



# Health Plan of Nevada

2018 Open Enrollment Campaign

December 20, 2017



HEALTH PLAN OF NEVADA  
A UnitedHealthcare Company

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# Introduction

This is Health Plan of Nevada's submission to the State Medicaid Office for approval of its 2018 open enrollment campaign, **BEST. DAY. EVER.**

**BEST. DAY. EVER.** is a multi-media campaign created to appeal to the Medicaid population through humor and simple messaging. The following pages include original scripting and creative that, at the point of production, may require changes due to adjustments in services, operations or creative implementation. Materials still require creative development and design.

Several areas have been bracketed to show the potential for variable language or messaging. In addition, pieces of this campaign will be translated into Spanish at the time of final production.

Not all components of the campaign may be produced. Components may be used at any given time during the designated open enrollment period.

**The Health Plan of Nevada logo may be included on any material and is not noted on each individual item.**

# TV/Video Script #1 (SNV)

## JOE'S BEST DAY EVER

*Scene opens on Joe, a man in his late twenties, stacking dishes in the kitchen of a restaurant. He is in a T-shirt, jeans and an apron. The restaurant manager approaches.*

**Boss:**

<Congratulations Joe, you've been promoted to Chef.> <But before you start, take two paid weeks off.>

**Joe:**

*Surprised*

<Wow!> <Best. Day. Ever.>

**Boss:**

*Pats Joe on the back*

<You deserve it.>

*Joe and his girlfriend Lila are at his apartment.*

**Lila:**

<You know Joe, you can play video games> <as long as you want> <whenever you want>.

*SFX: scratching record*

*Scene pauses on Joe's face lit up with excitement. Announcer walks onto the scene.*

**Announcer:** <Yeah, we're still waiting for that day, too.> <Until then, Health Plan of Nevada wants you to know you may be able to get <Medicaid with> no-cost health care.> <You'll also have access to <a large network of doctors> <Southwest Medical> <and> <HealthCare Partners>, <two of Nevada's largest provider groups.> <To find out more, call <Health Plan of Nevada> at <1-800-962-8074> <or visit> <website address>. <Choose Health Plan of Nevada!>

<Here today. Here to stay.>

# TV/Video Script #2 (SNV and NNV)

## CARLA'S BEST DAY EVER

*Scene opens on Carla, a young woman in her early 30s, holding a pair of shoes. She has a hopeful gleam in her eye as the sales associate approaches.*

### Sales associate:

<We have these in your size,> <and> <they're half off.>

### Carla:

*Clutching the shoe to her chest.*

<Yes!> <They're perfect!>

*A group of people in khakis and polo shirts carry balloons and giant check. They approach a house and ring the bell. Carla answers and cheers erupt.*

### Man with check:

<Congratulations Carla!> <You've won our Million Dollar Sweepstakes!>

### Carla:

*Wide eyed and elated*

<This is the Best, Day, Ever!>

### SFX: scratching record

*Scene pauses and the Announcer walks onto the scene.*

**Announcer:** <Yeah, we're still waiting for that day, too.> <Until then, Health Plan of Nevada wants you to know you may be able to get <Medicaid with> no-cost health care.> <And with our <mobile medical center>, <Health Plan of Nevada is bringing care to your community . > <Now that's easy for our members.> <To find out more, call <Health Plan of Nevada> at <1-800-962-8074> or visit <website address>. <Here today. Here to stay.> <Choose Health Plan of Nevada!>

# TV/Video Script Variations

## **Additional lines for value propositions:**

[And we have special programs that help our members].

[Our local member services office is here to help answer any questions you have.]

Additional scenarios:

**1.**

*Joe/Carla is sitting in a community college classroom. The teacher is passing out tests, but stops at his/her desk and pauses.*

**Teacher:**

<You've done so well in class this semester;> <don't bother taking the test. A+!>

**Joe/Carla:**

<Awesome, thanks!> <Best. Day. Ever.>

*Joe/Carla gets ups and happily rushes out of class*

**2.**

*Carla is setting a plate of fresh cookies on the table as her young child walks in from school.*

**Carla:**

<Hi, honey. Would you like some cookies?>

**Child:**

<No thanks. I'd rather start my homework.>

*Carla stares after her child in disbelief and mouths "Best. Day. Ever."*

# Radio Script #1

## Joe's Best Day Ever

**Announcer:** <There are days when everything goes just right.>

**Boss:** <Congratulations Joe, you've been promoted and you're getting two weeks off.>

**Joe:** <Thank you sir,> <I don't know what to say.>

**Boss:** <You deserve it.>

*SFX: Ambient store noise, cash register*

**Cashier Lady:** <You're our 1000<sup>th</sup> customer!> <You've won a new car!>

**Joe:** <Best. Day. Ever!>

*SFX: Background music*

**Girlfriend:** <You know Joe, you can play video games as long as you want.>

*SFX: scratching record.*

### **[Announcer: Southern and Northern Nevada**

<Yeah, we're still waiting for that day, too.> <Until then,> <Health Plan of Nevada wants you to know you may be able to get <Medicaid with> no-cost health care.> <We offer many ways to see a doctor> <like virtual visits> <and> <our Mobile Medical Center>. <To find out more, call <Health Plan of Nevada> <at> <1-800-962-8074> <or visit> <website address.> <Health Plan of Nevada> <Here today. Here to stay.> <Choose Health Plan of Nevada!>]

### **[Announcer: Southern and Northern Nevada**

<Yeah, we're still waiting for that day, too.> <Until then,> <Health Plan of Nevada wants you to know you may be able to get <Medicaid with> no-cost health care.> <You can also get the care you need, when you need it> <with our specialized care teams>. <To find out more, call <Health Plan of Nevada> <at> <1-800-962-8074> <or visit> <website address.> <Health Plan of Nevada> <Here today. Here to stay.><Choose Health Plan of Nevada!>]

