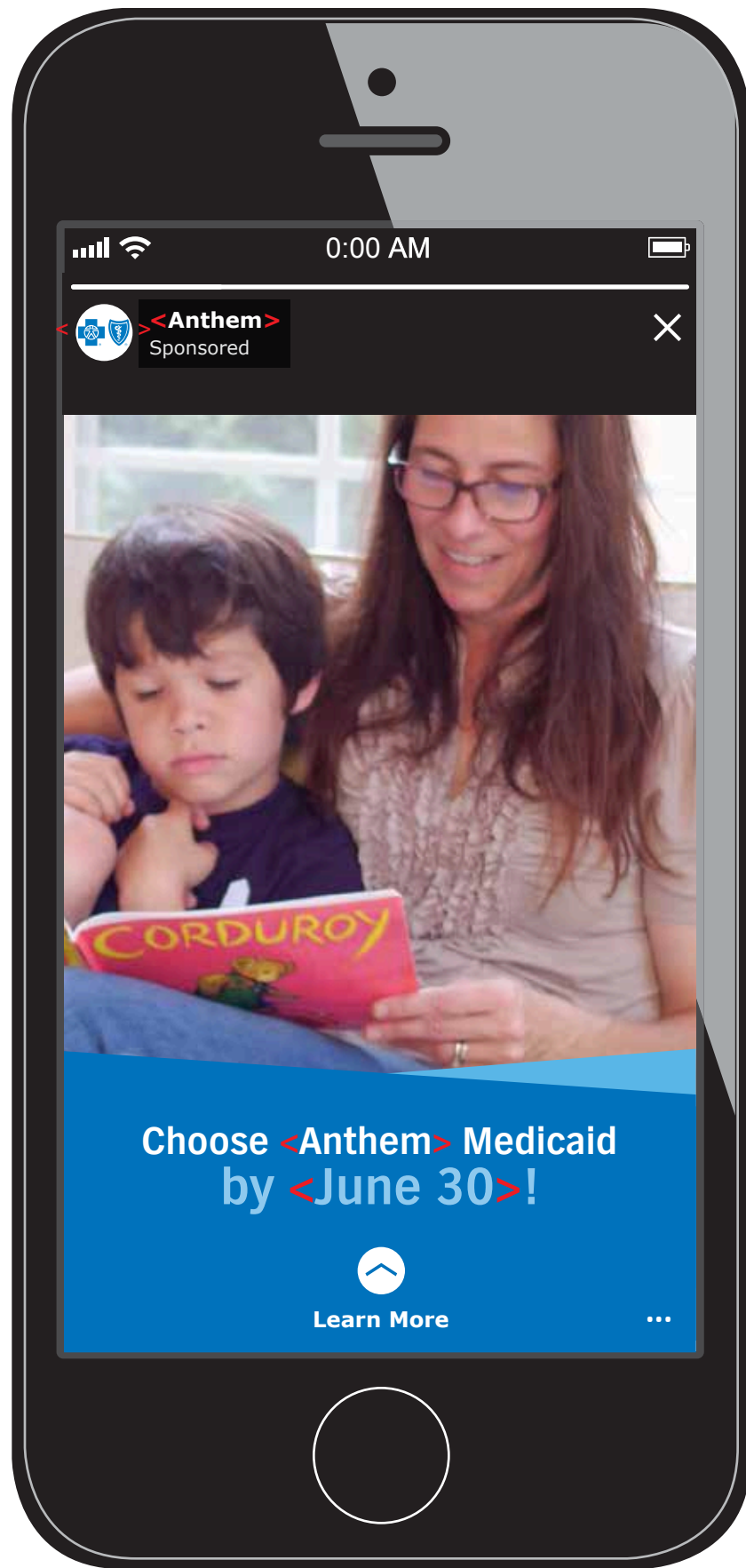


<Anthem.  >

Get more from Medicaid.

Choose <Anthem>
before <June 30.>

<Anthem Blue Cross and Blue Shield Healthcare Solutions is the trade name of Community Care Health Plan of Nevada, Inc., an independent licensee of the Blue Cross and Blue Shield Association. Anthem is a registered trademark of Anthem Insurance Companies, Inc. >



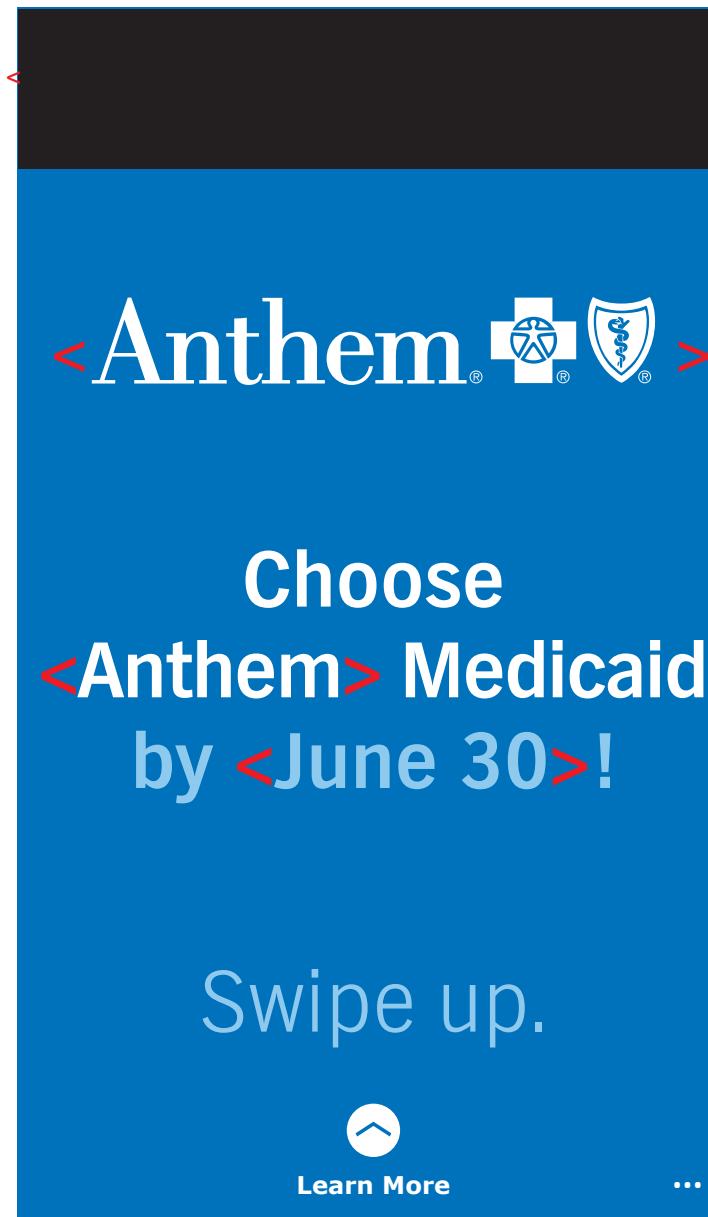
(Blue area slides up)

VO: Getting the care your family needs is easy with <Anthem> Medicaid.