### **[Announcer: Southern Nevada Only**

<Yeah, we're still waiting for that day, too.> <Until then, Health Plan of Nevada wants you to know you may be able to get <Medicaid with> no-cost health care.> <You'll also have access to <a large network of doctors> <Southwest Medical> and <HealthCare Partners>, <two of Nevada's largest provider groups.> <To find out more, call <Health Plan of Nevada> <at> <1-800-962-8074> <or visit> <website address.> <Health Plan of Nevada> <Here today. Here to stay.> <Choose Health Plan of Nevada!>]

### **[Announcer: Southern and Northern Nevada**

<Yeah, we're still waiting for that day, too.> <Until then, Health Plan of Nevada wants you to know you may be able to get <Medicaid with> no-cost health care.> <You'll also have access to special programs> <that help our members.> <To find out more, call <Health Plan of Nevada> <at> <1-800-962-8074> <or visit> <website address.> <Health Plan of Nevada> <Here today. Here to stay.> <Choose Health Plan of Nevada!>]

# Radio Script #2

## Carla's Best Day Ever #1

**Announcer:** <There are days when everything goes just right.>

**Sales Clerk:** <Yes we have those shoes in your size,> and <they're half off!>

**Carla:** *gushing* <They're perfect!>

**SFX:** *doorbell, door opening, bells/cheering*

**Man:** <Congratulations Carla, you're our Million Dollar Sweepstakes winner!>

**Carla:** *Flabbergasted* <I can't believe it.> <This is the Best. Day. Ever.>

**SFX:** *door open and shut*

**Child:** <Hi mom!>

**Carla:** <Hi honey, do you want some cookies?>

**Child:** <No thanks, I'd rather start my homework.>

**SFX:** *scratching record.*

### [Announcer: Southern and Northern Nevada

<Yeah, we're still waiting for that day, too.> <Until then,> <Health Plan of Nevada wants you to know you may be able to get <Medicaid with> no-cost health care.> <We offer many ways to see a doctor> <like virtual visits> <and> <our Mobile Medical Center>. <To find out more, call <Health Plan of Nevada> <at> <1-800-962-8074> <or visit> <website address.> <Health Plan of Nevada> <Here today. Here to stay.> <Choose Health Plan of Nevada!>]

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<Yeah, we're still waiting for that day, too.> <Until then, Health Plan of Nevada wants you to know you may be able to get <Medicaid with> no-cost health care.> <You'll also have access to <a large network of doctors> <Southwest Medical> and <HealthCare Partners>, <two of Nevada's largest provider groups.> <To find out more, call <Health Plan of Nevada> <at> <1-800-962-8074> <or visit> <website address.> <Health Plan of Nevada> <Here today. Here to stay.> <Choose Health Plan of Nevada!>]

### [Announcer: Southern and Northern Nevada

<Yeah, we're still waiting for that day, too.> <Until then, Health Plan of Nevada wants you to know you may be able to get <Medicaid with> no-cost health care.> <You'll also have access to special programs> <that help our members.> <To find out more, call <Health Plan of Nevada> <at> <1-800-962-8074> <or visit> <website address.> <Health Plan of Nevada> <Here today. Here to stay.> <Choose Health Plan of Nevada!>]



# Radio Script #3

## Ashley's Best Day Ever

**Announcer:** <There are days when everything goes just right.>

**Teacher:** <You've done so well in class this semester Ashley,> <don't even bother taking the test. A+!>

**SFX:** *balling up paper*

**Ashley:** *shocked* <Really?> <Thanks!>

**SFX:** *blow dryer, scissors cutting, ambient salon noise*

**Hair stylist:** <Wow,> <this new haircut looks so good,> <I'm not even going to charge you!>

**Ashley:** *Flabbergasted* <I can't believe it.> <This is the Best. Day. Ever.>

**SFX:** *doorbell rings, door opens*

**George:** <Ashley?> <Hi, I'm George, your blind date.> <These flowers are for you.>

**Ashley:** *Stammering* <Oh!> <Uh, hello Gorgeous>...<I mean George.>

**SFX:** *scratching record.*

### [Announcer: Southern and Northern Nevada

<Yeah, we're still waiting for that day, too.> <Until then,> <Health Plan of Nevada wants you to know you may be able to get <Medicaid with> no-cost health care.> <We offer many ways to see a doctor> <like virtual visits> <and> <our Mobile Medical Center>. <To find out more, call <Health Plan of Nevada> <at> <1-800-962-8074> <or visit> <website address.> <Health Plan of Nevada> <Here today. Here to stay.> <Choose Health Plan of Nevada!>]

### [Announcer: Southern and Northern Nevada

<Yeah, we're still waiting for that day, too.> <Until then,> <Health Plan of Nevada wants you to know you may be able to get <Medicaid with> no-cost health care.> <You can also get the care you need, when you need it> <with our specialized care teams>. <To find out more, call <Health Plan of Nevada> <at> <1-800-962-8074> <or visit> <website address.> <Health Plan of Nevada> <Here today. Here to stay.><Choose Health Plan of Nevada!>]

### [Announcer: Southern Nevada Only

<Yeah, we're still waiting for that day, too.> <Until then, Health Plan of Nevada wants you to know you may be able to get <Medicaid with> no-cost health care.> <You'll also have access to <a large network of doctors> <Southwest Medical> and <HealthCare Partners>, <two of Nevada's largest provider groups.> <To find out more, call <Health Plan of Nevada> <at> <1-800-962-8074> <or visit> <website address.> <Health Plan of Nevada> <Here today. Here to stay.> <Choose Health Plan of Nevada!>]

### [Announcer: Southern and Northern Nevada

<Yeah, we're still waiting for that day, too.> <Until then, Health Plan of Nevada wants you to know you may be able to get <Medicaid with> no-cost health care.> <You'll also have access to special programs> <that help our members.> <To find out more, call <Health Plan of Nevada> <at> <1-800-962-8074> <or visit> <website address.> <Health Plan of Nevada> <Here today. Here to stay.> <Choose Health Plan of Nevada!>]