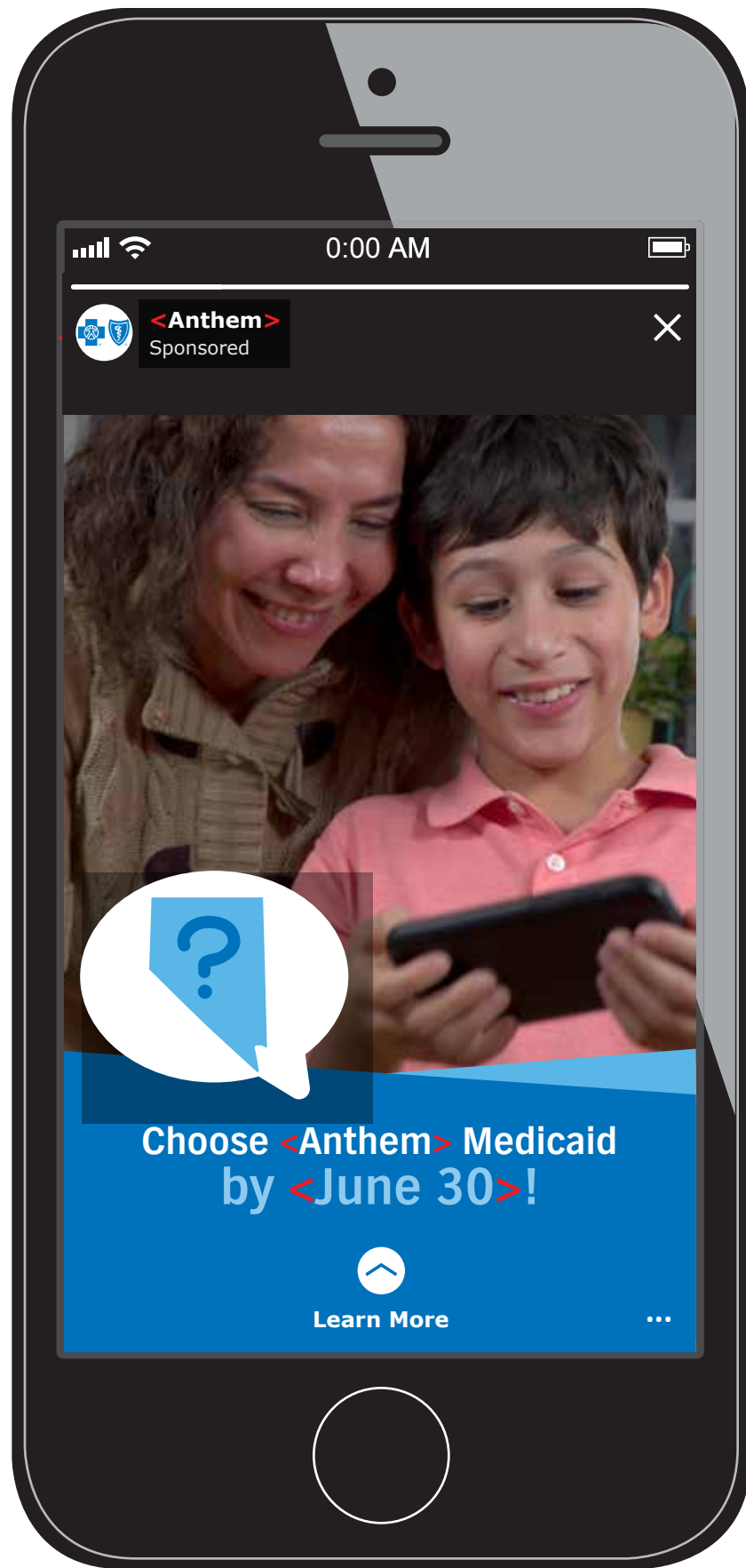
(Next video plays, icons and text swap to say doctor visits, vision, prescription and 24/7 virtual care)

VO: Doctor visits, vision, prescriptions and 24/7 virtual care...it's all covered. All at no cost!



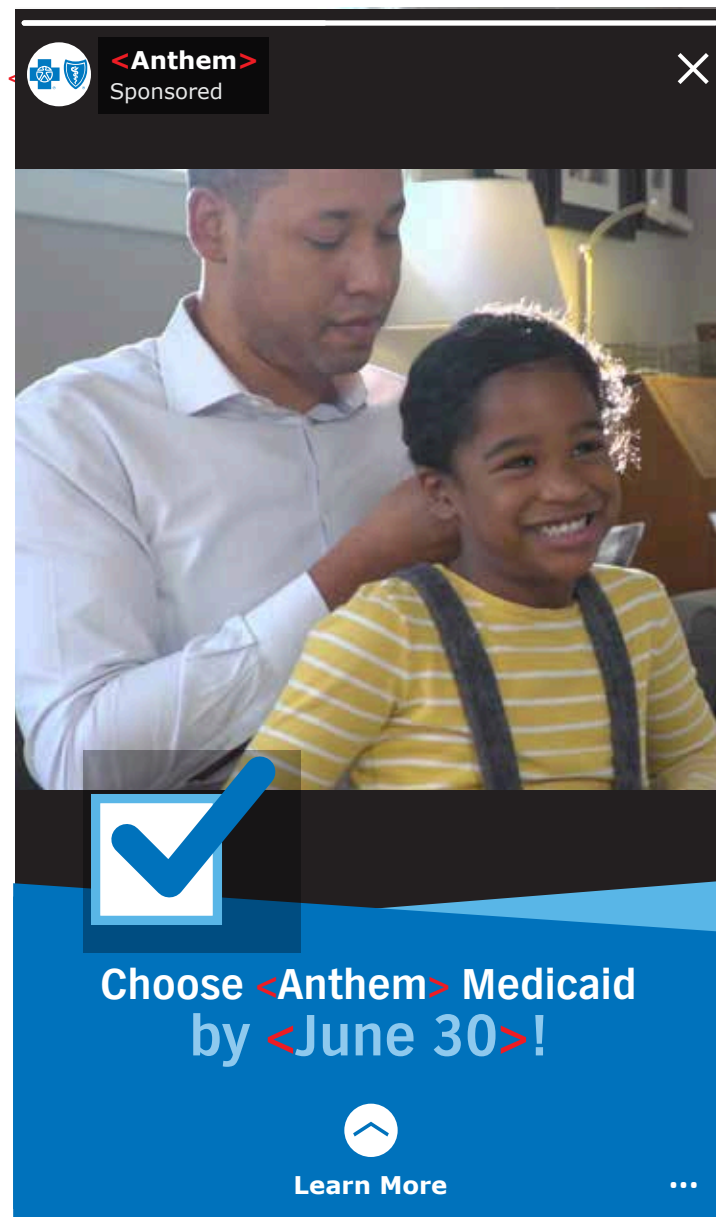
(Blue area slides up to make screen blue, choose message gets larger)

VO: Don't miss your chance to get <Anthem> Medicaid! Swipe up to learn more!



(state icon and question mark pop-up)

VO: Live in Nevada?



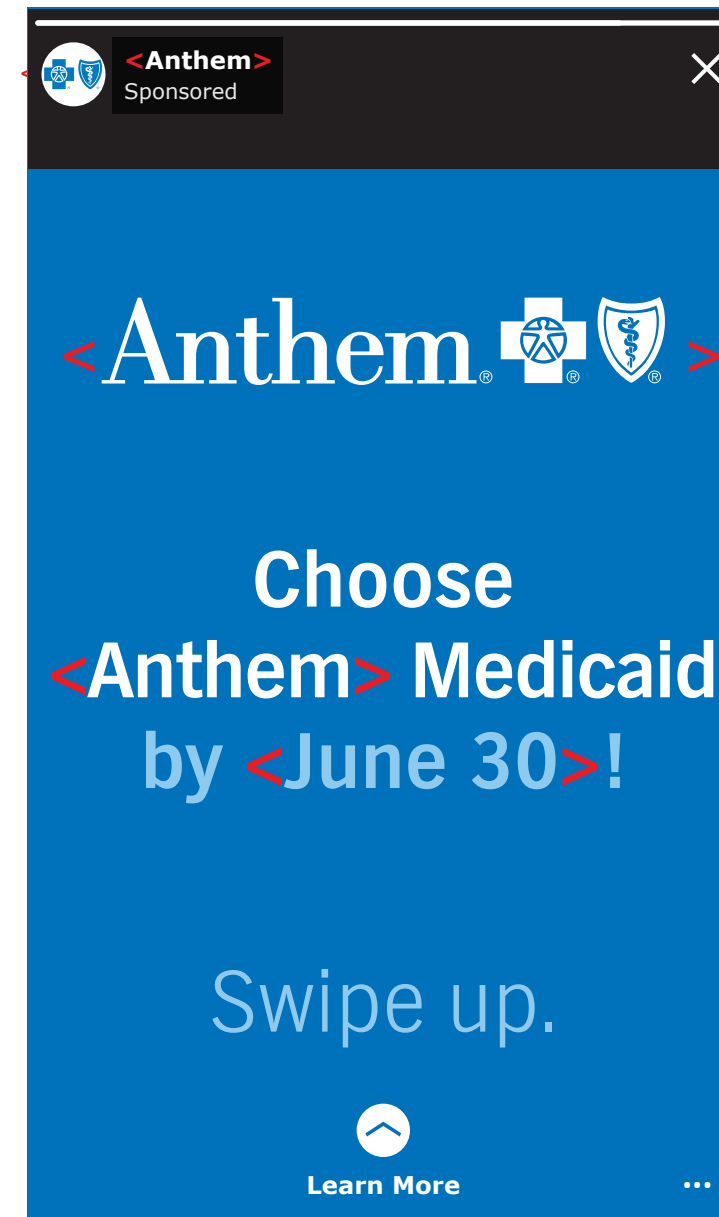
(Slides up to next video, icon pops up)

VO: Medicaid open enrollment is now. Get more from Medicaid with <Anthem>.



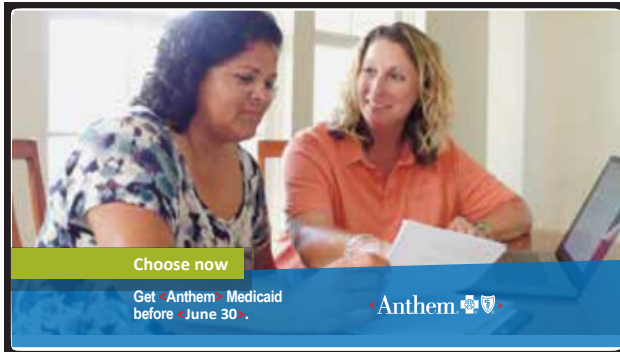
(Icon pops up and text slides in)

VO: All the <\$0 health care> benefits you need, plus free extras for your whole family.



(Blue area slides up to make screen blue, choose message gets larger)

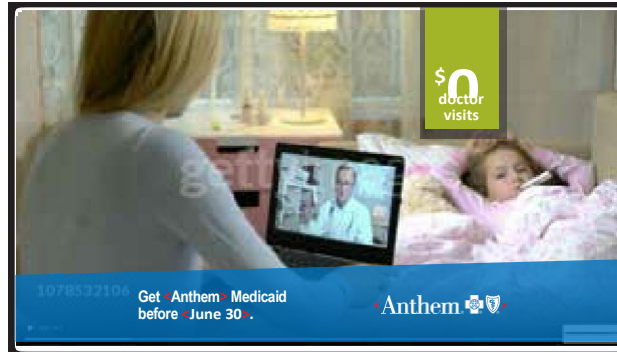
VO: Swipe up to learn more!



[Start video at 2:14, ribbon slides in and “Choose now” becomes visible.]

VO: Medicaid open enrollment is <now>. Getting the care your family needs is easy with <Anthem>.

[Fade transition to video of parent with child at the doctors. Ribbon slides in \$0 and each of the items in the VO below pops up.]



VO: <No-cost doctor visits, vision and prescriptions>, plus convenient <24/7 virtual care>. It's all covered with <Anthem> Medicaid.

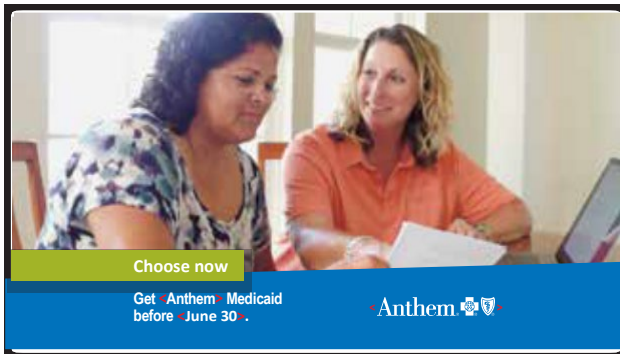
[Blue bar slides up to fill screen to white card with super and logo.]



VO: Get <Anthem> Medicaid at <choosebluenow.com> before <June 30>.

Display text: Choose <Anthem> Medicaid at <www.choosebluenow.com>.

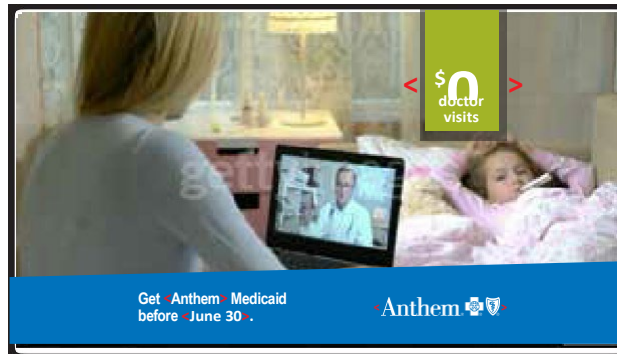
<Anthem Blue Cross and Blue Shield Healthcare Solutions is the trademark of Community Care Health Plan of Nevada, Inc., an independent licensee of the Blue Cross and Blue Shield Association. Anthem is a registered trademark of Anthem Insurance Companies, Inc.>



[Start video at 2:14, ribbon slides in and “Choose now” becomes visible.]

VO: Get more from Medicaid with <Anthem>. All the benefits you expect like...

[Fade transition to video of parent with child at the doctors. Ribbon slides in \$0 and each of the items in the VO below pops up.]



VO: <No-cost doctor visits, vision and prescriptions>, plus lots of free extra benefits <like Costco memberships/electric breast pumps/ other VAB>.

[Blue bar slides up to fill screen to white card with super and logo.]



VO: Get <Anthem> Medicaid at <choosebluenow.com> before <June 30>.

Display text: Choose <Anthem> Medicaid at <www.choosebluenow.com>.

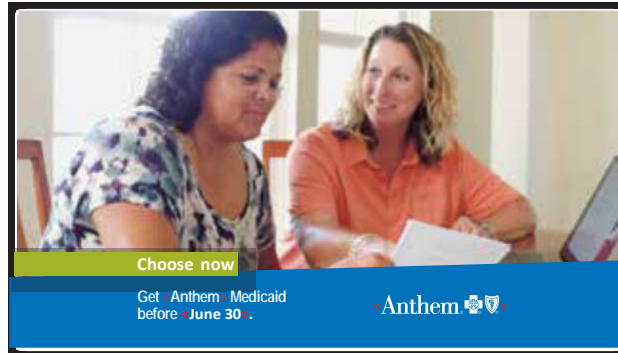
<Anthem Blue Cross and Blue Shield Healthcare Solutions is the trade name of Community Care Health Plan of Nevada, Inc., an independent licensee of the Blue Cross and Blue Shield Association. Anthem is a registered trademark of Anthem Insurance Companies, Inc.>



[Video of parent with child. Ribbon slides in \$0 and each of the items in the VO below pops up.]

VO: Medicaid open enrollment is <now>. Getting the care your family needs is easy with <Anthem>. <Doctor visits, vision, prescriptions and convenient 24/7 virtual care>. It's all covered with <Anthem> Medicaid. All at no cost!

[Fade transition start video at 2:14, ribbon slides in and "Choose now" becomes visible.]



VO: Plus, you get lots of free extras to make life easier. Don't miss your chance to choose <Anthem> for Medicaid!