# Radio Script #4

## Sam's Best Day Ever

**Announcer:** <There are days when everything goes just right.>

**Car Salesman:** <Sam, you're in luck, your new car comes with free gas for a year!>

**Sam:** *shocked* <Whoa, no way!> <Sold!>

**SFX:** *Revvng car engine/door closing*

**Sam:** <I'm home!> <You'll never guess...Jason, what are you doing?>

**[Wife:** *Flabbergasted* <I can't believe it.> <This is the Best. Day. Ever.>]

**Jason:** <Hey dad.> <I just finished cleaning my room, unloading the dishwasher and taking out the trash.> <What else can I do?>

**Sam:** <Best. Day Ever!>

**Wife:** <Hey hon, let's go to the <football> <basketball> <baseball> <hockey> game today instead of shopping.>

**SFX:** *scratching record.*

## **[Announcer: Southern and Northern Nevada**

<Yeah, we're still waiting for that day, too.> <Until then,> <Health Plan of Nevada wants you to know you may be able to get <Medicaid with> no-cost health care.> <We offer many ways to see a doctor> <like virtual visits> <and> <our Mobile Medical Center>. <To find out more, call <Health Plan of Nevada> <at> <1-800-962-8074> <or visit> <website address.> <Health Plan of Nevada> <Here today. Here to stay.> <Choose Health Plan of Nevada!>

## **[Announcer: Southern and Northern Nevada**

<Yeah, we're still waiting for that day, too.> <Until then,> <Health Plan of Nevada wants you to know you may be able to get <Medicaid with> no-cost health care.> <You can also get the care you need, when you need it> <with our specialized care teams>. <To find out more, call <Health Plan of Nevada> <at> <1-800-962-8074> <or visit> <website address.> <Health Plan of Nevada> <Here today. Here to stay.><Choose Health Plan of Nevada!>

## **[Announcer: Southern Nevada Only**

<Yeah, we're still waiting for that day, too.> <Until then, Health Plan of Nevada wants you to know you may be able to get <Medicaid with> no-cost health care.> <You'll also have access to <a large network of doctors> <Southwest Medical> and <HealthCare Partners>, <two of Nevada's largest provider groups.> <To find out more, call <Health Plan of Nevada> <at> <1-800-962-8074> <or visit> <website address.> <Health Plan of Nevada> <Here today. Here to stay.> <Choose Health Plan of Nevada!>

## **[Announcer: Southern and Northern Nevada**

<Yeah, we're still waiting for that day, too.> <Until then, Health Plan of Nevada wants you to know you may be able to get <Medicaid with> no-cost health care.> <You'll also have access to special programs> <that help our members.> <To find out more, call <Health Plan of Nevada> <at> <1-800-962-8074> <or visit> <website address.> <Health Plan of Nevada> <Here today. Here to stay.> <Choose Health Plan of Nevada!>

# Radio Script #5

## Diane's Best Day Ever

**Announcer:** <There are days when everything goes just right.>

**Diane (to herself):** <Ok, pre-baby jeans> <let's see if you still fit.>

**SFX:** *Ziping*

**Diane:** (gasps) <I can't believe it!> <They look better than before!>

**SFX:** *door opening and shutting, background music*

**Diane (to herself):** <Mmm, something smells good.> <Are those candles?> (out loud) <Mark, what's all this?>

**Mark:** <I made your favorite dinner.> <From scratch.> <By myself.>

**Diane:** <Best. Day. Ever!>

**Nicole (teen):** <Hey mom, I saved my allowance and bought you a massage.> <You know, because you work so hard> <and gave birth to me,> <and stuff.>

**SFX:** *scratching record.*

### [Announcer: Southern and Northern Nevada

<Yeah, we're still waiting for that day, too.> <Until then,> <Health Plan of Nevada wants you to know you may be able to get <Medicaid with> no-cost health care.> <We offer many ways to see a doctor> <like virtual visits> <and> <our Mobile Medical Center.> <To find out more, call <Health Plan of Nevada> <at> <1-800-962-8074> <or visit> <website address.> <Health Plan of Nevada> <Here today. Here to stay.> <Choose Health Plan of Nevada!>]

### [Announcer: Southern and Northern Nevada

<Yeah, we're still waiting for that day, too.> <Until then,> <Health Plan of Nevada wants you to know you may be able to get <Medicaid with> no-cost health care.> <You can also get the care you need, when you need it> <with our specialized care teams.> <To find out more, call <Health Plan of Nevada> <at> <1-800-962-8074> <or visit> <website address.> <Health Plan of Nevada> <Here today. Here to stay.> <Choose Health Plan of Nevada!>]

### [Announcer: Southern Nevada Only

<Yeah, we're still waiting for that day, too.> <Until then, Health Plan of Nevada wants you to know you may be able to get <Medicaid with> no-cost health care.> <You'll also have access to <a large network of doctors> <Southwest Medical> and <HealthCare Partners>, <two of Nevada's largest provider groups.> <To find out more, call <Health Plan of Nevada> <at> <1-800-962-8074> <or visit> <website address.> <Health Plan of Nevada> <Here today. Here to stay.> <Choose Health Plan of Nevada!>]

### [Announcer: Southern and Northern Nevada

<Yeah, we're still waiting for that day, too.> <Until then, Health Plan of Nevada wants you to know you may be able to get <Medicaid with> no-cost health care.> <You'll also have access to special programs> <that help our members.> <To find out more, call <Health Plan of Nevada> <at> <1-800-962-8074> <or visit> <website address.> <Health Plan of Nevada> <Here today. Here to stay.> <Choose Health Plan of Nevada!>]

# Radio Script #6

## HPN Longevity

**Announcer:** <Not many companies can say they've been serving <Nevadans> <Medicaid members> for <decades> <over 30 years> <over 20 years>

<But Health Plan of Nevada can. <We are> <We're> here today, here to stay.>

<And we're proud of our commitment to the community>, <especially when it comes to providing families with health care solutions.>

<Health Plan of Nevada wants you to know you may be able to get <Medicaid with> no-cost health care.> <INSERT VALUE OPTION> <It's just another way we make it easy for you to have your best day ever.>

<To find out if you qualify <for no-cost health care>, <or for more information>, call <Health Plan of Nevada> at <1-800-962-8074> or visit <website address.>

<Are you ready to have your Best. Day. Ever.??>

<Health Plan of Nevada>

<Choose Health Plan of Nevada!>

<Here today. Here to stay.>

Value options:

[You'll also have access to <a large network of doctors> <Southwest Medical> and <HealthCare Partners>, <two of Nevada's largest provider groups>.]