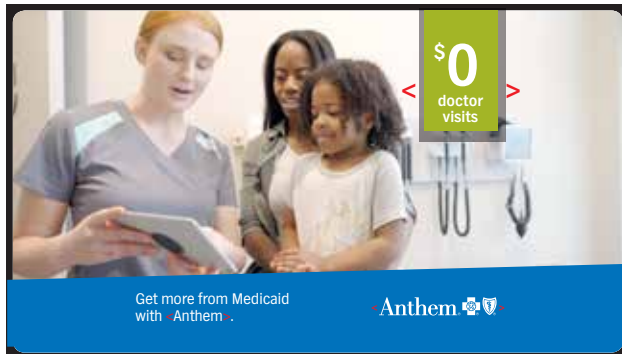
[Blue bar slides up to fill screen to white card with super and logo.]



VO: Enroll at <choosebluenow.com> before <June 30>. That's <choosebluenow.com> to get <Anthem> Medicaid.

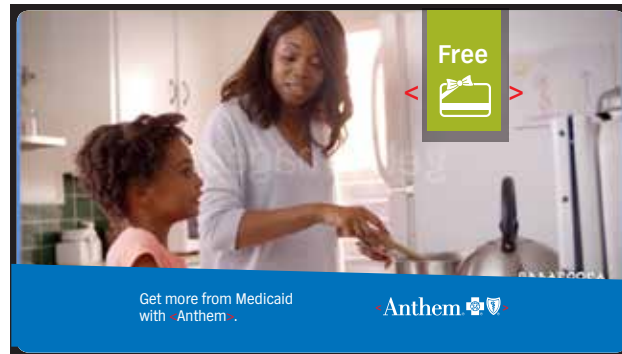
Display text: Choose <Anthem> Medicaid at <www.choosebluenow.com>.

<Anthem Blue Cross and Blue Shield Healthcare Solutions is the trade name of Community Care Health Plan of Nevada, Inc., an independent licensee of the Blue Cross and Blue Shield Association. Anthem is a registered trademark of Anthem Insurance Companies, Inc.>



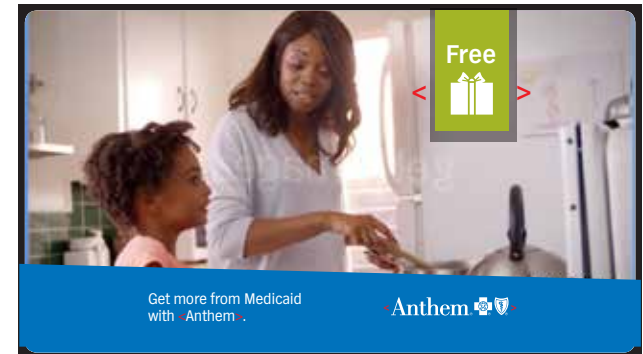
[Ribbon slides in \$0 and each of the items in the VO below pops up.]

VO: Get more from Medicaid with <Anthem>. When you choose <Anthem> Medicaid, you get all the benefits you expect, like <no-cost doctor visits, vision and prescriptions>...



[Fade transition new video, "free" and each of the items icons pops up.]

VO: Plus lots of extras to make staying healthy easier, like <free Costco memberships ...



VO: ... extras for moms <including electric breast pumps>> and more!

[Blue bar slides up to fill screen to white card with super and logo.]



VO: Enroll in <Anthem> Medicaid before <June 30> at <choosebluenow.com>. That's <choosebluenow.com> to get <Anthem> Medicaid.

Display text: Choose <Anthem> Medicaid at <www.choosebluenow.com>.

<Anthem Blue Cross and Blue Shield Healthcare Solutions is the trade name of Community Care Health Plan of Nevada, Inc., an independent licensee of the Blue Cross and Blue Shield Association. Anthem is a registered trademark of Anthem Insurance Companies, Inc.>



<P.O. Box 62509
Virginia Beach, VA 23466-2509>



Switch to us now!

Open enrollment ends
<June 30>.

Get your <no-cost> health
care benefits with <Anthem>.

<www.anthem.com/nvmedicaid>

Get more from Medicaid with <Anthem>.

Switch to <Anthem>
Medicaid – it's easy!

Choose <Anthem> Medicaid
<before June 30/today> by
visiting <dwss.nv.gov>.

Questions?

We're here to help!

Call <1-877-269-5707>

or visit <www.choosebluenow.com>.



We cover all the Medicaid benefits you expect, like <\$0 doctor visits, vision and prescriptions>, plus no-cost extras to make staying healthy easier, like:

- <24/7 virtual care through <LiveHealth Online>>.
- <Free Costco memberships>.
- <Free extras for moms including electric breast pumps >.
- <<Healthy Rewards> debit card dollars to buy items your family uses every day>.
- And more!



<Do you need help with your health care, talking with us or reading what we send you? We provide our materials in other languages and formats at no cost to you. Call us toll free at 1-844-396-2329 (TTY 711). For help choosing a health plan, call 1-800-992-0900, option 1 (TTY 1-800-326-6888).>

<¿Necesita ayuda con su cuidado de la salud, para hablar con nosotros o leer lo que le enviamos? Proporcionamos nuestros materiales en otros idiomas y formatos sin costo alguno para usted. Llámenos a la línea gratuita al 1-844-396-2329 (TTY 711). Si necesita ayuda para elegir un plan de salud, llame al 1-800-992-0900, opción 1 (TTY 1-800-326-6888).>

<Anthem Blue Cross and Blue Shield Healthcare Solutions is the trade name of Community Care Health Plan of Nevada, Inc., an independent licensee of the Blue Cross and Blue Shield Association. Anthem is a registered trademark of Anthem Insurance Companies, Inc.>

COPY

JOB: NV 2020 MCAC Optimized SEM Ads
CODE: ANVMKT-0227-19
CLIENT: NV/M. Dent
WRITER: S. Harper
GRADE: Flesch-Kincaid 5.4 without proper nouns, numbers or websites
AUDIENCE: Current/potential member
PURPOSE: These are SEM ads that are optimized for 2020 open enrollment
REVIEWERS: Please limit edits to issues that are inaccurate, against brand or regulatory issues.
Ads have strict character count limits and are designed for algorithms.

Digital ads: These ads will be placed in search engines (Google, Bing) to drive users to our website to find out more about Medicaid.

The headlines options and descriptions will be interchanged based on what messages are performing well and which audiences we choose to focus on.

NEVADA DIGITAL ADS

This is a sample ad to show how it will look.

Headline 1	Nevada Medicaid - Benefits that Fit Your Budget	Headline 2
URL	www.chooseblue.com/Nevada/Medicaid <\$0> Copay, Free Vision & More! Choose Anthem for Your Health Care.	
	Description	

HEADLINE OPTIONS:

- Affordable Health Benefits
- Affordable Health Care
- Affordable Health Coverage
- Affordable Health Plans
- Affordable Medicaid Insurance
- Affordable Medicaid Plan
- Affordable Medical Coverage
- Affordable Medical Insurance
- <Anthem Blue Cross Blue Shield>
- <Anthem> Coverage
- <Anthem> Medicaid
- <Anthem> Medicaid Plan
- <Anthem> Nevada
- <Anthem> NV Coverage
- <Anthem> NV Medicaid
- <Anthem> of Nevada
- <Anthem> of NV

COPY

JOB: NV 2019 Optimized SEM Ads
CODE: ANVMKT-0227-19
CLIENT: NV/M. Dent
WRITER: S. Harper
GRADE: Flesch-Kincaid
AUDIENCE: Current/potential member
PURPOSE: These are SEM ads that are optimized for 2020 open enrollment
REVIEWERS: **Please limit edits to issues that are inaccurate, against brand or regulatory issues.**
Ads have strict character count limits and are designed for algorithms.