[And with our <mobile medical center>, Health Plan of Nevada is bringing care to your community . Now that's easy for our members.]

[You'll also have access to special programs that help our members].

[Our local member services office is here to help answer any questions you have.]

# Radio Liner Copy

**:5**

Find out about <Medicaid with> no-cost health care at <website address.>

Did you know you may be able to get <Medicaid with> no-cost health care? Visit <website address.>

<Health Plan of Nevada.> <Here today. Here to stay.> Visit <website address.>

**:10**

Health Plan of Nevada wants you to know you may be able to get <Medicaid with> no-cost health care. To find out more, visit <website address.>

**:15**

Ready to have your best day ever? You may be able to get <Medicaid with> no-cost health care from Health Plan of Nevada. To find out more, call <1-800-962-8074> or visit <website address>.

**:30**

Ready to have your best day ever? <Choose Health Plan of Nevada.> Did you know you may be able to get <Medicaid with> no-cost health care? <We offer many ways to see a doctor> <like virtual visits> <and> <our Mobile Medical Center>. <Get the care you need when you need it>. <To find out more, call Health Plan of Nevada> <at> <1-800-962-8074> <or> <visit <website address>. <Health Plan of Nevada.> <Here today. Here to stay.>

# Mobile Text Campaign

- <Health Plan of Nevada wants you to have your BEST. DAY. EVER.>
- <Hi, this is Health Plan of Nevada.> < It's open enrollment time for your health plan.> <If you're happy with us, you don't need to do anything.>
- <If you love Health Plan of Nevada, you don't have to do anything this enrollment period.> <We hope you have your BEST. DAY. EVER.>
- <Health Plan of Nevada has been serving Medicaid members for <over> <20> years.> <It's our goal to make every day your BEST. DAY. EVER.>
- <Health Plan of Nevada has been serving Medicaid members for <over> <20> years.> <We are here today. Here to stay.>

# On-Hold Messaging

## Open:

<Thank you for calling Health Plan of Nevada.> <We've been serving Medicaid members for <over> <20> years. > <It's our goal to make every day your Best. Day . Ever.>

<Thank you for calling Health Plan of Nevada.> <We've been serving Medicaid members for <over> <20> years. > <We are here today. Here to stay.>

## Lead in 1:

<Did you know you may qualify for incentives including <\$10> gift cards and <diapers> ? <Ask us about these great programs.>

## Lead in 2:

<With Health Plan of Nevada, you have access to a large network of doctors. > <Do you need a doctor?> <We can help you with that today.>

## Lead in 3:

<With Health Plan of Nevada, you have access to virtual visits. > <Available from your smartphone or computer. > <See a provider for common care needs> <like allergies and pink eye.> <Virtual visits are available 24 hours a day, seven days a week.> Visit <NowClinic.com.>

## Lead in 4:

<Being part of Health Plan of Nevada means having access to our local member services team.> <We're glad you called and look forward to providing you a personal experience for all of your health plan needs.>

## Lead in 5:

<Expecting a baby?> <Health Plan of Nevada's Healthy Pregnancy Program includes <\$50> <VISA> gift cards to members who qualify.> <Ask us about this great program.>

# Outbound Call Script

## Lead in 1:

<Hello, this is Health Plan of Nevada, your health plan provider, calling <Name First> <Name Last>. <It's open enrollment time for your health plan.> <If you're happy with Health Plan of Nevada, you don't need to do anything during open enrollment.> <We hope you love your health plan and have your Best. Day. Ever.>

## Lead in 2:

<Hello, this is Health Plan of Nevada, your health plan provider, calling <Name First> <Name Last>. <It's open enrollment time for your health plan.> <If you're happy with Health Plan of Nevada, you don't need to do anything during open enrollment.> <Did you know you have access to virtual visits for common care needs?> <Ask us about this convenient way to get care.> <We hope you love your health plan and have your Best. Day. Ever.>

## Lead in 3:

<Hello, this is Health Plan of Nevada, your health plan provider, calling <Name First> <Name Last>. <It's open enrollment time for your health plan.> <If you're happy with Health Plan of Nevada, you don't need to do anything during open enrollment.> <Did you know you have access to special programs?> <Ask us for more information.> <We hope you love your health plan and have your Best. Day. Ever.>

## Lead in 4:

<Hello, this is Health Plan of Nevada, your health plan provider, calling <Name First> <Name Last>. <It's open enrollment time for your health plan.> <If you're happy with Health Plan of Nevada, you don't need to do anything during open enrollment.> <Did you know our mobile medical center provides care to our members who can't get to the doctor's office?> <Ask us for more information.> <We hope you love your health plan and have your Best. Day. Ever.>

## Lead in 5:

<Hello, this is Health Plan of Nevada, your health plan provider, calling <Name First> <Name Last>. <It's open enrollment time for your health plan.> <If you're happy with Health Plan of Nevada, you don't need to do anything during open enrollment.> <Did you know we've been serving Medicaid members for <over> <20> years?> <We are here today. Here to stay.> <We hope you love your health plan and have your Best. Day. Ever.>



# Poster/Flyer/Bus Shelter

## **Headline: HAVING ONE OF THOSE DAYS?**

### **Body Copy:**

Make it your best day ever. Find out if you qualify for no-cost health care. <Call 1-800-962-8074> <or> <visit <website address.>  
<Health Plan of Nevada> <Here today. Here to stay.> <Choose Health Plan of Nevada!>

## **Headline: CHOOSE HEALTH PLAN OF NEVADA**

### **Body Copy:**

Make it your best day ever. Find out if you qualify for no-cost health care. <Call 1-800-962-8074> <or> <visit <website address.>  
<Health Plan of Nevada> <Here today. Here to stay.> <Choose Health Plan of Nevada!>

## **Headline: DO YOU QUALIFY FOR NO-COST HEALTH CARE?**

### **Body Copy:**

Make it your Best. Day. Ever. Find out more about <Medicaid with> no-cost health care. <Call 1-800-962-8074> <or> <visit <website address.>  
<Health Plan of Nevada> <Here today. Here to stay.> <Choose Health Plan of Nevada!>

## **Headline: HERE TODAY. HERE TO STAY.**

### **Body Copy:**

Health Plan of Nevada has been taking care of Medicaid members for <over> <20> years. Find out more at <1-800-962-8074> <or> <visit <website address.> <Choose Health Plan of Nevada!>

### **Additional Body Copy Option:**

Find out more about no-cost health care. <Call 1-800-962-8074 or> <visit <website address.>

### **Additional flyer/poster/sign:**

Questions about Medicaid? We can help.

Questions about Medicaid? Find out more here.

Health Plan of Nevada. Here today. Here to stay.

# Services Flyer/Handout/Poster

<Do you qualify for no-cost health care?>  
<Choose Health Plan of Nevada>  
<Make it your best day ever with Health Plan of Nevada.>  
<Health Plan of Nevada has been taking care of Medicaid members for <over> <20> years. >  
<And, because we're right here in Nevada, we have a special connection to our community.>  
<We encourage you to take a look at Health Plan of Nevada.>  
<You can get health care services at no cost to you.>  
<Health Plan of Nevada has a large network of doctors,><including> <Southwest Medical> and <HealthCare Partners.>  
<Discover what <Health Plan of Nevada> <our Medicaid plan> can offer you and your family.>  
<Choice of <family doctors> <and> <specialists>  
<Visit> <website address> <to look at our list of doctors>  
<Pregnancy and maternity services>  
<Well-child visits>  
<Immunizations and flu shots>  
<Prescription and over-the-counter drugs>  
<Hospital services>  
<24/7 <telephone> <advice nurse>  
<Labs and X-rays>  
<Urgent care services>  
<Emergency care services>  
<Behavioral health and substance use services>  
<Walk-in services to help with behavioral health medications> <Southern Nevada only>  
<Virtual visits for behavioral health> <By appointment only>  
<Counselors available for behavioral health interventions> <Southern Nevada only> <at some primary care offices> <at some provider offices>  
<Behavioral health support center> <Southern Nevada only>  
<Newborn circumcisions>  
<Medical equipment and supplies>  
<Eye exams and eye glasses>  
<Family planning services and supplies>  
<Hearing tests and services>  
<Physical, occupational and speech therapy>  
<Mobile medical center>

# Services Flyer/Handout/ Poster (continued)

<Virtual visits> <to see a provider from your smartphone or computer>  
<Day or night, we're here for you.>  
<HPN Symptom Checker>  
<24/7 <telephone> <advice nurse>  
<24/7 virtual visits> <for common care needs>  
<Medicine on the Move mobile medical center>  
<Family> <doctors> and <specialists>  
<Urgent care services>  
<Emergency services>  
<Hospital care>  
<Care before and after the birth of a baby>  
<Earn rewards for staying up-to-date with your health care.>  
<\$10 > <gift card for completing well-child visits>  
<Free> <No-cost> box of diapers for getting care after your baby is born>  
<\$50> <VISA> gift card for qualifying members of our Healthy Pregnancy Rewards Program  
<Plus you get great programs to help keep your family well.>  
<Free> <No-cost> cell phone with <XX> minutes> <and> <a data plan>  
<Temporary housing for medical care after the hospital> <Transitional housing> <(Southern Nevada only)>  
<High school equivalency test program >  
<Pregnancy and breastfeeding classes>  
<Help with <asthma> <and> <diabetes>  
<Pregnancy case management>  
<Help to stop smoking>  
<Nutrition classes>

<Find out more about <Medicaid with> no-cost health care at <1-800-962-8074> <or> <visit <websiteaddress.com.>  
<Call 1-800-962-8074> <or> <visit <website address.> <Here today. Here to stay.>

## **<Español (Spanish)**

ATENCIÓN: si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1-800-962-8074 (TTY: 711).>  
<Health insurance provided by Health Plan of Nevada.>

# Email Content

## Email 1:

<It's Open Enrollment Time> <for Your Health Plan>  
<Thank you for being a part of Health Plan of Nevada.>  
<Recently, <Medicaid> <the State> <the State of Nevada> sent you a letter about your health plan renewal options.>  
<During open enrollment, <DATE> through <DATE>, you can renew or change health plans.>  
< If you want to keep Health Plan of Nevada, you don't need to do anything.> <You'll automatically be renewed in your same plan.>  
<We look forward to continuing to serve you.>  
<If you have any questions, please call Health Plan of Nevada at <1-800-962-8074>, Monday through Friday, 8 a.m. to 5 p.m. local time.>  
<TTY users can dial 711.> <You can also visit us online at> <website address> <or click here (will go to flyer/brochure/web page).>