- <Anthem> Plans
- Apply for a Medicaid Plan
- Apply for Coverage
- Apply for Health Care Today
- Apply for Health Coverage
- Apply for Medicaid Coverage
- Apply for Medicaid Health Care
- Children's Health Insurance
- Coverage You Can Trust
- Family Health Care
- Family Health Insurance
- Find Out If You Qualify
- Find Out if You're Eligible
- Health Care Coverage
- Health Care for Expecting Moms
- Health Care for New Moms
- Health Care Plans
- Health Insurance
- Health Insurance Coverage
- Health Insurance Plans
- Learn More About Health Plans
- <Low or No-Cost> Health Care
- <Low or No-Cost> Health Plans
- Medicaid Coverage Eligibility
- Medicaid for Expecting Moms
- Medicaid for New Moms
- Medicaid Health Benefits
- Medicaid Health Care
- Medicaid Health Coverage
- Medicaid Health Insurance
- Medicaid Health Plan
- Medicaid Health Program
- Medical Coverage
- Medical Health Coverage

COPY

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CODE: ANVMKT-0227-19
CLIENT: NV/M. Dent
WRITER: S. Harper
GRADE: Flesch-Kincaid
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PURPOSE: These are SEM ads that are optimized for 2020 open enrollment
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- Medical Health Insurance
- Medical Insurance Coverage
- NV Medicaid Benefits
- Pregnancy Health Care

DESCRIPTIONS

- <\$0> Doctor Visits & <\$0> Prescriptions When You Choose Medicaid Through <Anthem>!
- <\$0> Doctor Visits & <\$0> Prescriptions When You Choose Medicaid With <Anthem>!
- <\$0> Doctor Visits, <\$0> Prescriptions, <\$0> Hospital Visits - Apply Today!
- Affordable Coverage & <\$0> Doctor Visits Through <Anthem>. Apply Today for Benefits!
- Affordable Family Health Care is Possible with <Anthem>! Apply Today for Coverage.
- Affordable Health Care is Possible with <Anthem>! Apply Today for Coverage.
- Affordable Health Care is Possible with <Anthem>! Find Out if You Qualify Today.
- Affordable Health Care is Possible with <Anthem>. Enroll in a Plan Today!
- Affordable Health Care is Possible with <Anthem>. Fill Out an Application Today!
- Affordable Health Care is Possible with <Anthem>. Find Out if You Qualify Today!
- Affordable Health Care is Possible with <Anthem>. Find Out if You're Eligible Today!
- Affordable Health Care is Possible with <Anthem>. See if You Meet the Requirements Now!
- Affordable Health Care is Possible with <Anthem>. See if You Meet the Requirements!
- Affordable Health Care is Possible! Apply Today for <Low- or No-Cost> Coverage.
- Affordable Health Insurance is Possible with <Anthem>. See if You Qualify Today!
- Affordable Health Insurance is Possible! Apply Today for <Low- or No-Cost> Coverage.
- Affordable Medicaid Health Coverage is Available Through <Anthem> of NV. Apply Now!
- Affordable Medical Insurance is Possible with <Anthem>. See if You Qualify Today!
- Affordable NV Medicaid is Possible with <Anthem>. Fill Out an Application Today!
- <Anthem Blue Cross Blue Shield> is the Name You Trust in Health Care. Learn More.
- <Anthem> Medicaid Coverage is Available for You & Your Family. Apply Today!

COPY

JOB: NV 2019 Optimized SEM Ads
CODE: ANVMKT-0227-19
CLIENT: NV/M. Dent
WRITER: S. Harper
GRADE: Flesch-Kincaid
AUDIENCE: Current/potential member
PURPOSE: These are SEM ads that are optimized for 2020 open enrollment
REVIEWERS: Please limit edits to issues that are inaccurate, against brand or regulatory issues.
Ads have strict character count limits and are designed for algorithms.

- <Anthem> Members Receive <\$0> Doctor Visits & Prescriptions. Apply for Coverage Today!
- <Anthem> Offers <\$0> Doctor Visits & Prescriptions for Medicaid Members. Enroll Now!
- <Anthem> Offers <\$0> Doctor Visits & Prescriptions for Nevada Residents. Apply Now!
- Apply Today for Health Care from <Anthem> & Take Advantage of Member Benefits!
- Apply Today for <Low- or No-Cost> Health Coverage for You and Your Growing Family!
- Apply Today for Medical Insurance from <Anthem> & Take Advantage of Member Benefits!
- Benefits Beyond What You Expect. Choose <Anthem> Before Open Enrollment Ends.
- Benefits That Fit Your Budget & Your Medical Needs. Choose <Anthem> - Apply Now!
- Benefits You'll Love for Those Who Matter Most. Apply for an <Anthem> Plan Today!
- Care for You, Care for Your Loved Ones. Apply for an <Anthem> Plan Today!
- Caring for Those Who Need A Little Extra Help. Learn More about <Anthem> Coverage Today!
- Choose a Health Insurance Plan from a Company You Trust. Apply for an <Anthem> Plan!
- Choose <Anthem> as Your Child's Health Plan Before Open Enrollment Ends.
- Choose <Anthem> for Your Nevada Medicaid Benefits. Apply for an <Anthem> Plan Today.
- Enroll Now & Take Advantage of <Anthem> Benefits for the Whole Family!
- Enroll with <Anthem> Medicaid & Take Advantage of <\$0> Doctor Visits & Prescriptions!
- Enroll with <Anthem> Today and Take Advantage of <\$0> Doctor Visits & Prescriptions!
- Explore Affordable Health Insurance Coverage from a Name You Trust. Apply for Benefits!
- Explore Affordable Medicaid Health Plans & Apply for Coverage from a Name You Trust!
- Explore Affordable Medical Health Plans & Apply for Coverage from a Name You Trust!
- Explore Affordable Medical Insurance Plans & See if You Qualify for <Anthem> Coverage!

COPY

JOB: NV 2019 Optimized SEM Ads
CODE: ANVMKT-0227-19
CLIENT: NV/M. Dent
WRITER: S. Harper
GRADE: Flesch-Kincaid
AUDIENCE: Current/potential member
PURPOSE: These are SEM ads that are optimized for 2020 open enrollment
REVIEWERS: Please limit edits to issues that are inaccurate, against brand or regulatory issues.
Ads have strict character count limits and are designed for algorithms.

- Explore Health Insurance Coverage for Expecting Moms from <Anthem>. Apply Today!
- Explore <Low- or No-Cost> Health Coverage for You & Your Family from <Anthem>. Apply Now!
- Explore <Low- or No-Cost> Health Coverage from <Anthem> & Enroll Now for Member Benefits!
- Explore <Low- or No-Cost> Medicaid Coverage from <Anthem> & Enroll for Member Benefits!
- Explore <Low or No-Cost> Medicaid Coverage from <Anthem Blue Cross Blue Shield> & Apply Today!
- Explore <Low- or No-Cost> Medicaid Health Coverage from <Anthem> of NV. Apply Today!
- Explore Medicaid Insurance Coverage for Expecting Moms from <Anthem>. Apply Now!
- Explore Medicaid Requirements to Find Out if You Qualify for a <Low- or No-Cost> Plan Today!
- Explore the Benefits of an <Anthem> Medicaid Health Plan and Apply Today!
- Find a Health Care Plan That Works for You & Your Family. Apply for Coverage Today!
- Find a Health Insurance Plan for You and Your Growing Family. Apply for Coverage Today!
- Find a Health Insurance Plan from a Company You Trust at <Little or No Cost>. Apply Today!
- Find a Health Insurance Plan That's Right for You from a Name You Trust. Apply Today!
- Find a <Low- or No-Cost> Health Insurance Plan for You & Your Family. Apply Today!
- Find a <Low- or No-Cost> Health Plan That's Right for You & Your Family. Enroll Today!
- Find a <Low- or No-Cost> Health Plan That's Right for You. Apply for <Anthem> Benefits.
- Find a <Low- or No-Cost> Health Plan That's Right for You. Choose <Anthem> Medicaid!
- Find a <Low- or No-Cost> Health Plan with the Coverage You Need. See if You Qualify Today!
- Find a <Low- or No-Cost> Medicaid Health Insurance Plan for You & Your Family. Apply Today!

COPY

JOB: NV 2019 Optimized SEM Ads
CODE: ANVMKT-0227-19
CLIENT: NV/M. Dent
WRITER: S. Harper
GRADE: Flesch-Kincaid
AUDIENCE: Current/potential member
PURPOSE: These are SEM ads that are optimized for 2020 open enrollment
REVIEWERS: Please limit edits to issues that are inaccurate, against brand or regulatory issues.
Ads have strict character count limits and are designed for algorithms.

- Find a <Low- or No-Cost> Medicaid Health Plan for You & Your Family. Apply Now for Benefits!
- Find a <Low- or No-Cost> Medicaid Health Plan for You & Your Family. Apply Today!
- Find a <Low- or No-Cost> Medicaid Health Plan for You & Your Family. Enroll Today!
- Find a <Low or No-Cost> Medicaid Health Plan for You & Your Family. Find Out if You Qualify!
- Find a <Low- or No-Cost> Medical Health Plan for You & Your Family. Apply Today!
- Find a <Low- or No-Cost> Medical Health Plan for You & Your Family. Find Out if You Qualify!
- Find a <Low- or No-Cost> Medical Health Plan for You and Your Family. Apply Now!
- Find a Medicaid Insurance Plan for You & Your Growing Family. Apply for Coverage Today!
- Find Affordable Medicaid Health Coverage for Children from <Anthem>. Enroll Today!
- Find an Affordable Health Plan from a Name You Trust! Apply Today for Coverage.
- Find an Affordable Health Plan That Fits Your Life from <Anthem>. Enroll Today!
- Find <Low- or No-Cost> Health Insurance for You & Your Family from <Anthem>. Apply Today!
- Find Out if You Qualify for Coverage from <Anthem Blue Cross Blue Shield> and Apply Today!
- Find Out if You Qualify for <Low- or No-Cost> Health Coverage from <Anthem>!
- Find the Health Care Coverage That Fits Your Life with <Anthem>. Apply Now!
- Find the Right Health Plan for You and Your Family. Apply Today for an <Anthem> Plan!
- Get the Coverage Your Family Needs from a Name You Trust! Enroll in an <Anthem> Plan.
- Good Health is Affordable! Enroll Now for <Anthem> Benefits for the Whole Family.
- Good Health is Affordable! Enroll Now for <Anthem Blue Cross Blue Shield> Coverage.
- Health Insurance Coverage that Fits Your Life, all from a Name You Trust. Apply Now!
- Learn More About <Anthem Blue Cross Blue Shield> Medicaid Coverage & Benefits. Apply Today!
- Learn More About Health Care for New Moms from <Anthem>. Compare Coverage Options Now!
- Learn More About Medicaid for New Moms from <Anthem>. Compare Coverage Options Today!

COPY

JOB: NV 2019 Optimized SEM Ads
CODE: ANVMKT-0227-19
CLIENT: NV/M. Dent
WRITER: S. Harper
GRADE: Flesch-Kincaid
AUDIENCE: Current/potential member
PURPOSE: These are SEM ads that are optimized for 2020 open enrollment
REVIEWERS: Please limit edits to issues that are inaccurate, against brand or regulatory issues. Ads have strict character count limits and are designed for algorithms.

- <Low- or No-Cost> Coverage is Available Through <Anthem>. Find Out if You Qualify Today!
- <Low- or No-Cost> Health Care Coverage is Available from <Anthem>. Apply for Benefits!
- <Low- or No-Cost> Health Care is Possible with <Anthem Blue Cross Blue Shield>. Apply Now!
- <Low- or No-Cost> Health Care is Possible with <Anthem> Through NV Health Connection!
- <Low- or No-Cost> Health Care is Possible with <Anthem>. Enroll Today for Member Benefits!
- <Low- or No-Cost> Health Insurance is Available Through <Anthem>. Enroll in a Plan Today!
- <Low- or No-Cost> Medicaid Coverage is Available from <Anthem>. Apply for Benefits!
- <Low- or No-Cost> Medicaid Coverage is Available from <Anthem>. Enroll Today for Coverage!
- <Low- or No-Cost> Medicaid Coverage is Available from <Anthem>. Find Out if You Qualify!
- <Low- or No-Cost> Medical Health Coverage is Available from <Anthem>. Apply for Benefits!
- <Low- or No-Cost> Medical Insurance is Available Through <Anthem>. Enroll in a Plan Today!
- <Low- or No-Cost> NV Medicaid Coverage is Available from <Anthem>. Apply for Benefits!
- Nevada Residents Can Choose <Anthem> for Health Insurance. Apply Today!
- Nevada Residents Can Choose <Anthem> for Medicaid Benefits. Apply Today!
- Nevada Residents Can Choose <Anthem> for Medicaid Benefits. Enroll in a Plan Today!
- Nevada Residents Can Choose <Anthem> for Medicaid Benefits. See If You Qualify!
- Nevada Residents Can Choose <Anthem> for Medicaid Benefits. See If You're Eligible!
- Nevada Residents Can Choose <Anthem> for Medical Benefits. Apply Today!
- Nevada Residents Can Choose <Anthem> from the Medicaid Program. Apply Today!
- One Plan for You and Your Kids. <No-Cost> Doctor Visits, More Benefits. Learn How.
- See if You Qualify for Health Insurance Coverage from <Anthem> When You Apply Today!
- Take Control of Your Health Care with <Anthem>. Apply Today for Member Benefits.

COPY

JOB: NV 2019 Optimized SEM Ads
CODE: ANVMKT-0227-19
CLIENT: NV/M. Dent
WRITER: S. Harper
GRADE: Flesch-Kincaid
AUDIENCE: Current/potential member
PURPOSE: These are SEM ads that are optimized for 2020 open enrollment
REVIEWERS: Please limit edits to issues that are inaccurate, against brand or regulatory issues.
Ads have strict character count limits and are designed for algorithms.

URL

<www.choosebluenow.com>

With <Anthem> Medicaid,
you get all the benefits you expect,
plus lots of free extras
to make staying healthy easier.

With <Anthem> Medicaid,
you get all the benefits you expect,
plus lots of free extras
to make staying healthy easier.



Get more from Medicaid.
Choose <Anthem>.



Get more from Medicaid.
Choose <Anthem>.

<www.choosebluenow.com>

<Toll free: 1-844-396-2329 (TTY 711)>

<Northern Nevada: 1-775-684-7200>

<Southern Nevada: 1-702-486-1646>

<Do you need help with your health care, talking with us or reading what we send you? We provide our materials in other languages and formats at no cost to you. Call us toll free at 1-844-396-2329 (TTY 711). For help choosing a health plan, call 1-800-992-0900, option 1 (TTY 1-800-326-6888).>

<¿Necesita ayuda con su cuidado de la salud, para hablar con nosotros o leer lo que le enviamos? Proporcionamos nuestros materiales en otros idiomas y formatos sin costo alguno para usted. Llámenos a la línea gratuita al 1-844-396-2329 (TTY 711). Si necesita ayuda para elegir un plan de salud, llame al 1-800-992-0900, opción 1 (TTY 1-800-326-6888).>

<Anthem Blue Cross and Blue Shield Healthcare Solutions is the trade name of Community Care Health Plan of Nevada, Inc., an independent licensee of the Blue Cross and Blue Shield Association. Anthem is a registered trademark of Anthem Insurance Companies, Inc.>

<Anthem Blue Cross and Blue Shield Healthcare Solutions is the trade name of Community Care Health Plan of Nevada, Inc., an independent licensee of the Blue Cross and Blue Shield Association. Anthem is a registered trademark of Anthem Insurance Companies, Inc.>

Get more from Medicaid
and <Nevada Check Up>

with <Anthem Blue Cross and
Blue Shield Healthcare Solutions>

Get more from Medicaid
*[We would like to request approval to
have this brochure be either bilingual or
single language with the copy provided.]*
with <Anthem Blue Cross and Blue
Shield Healthcare Solutions>



<www.choosebluenow.com>

ANVMKT-0229-19

As an <Anthem> member, you get all of these benefits at no cost to you.