## Email 2:

<Best. Day. Ever.>  
<We have a whole team of people ready to help you> <have your Best. Day. Ever.>  
<It's Open enrollment time> <for your health plan.>  
<Recently, <Medicaid> <the State> <the State of Nevada> sent you a letter about your health plan renewal options.>  
<During open enrollment, <DATE> through <DATE>, you can renew or change health plans.>  
< If you want to keep Health Plan of Nevada, you don't need to do anything.> <You'll automatically be renewed in your same plan.>  
<We look forward to continuing to serve you.>  
<If you have any questions, please call Health Plan of Nevada at <1-800-962-8074>, Monday through Friday, 8 a.m. to 5 p.m. local time.>  
<TTY users can dial 711.> <You can also visit us online at> <website address> <or click here (will go to flyer/brochure/web page).>

On both emails:

<Here today. Here to stay.>

### <Español (Spanish)>

ATENCIÓN: si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1-800-962-8074 (TTY: 711).>  
<You are receiving this email from Health Plan of Nevada because you selected to enroll in Health Plan of Nevada Medicaid.>  
<Your privacy is important to us. If you believe someone has used your personal information, please call <1-800-962-8074.>  
<Please do not reply to this email address; this mailbox is used for outbound mail only.>  
<Do not include any personal health information as part of any email communication.>  
<We cannot guarantee the security of any communication transmitted via the Internet.>  
<This email was sent by: Health Plan of Nevada • 2720 North Tenaya Way Las Vegas, NV, 89128, USA.  
<Health insurance provided by Health Plan of Nevada>  
<©Health Plan of Nevada, Inc.>  
<We respect your right to privacy. View our privacy policy.>

# Web Banners/Digital Billboard

Do you qualify for no-cost health care?

<website address>

<1-800-962-8074>

Make it your Best. Day. Ever.

<website address>

<1-800-962-8074>

Best. Day. Ever?

<website address>

<1-800-962-8074>

See if you qualify for no-cost health care.

<website address>

<1-800-962-8074>

Here today. Here to stay.

<website address>

<1-800-962-8074>

Serving Medicaid members for <over> <20> years.

<website address>

<1-800-962-8074>

<Need> <Medicaid?> <Choose Health Plan of Nevada.>

<website address>

<1-800-962-8074>

Large network of doctors.

<website address>

<1-800-962-8074>

<Need> <Medicaid?> <You have a choice.> <Choose HPN>

<Choose Health Plan of Nevada>

<website address>

<1-800-962-8074>

Get no-cost health care

<website address>

<1-800-962-8074>

# Facebook Ad/Social Media (any mix of the following content)

<HAVING ONE OF THOSE DAYS?>

<Make it your best day ever.>

<Find out if you qualify for no-cost health care. >

<website address>

<DO YOU QUALIFY FOR NO-COST HEALTH CARE?>

<Make it your Best. Day. Ever.>

<Find out about Medicaid with no-cost health care.>

<website address>

CHOOSE OUR PLAN>

<Make today your Best. Day. Ever> <with no cost health care.>

<See if you qualify!>

<website address>

<QUALIFY FOR MEDICAID?>

<Make today your Best. Day. Ever. with no-cost health care.>

<See if you qualify!>

<website address>

<QUALIFY FOR MEDICAID?>

<You may be eligible for no-cost health care. Find out if you qualify!>

<Best. Day. Ever.>

<website address>

<HERE TODAY. HERE TO STAY.>

<Serving Nevada's Medicaid members for <over> <20> years.

<See if you qualify.>

<website address>

<FIND OUT IF YOU QUALIFY.> <QUALIFY FOR MEDICAID?>

<With Medicaid>, <no-cost health care is possible>. <Can you say Best. Day. Ever?>

<Learn more now.>

<website address>

<BEST. DAY. EVER.>

<You may be eligible for no-cost health care. Find out if you qualify!

<Explore our plan today.>

<website address>

<CHOOSE OUR PLAN>

<No cost health care is possible> <with Medicaid.>

<Find out if you qualify today.>

<website address>

# Search Engine Marketing (any mix of the following content)

<Health Plan of Nevada>  
<No-Cost Health Care>  
<See If You Qualify For <Medicaid,> <No-Cost Health Care,> <With Health Plan of Nevada>  
<1-800-962-8074>  
<Over <20> Years in Nevada>  
<Medicaid Open Enrollment>  
<Large Provider Network>  
<Large Network of Doctors>  
<Get Access To Special Programs> <and 2 Of Nevada's Largest Medical Groups>  
<See If You Qualify>  
<Choose HPN For Your No-Cost Health Care With Access To Special Programs>  
<Select HPN During Medicaid Open Enrollment To See If You Qualify>

# Member Booklet

<BEST. DAY. EVER.> <We have a whole team of people ready to help you> <have your best day ever.>  
<Health Plan of Nevada> <Southern Nevada> <Northern Nevada>

<Health Plan of Nevada has a large network of doctors> <, including> <Southwest Medical> and <HealthCare Partners>.  
<Health Plan of Nevada has special programs to keep you and your family healthy.> <Here today. Here to stay. >  
<We've been serving Medicaid members for <over> <20> years. > <And, because we're right here in Nevada, we have a special connection to our community.>

<Thank you for being a part of Health Plan of Nevada.> <Recently, <Medicaid> <the State> <the State of Nevada> sent you a letter about your health plan renewal options.> <During open enrollment, <DATE> through <DATE>, you can renew or change health plans.> < If you want to keep Health Plan of Nevada, you don't need to do anything.> <You'll automatically be renewed in your same plan.>

<As a member, you get many health care services at **no cost to you.**>

<Choice of <family doctors> <and> <specialists>

<Visit> <website address> <to look at our list of doctors>

<Pregnancy and maternity services>

<Well-child visits>

<Immunizations and flu shots>

<Prescription and over-the-counter drugs>

<Hospital services>

<24/7 <telephone> <advice nurse>

<Labs and X-rays>

<Urgent care services>

<Emergency care services>

<Behavioral health and substance use services>

<Walk-in services to help with behavioral health medications> <Southern Nevada only>

<Virtual visits for behavioral health> <By appointment only>

<Counselors available for behavioral health interventions> <Southern Nevada only> <at some primary care offices> <at some provider offices>