Convenient extra benefits to make staying healthy easier:

- <24/7 virtual care through <LiveHealth Online>>
- <Free Costco memberships>
- <Free cellphone with free monthly minutes, data and text messages>



Extra benefits for moms and kids:

- <Free electric breast pumps for new moms>
- <Free Boys & Girls Club memberships every year>
- <Free physicals for sports and school every year>



Free special programs that help you prioritize your health:

- <Free rewards for pregnant women and new moms with our <New Baby, New LifeSM> program>
- <Earn debit card dollars to buy health items with the <Healthy Rewards> program>
- <<My Wellness Guide> — take control of your health and well-being — set goals, track progress and get tips for healthier living>



Benefits for those who need a little extra help:

- <Bedside delivery of medications — delivered to you when you're discharged from a hospital setting — so you won't have to stop on your way home>
- <Podiatry benefits for members with diabetes>

Plus, all of the benefits you expect:

- <\$0 well-child and well-adult checkups>
- <\$0 immunizations>
- <\$0 prescriptions>
- <\$0 vision>
- A large network of health care providers, hospitals and pharmacies
- Your own doctor — that you choose

Convenient extra benefits to make staying healthy easier:

- <24/7 virtual care through <LiveHealth Online>>
- <Free Costco memberships>
- <Free cellphone with free monthly minutes, data and text messages>



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- <\$0 vision>
- A large network of health care providers, hospitals and pharmacies
- Your own doctor — that you choose

As an <Anthem> member, you get all of these benefits at no cost to you.

COPY

PROJECT: NV OE Live Chat

JOB #: WEBMANV-0060-19

CLIENT: ANV/M. Dent

GRADE: 1.3 (only the text seen by potential members without phone numbers or websites)

AUDIENCE: Potential member

PURPOSE: Programmed responses for potential members when using the live chat feature on our enrollment website.

Live Chat – Anthem Blue Cross and Blue Shield Healthcare Solutions

We are seeking approval to incorporate a live chat function on our consumer website designed to inform people about our company and the programs for which they may qualify. The chat will be hosted on <www.choosebluenow.com> and be used to answer questions for non-members who are seeking information about the Medicaid program or our plan. The chat is not intended to answer member questions, and members will be directed to contact Member Services representatives. The chat will be secured as a plug-in app through Salesforce.com and is <Hitrust secured>.

The chat will be manned by live chat agents. Prior to being able to engage with a consumer, live chat agents will receive training on:

- <Salesforce Live Chat Tool
- Marketing rules
- Rules of conduct
- Market dynamics
- Benefits, eligibility guidelines and resources
- Company ethics and rules>

While live agent reps can offer resources and guidance with eligibility and enrollment questions, they will not assist with enrollment. The following statements will be included in training:

- LIVE AGENT REPS CANNOT HELP OR REPRESENT THAT THEY CAN HELP:
 - DETERMINE ELIGIBILITY
 - ENROLL SOMEONE INTO A STATE-SPONSORED PROGRAM
 - PERFORM CHOICE COUNSELING OR ANY FUNCTION OF AN ENROLLMENT BROKER
- LIVE AGENT REPS CANNOT SOLICIT PHI OR PPI BUT CAN RESPOND TO QUESTIONS AND HELP CLARIFY GUIDELINES AND RULES. AGENTS WILL ULTIMATELY REFER ALL CONSUMERS TO THE STATE OR ENROLLMENT BROKER AS APPLICABLE FOR ALL ENROLLMENT/ELIGIBILITY DETERMINATIONS

COPY

PROJECT: NV OE Live Chat

JOB #: WEBMANV-0060-19

CLIENT: ANV/M. Dent

GRADE: 1.3 (only the text seen by potential members without phone numbers or websites)

AUDIENCE: Potential member

PURPOSE: Programmed responses for potential members when using the live chat feature on our enrollment website.

****Reviewers:** Please note that all screenshots are for reference only. They will be branded for Anthem upon approvals.

Chat features

The chat feature has two components: a form that will appear when a consumer wants to speak to a live agent and then the chat feature itself.

We are asking for approval for the following:

Live chat widget

A live chat widget will be placed on the website alerting consumers they can speak to a live chat agent. This widget will have standard language such as “Live Chat” or “Chat with an Agent” or something similar.

Pre-chat form

- First name <required>
- Last Name <required>
- <email address>
- <City> currently not on the form
- <State> currently not on the form
- <ZIP code>
- Start Chatting

*Note: This is a mockup. “Zip #2” is being changed to “zip code”

The screenshot shows a 'Pre-chat form' window with a dark header and a light body. The form contains the following fields and elements:

- Header: 'Pre-chat form' with a close button (X) on the right.
- Form Fields:
 - '*First Name' with a light blue input box containing 'carly'.
 - '*Last Name' with a light blue input box containing 'Hansford'.
 - 'ZIP #2' with a white input box.
 - 'Email' with a white input box.
- Bottom: A large blue button with the text 'Start Chatting'.

COPY

PROJECT: NV OE Live Chat

JOB #: WEBMANV-0060-19

CLIENT: ANV/M. Dent

GRADE: 1.3 (only the text seen by potential members without phone numbers or websites)

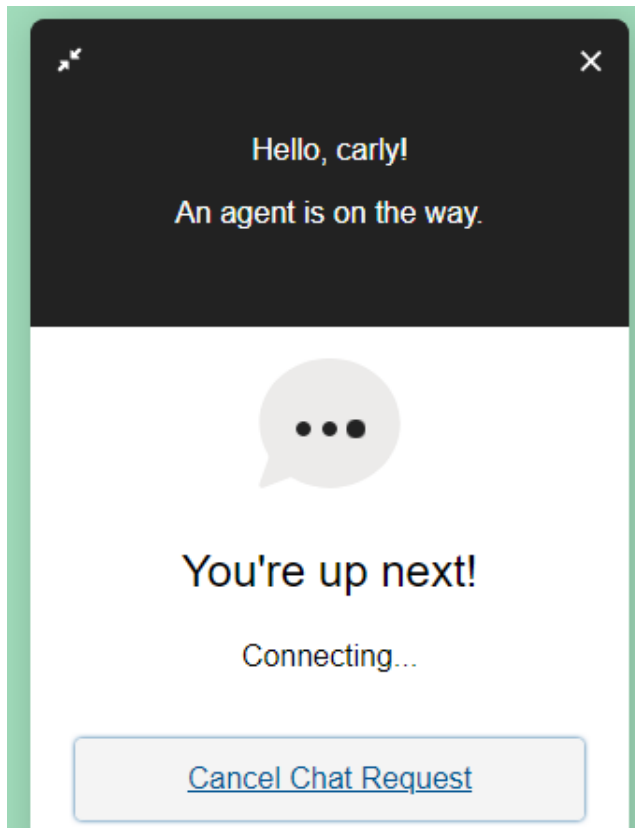
AUDIENCE: Potential member

PURPOSE: Programmed responses for potential members when using the live chat feature on our enrollment website.

Required elements may change. Our goal is to not be intrusive while gathering information to help determine statistics on our engagements. At no point would we use this information for unsolicited outreach. The only time our organization would reach back out to a consumer is to respond with information they requested. For example if a consumer asks a question that our agents needed to research and the consumer asked us to follow-up, we would via secure email. No solicitation would be allowed.

Once the chat is initiated, the following will appear on screen:

- "Hello <username>, an agent is on the way."
- <You're up next! Connecting ... >
- Cancel chat request



COPY

PROJECT: NV OE Live Chat

JOB #: WEBMANV-0060-19

CLIENT: ANV/M. Dent

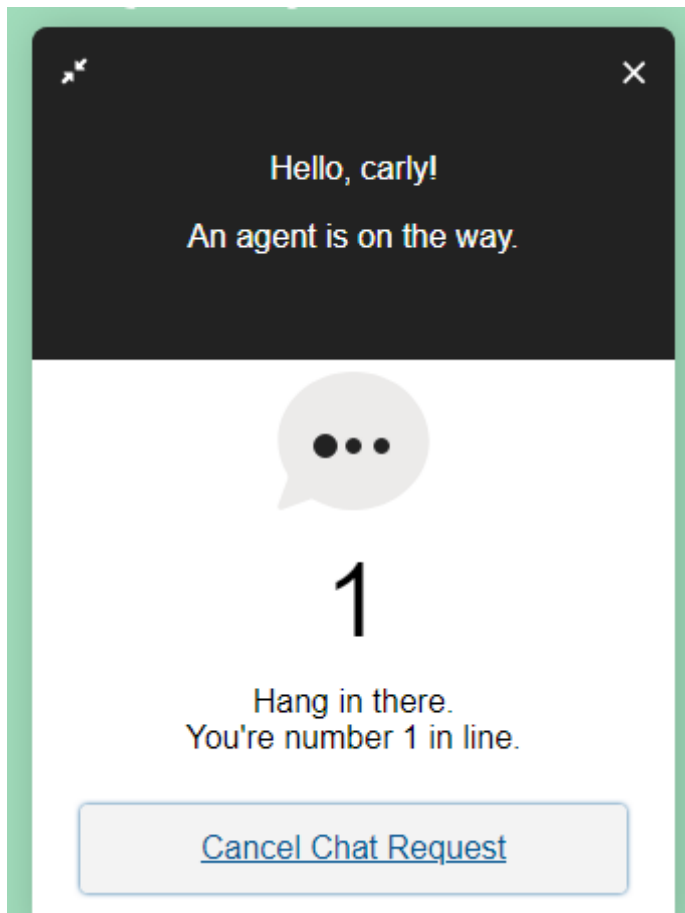
GRADE: 1.3 (only the text seen by potential members without phone numbers or websites)

AUDIENCE: Potential member

PURPOSE: Programmed responses for potential members when using the live chat feature on our enrollment website.

Additionally, if there is more than one person in line waiting, there will be a queue feature to let people know where they are in line. That queue will say the following:

- <Number>
- <Hang in there. You're number <number> in line.>



Other potential queue messages:

1. <Almost your turn. You're number <number> in line. Can't wait to chat!>
2. <You're number <number> in line. Can't wait to chat!>
3. <Almost there! You're number <number> in line.>

By having different options, we can test different messages to find the most effective one.

COPY

PROJECT: NV OE Live Chat

JOB #: WEBMANV-0060-19

CLIENT: ANV/M. Dent

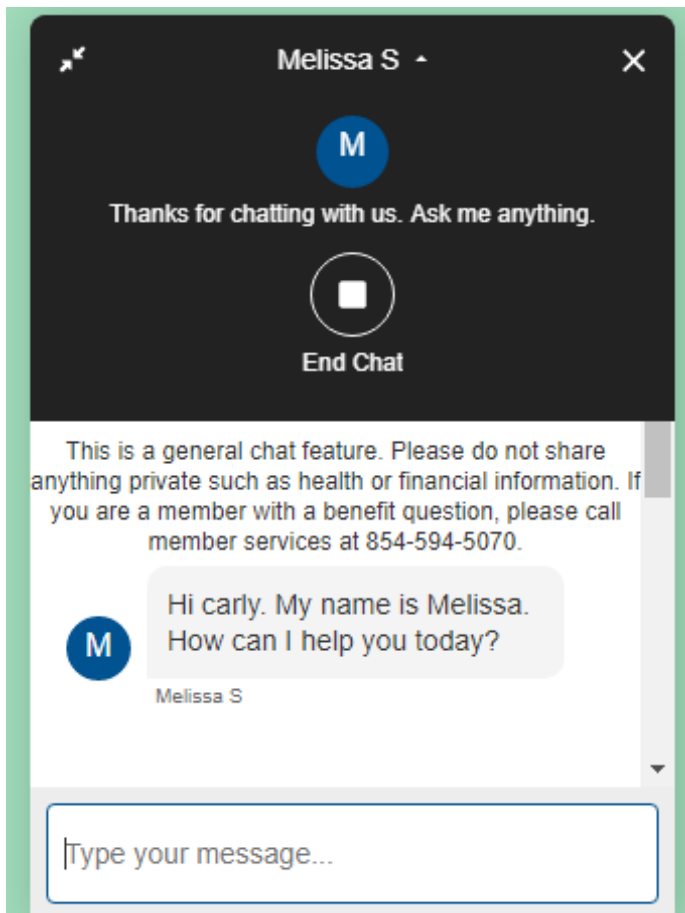
GRADE: 1.3 (only the text seen by potential members without phone numbers or websites)

AUDIENCE: Potential member

PURPOSE: Programmed responses for potential members when using the live chat feature on our enrollment website.

Once the chat begins, the following will appear on screen:

- <Agent name>
- <Thanks for chatting with us. Ask me anything.>
- End chat
- This is a general chat feature. Please do not share anything private, such as health or financial information. If you are a member with a benefit question, please call <Member Services> at <1-844-396-2329 (TTY 711)>.
- "Hi <insert customer name>. My name is <insert agent name>. How can I help you today?"



*Note: This is a mockup. The phone number will be changed.

<WEBMANV-0060-19>

COPY

PROJECT: NV OE Live Chat

JOB #: WEBMANV-0060-19

CLIENT: ANV/M. Dent

GRADE: 1.3 (only the text seen by potential members without phone numbers or websites)

AUDIENCE: Potential member

PURPOSE: Programmed responses for potential members when using the live chat feature on our enrollment website.

Canned responses

As a part of improving the live chat experience, we would like to create a list of pre-approved responses that our live agent reps can use for prescriptive situations. These responses would be programmed into the system and can be used when various situations occur. This would allow the agent to respond more quickly for what we believe would be commonly asked questions. These responses are not meant to be all inclusive or required to be used. They are there to help improve agent efficiency.

Greeting:

1. Hi, my name is {insert name}. How can I help you today?
2. Hey, {insert name} here. How can I help you?
3. Hi {insert customer name}. My name is {insert agent name}. How can I help you today?

If user asks a member-related question:

1. I'm sorry, I don't have the answer to that question. Please call <Member Services> at <1-844-396-2329 (TTY 711)> for that answer. Is there anything else I can help you with?

Please hold/don't know the answer:

1. Please bear with me for a few moments while I look that up for you.
2. Great question. Please hold on for a few minutes while I look it up.
3. Hold on a minute and let me see if I can find the answer.
4. That's a good question. Let me find out for you.
5. That's a really good question. Nobody has asked that one before and it may take me a bit. If you don't want to wait, I can email you an answer once I find out. Would you prefer to get an email?
 - a. OK. What's your email address? *Record*. Thank you. I'll send you an email with the answer soon.
 - b. OK. Please hold on for a few minutes while I look it up.

COPY

PROJECT: NV OE Live Chat

JOB #: WEBMANV-0060-19

CLIENT: ANV/M. Dent

GRADE: 1.3 (only the text seen by potential members without phone numbers or websites)

AUDIENCE: Potential member

PURPOSE: Programmed responses for potential members when using the live chat feature on our enrollment website.

Agent needs more time:

1. Sorry this is taking so long. I'll be back shortly.
2. Thanks for being patient. Almost have the answer.
3. I didn't forget you. It's taking a little longer than I thought.

Are you there? (checking to see if consumer left the chat):

1. Are you still there? I haven't heard from you in a while.
2. Hey, you've been quiet for a while. Are you still there?

Need more info:

1. Can you please tell me more about <...>?
2. So, you are saying <...>. Is this correct?

Angry customer:

1. I'm sorry this has happened. I understand your frustration. I will do my best to help you!
2. I'm so sorry to hear this. What can I do to help?
3. I understand your frustration. What can I do to help?

Saying goodbye

1. Is there anything else I can help you with?
2. Do you have any other questions for me <today>?
3. Have a great <day/evening>!
4. It was great chatting with you today.
5. It was a pleasure talking to you today. Please feel free to contact us again if you have any more questions.