<Behavioral health support center> <Southern Nevada only>

<Newborn circumcisions>

<Medical equipment and supplies>

<Eye exams and eye glasses>

<Family planning services and supplies>

<Hearing tests and services>

<Physical, occupational and speech therapy>



# Member Booklet

<Mobile medical center>

<Virtual visits> <to see a provider from your smartphone or computer>

<We take care of our members.> <Your health is important to us.>

<That's why we have different ways for you to get the health care you need.>

<Day or night, we're here for you.>

<HPN Symptom Checker>

<24/7 <telephone> <advice nurse>

<24/7 <virtual visits>

<Medicine on the Move mobile medical center>

<Family doctors and specialists>

<Urgent care services>

<Emergency services>

<Hospital care>

<Care before and after the birth of a baby>

<Earn rewards for staying up-to-date with your health care.>

<\$10 > <gift card for completing well-child visits>

<Free> <No-cost> box of diapers for getting care after your baby is born>

<\$50> <VISA> gift card for qualifying members of our Healthy Pregnancy Rewards Program

<Plus you get great programs to help keep your family well.>

<Free> <No-cost> cell phone with <XX> minutes> <and> <a data plan>

<Temporary housing for medical care after the hospital> <Transitional housing> <Southern Nevada only>

<High school equivalency test program>

<Pregnancy and breastfeeding classes>

<Help with <asthma> <and> <diabetes>

<Pregnancy case management>

<Help to stop smoking>

<Nutrition classes>

<We look forward to continuing to serve you.> <If you have any questions, please call us at <1-800-962-8074>, Monday through Friday, 8 a.m. to 5 p.m. local time.> <TTY users can dial 711.> <You can also visit us online at> <website address.> <Health insurance provided by Health Plan of Nevada>

**<Español (Spanish)>**

ATENCIÓN: si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1-800-962-8074 (TTY: 711).>

# Prospect Booklet/Handout

<Health Plan of Nevada>

<Southern Nevada> <Northern Nevada>

<BEST. DAY. EVER.>

<Make it your best day ever with Health Plan of Nevada.> <Discover what our Medicaid plan can offer you and your family.>

<Health Plan of Nevada has a large network of doctors>, <including <Southwest Medical> and <HealthCare Partners.>

<Here today. Here to stay.> <We've been serving Medicaid members for <over> <20> years. <And, because we're right here in Nevada, we have a special connection to our community.>

<During open enrollment for your health plan, we encourage you to take a look at Health Plan of Nevada.> <You can get health care services at no cost to you.>

<Choice of <family doctors> <and> <specialists>

<Visit> <website address> <to look at our list of doctors>

<Pregnancy and maternity services>

<Well-child visits>

<Immunizations and flu shots>

<Prescription and over-the-counter drugs>

<Hospital services>

<24/7 <telephone> <advice nurse>

<Labs and X-rays>

<Urgent care services>

<Emergency care services>

<Behavioral health and substance use services>

<Walk-in services to help with behavioral health medications> <Southern Nevada only>

<Virtual visits for behavioral health> <By appointment only>

<Counselors available for behavioral health interventions> <Southern Nevada only> <at some primary care offices> <at some provider offices>

<Behavioral health support center> <Southern Nevada only>

<Newborn circumcisions>

<Medical equipment and supplies>

<Eye exams and eye glasses>

<Family planning services and supplies>

<Hearing tests and services>

<Physical, occupational and speech therapy>

<Mobile medical center>

<Virtual visits> <to see a provider from your smartphone or computer>

# Prospect Booklet/Handout

<We take care of members.> <Your health is important to us.>  
<That's why we have different ways for you to get the health care you need.>  
<Day or night, we're here for you.>  
<HPN Symptom Checker>  
<24/7 <telephone> <advice nurse>  
<24/7 <virtual visits>  
<Medicine on the Move mobile medical center>  
<Family doctors and specialists>  
<Urgent care services>  
<Emergency services>  
<Hospital care>  
<Care before and after the birth of a baby>

<Earn rewards for staying up-to-date with your health care.>  
<\$10 > <gift card for completing well-child visits>  
<Free> <No-cost> box of diapers for getting care after your baby is born>  
<\$50> <VISA> gift card for qualifying members of our Healthy Pregnancy Rewards Program

<Plus you get great programs to help keep your family well.>  
<Free> <No-cost> cell phone with <XX> minutes> <and> <a data plan>  
<Temporary housing for medical care after the hospital> <Transitional housing> <Southern Nevada only>  
<High school equivalency test program>  
<Pregnancy and breastfeeding classes>  
<Help with <asthma> <and> <diabetes>  
<Pregnancy case management>  
<Help to stop smoking>  
<Nutrition classes>

<Switch to Health Plan of Nevada > <Get to know the world of health care in a way that makes sense to you.> <If you enroll with Health Plan of Nevada, you can see how we help our members get the most out of their plan.> <Want to change to Health Plan of Nevada?> <Check the Health Plan of Nevada box on the letter you received from Nevada Medicaid.> <For more information, call <1-800-962-8074> or visit <website address.>

## <Español (Spanish)>

ATENCIÓN: si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1-800-962-8074 (TTY: 711).>  
<Health insurance provided by Health Plan of Nevada.>

# Mailing Envelope

HPN logo

Address

<IMPORTANT HEALTH PLAN INFORMATION INSIDE>

<MAKE IT YOUR BEST. DAY. EVER.>

<HEALTH PLAN OF NEVADA. HERE TODAY. HERE TO STAY.>

# Landing Page (current member)

I am: <A Health Plan of Nevada Medicaid Member>

<Medicaid> | <Nevada Check up>  
<Here today. Here to stay.>

<Find a doctor/provider> <English – Spanish>  
<Provider Search> <link to current directories>  
<Southern Nevada provider directory> <link to current directory >  
<Northern Nevada provider directory> <link to current directory>

<Thank you for being a part of the Health Plan of Nevada family.>

<Services>

<As a member, you get many health care services at no cost to you>, <such as urgent care.> <Get started>

<Rewards>

<Earn rewards,> <like gift cards> <for staying up-to-date with your health care.> <Discover how>

<Programs>

<We have great programs> <including <free> <no-cost> cell phones> <to help keep your family healthy.> <Learn more>

<Thank you for being a part of Health Plan of Nevada.>

<Recently, <Medicaid> <the State> <the State of Nevada> sent you a letter about your health plan renewal options.> <During open enrollment, <DATE> through <DATE>, you can renew or change health plans.> < If you want to keep Health Plan of Nevada, you don't need to do anything.> <You'll automatically be renewed in your same plan.>

<We look forward to continuing to serve you.> <If you have any questions, please call us at <1-800-962-8074>, <Monday through Friday, 8 a.m. to 5 p.m. local time.> <TTY users can dial 711.> <You can also visit> <website address.>

**<Español (Spanish)>**

ATENCIÓN: si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1-800-962-8074 (TTY: 711).>

*This line will appear at the bottom of each page of the landing website.*

Privacy (link to HPN's privacy page) Disclaimer (link to HPN's disclaimer page) Language Assistance/Non-Discrimination Notice (link to HPN's assistance and discrimination page) Copyright © 2018 United HealthCare Services, Inc. All rights reserved.

# Landing Page (current member)

## SERVICES PAGE:

<We take care of our members.> <Day or night, we're here for you.> <As a Health Plan of Nevada member, we hope you take advantage of the following services available to you.>

<HPN Symptom Checker>  
<24/7> <telephone> <advice nurse>  
<24/7> virtual visits  
<Medicine on the Move mobile medical center>  
<Family <doctors> <and> specialists> <Click here to look at our list of doctors>  
<Urgent care services>  
<Emergency services>  
<Hospital care>  
<Care before and after the birth of a baby>  
<Choice of <family doctors> <and> <specialists>  
<Pregnancy and maternity services>  
<Well-child visits>  
<Immunizations and flu shots>  
<Prescription and over-the-counter drugs>  
<Hospital services>  
<Labs and X-rays>  
<Behavioral health and substance use services>  
<Walk-in services to help with behavioral health medications> <Southern Nevada only>  
<Virtual visits for behavioral health> <By appointment only>  
<Counselors available for behavioral health interventions> <Southern Nevada only> <at some primary care offices> <at some provider offices>  
<Behavioral health support center> <Southern Nevada only>  
<Newborn circumcisions>  
<Medical equipment and supplies>  
<Eye exams and eye glasses>  
<Family planning services and supplies>  
<Hearing tests and services>  
<Physical, occupational and speech therapy>  
<Mobile medical center>  
<Virtual visits> <to see a provider from your smartphone or computer>

<We look forward to continuing to serve you.> <If you have any questions, please call us at <1-800-962-8074>, <Monday through Friday, 8 a.m. to 5 p.m. local time.> <TTY users can dial 711.> <You can also visit> <website address.>

# Landing Page (current member)

## REWARDS PAGE:

<Earn rewards for staying up-to-date with your health care.>

<\$10 > <gift card for completing well-child visits>

<Free > <No-cost> box of diapers for getting care after your baby is born>

<\$50> <VISA> gift card for qualifying members of our Healthy Pregnancy Rewards Program

<We look forward to continuing to serve you.>

<If you have any questions, please call us at <1-800-962-8074>, Monday through Friday, 8 a.m. to 5 p.m. local time.> <TTY users can dial 711.> <You can also visit> <website address.>

## PROGRAMS PAGE:

<Your health is important to us.>

<As a Health Plan of Nevada member, we have great programs to help keep your family well.>

<Free> <No-cost> cell phone with <XX> minutes> <and> <a data plan>

<Temporary housing for medical care after the hospital> <Transitional housing> <Southern Nevada only>

<High school equivalency test program>

<Pregnancy and breastfeeding classes>

<Help with <asthma> <and> <diabetes>

<Pregnancy case management>

<Help to stop smoking>

<Nutrition classes>

<Walk-in services to help with behavioral health medications> <Southern Nevada only>

<Virtual visits for behavioral health> <By appointment only>

<Counselors available for behavioral health interventions> <Southern Nevada only> <at some primary care offices> <at some provider offices>

<Behavioral health support center> <Southern Nevada only>

<We look forward to continuing to serve you.>

<If you have any questions, please call us at <1-800-962-8074>, <Monday through Friday, 8 a.m. to 5 p.m. local time.> <TTY users can dial 711.> <You can also visit> <website address.>

# Landing Page (other plan member)

I am: <Looking to switch to Health Plan of Nevada Medicaid>

<Medicaid> | <Nevada Check up>  
<Here today. Here to stay.>

<Find a doctor/provider>  
<Provider Search> <link to current directories>  
<Southern Nevada provider directory> <link to current directory>  
<Northern Nevada provider directory> <link to current directory>

<English – Spanish>

<You've come to the right place.> <We've been serving Nevada Medicaid members for <over> <20> years.>

<Services>

<As a member, you get many health care services at no cost to you,> <such as urgent care.> <Take a Look>

<Rewards>

<Our members earn rewards,> <like gift cards> <for staying up-to-date with their health care.> <Discover how>

<Programs>

<We have great programs> <including <free> <no-cost> cell phones> <to help keep our members healthy.> <Learn more>

<During open enrollment for your health plan, we encourage you to take a look at Health Plan of Nevada.> <You can get health care services at no cost to you.>

<Switch to Health Plan of Nevada> <Get to know the world of health care in a way that makes sense to you.> <If you enroll with Health Plan of Nevada, you can see how we help our members get the most out of their plan.> <Want to change to Health Plan of Nevada?> <Check the Health Plan of Nevada box on the letter you received from Nevada Medicaid.> <For more information, call <1-800-962-8074>.>

**<Español (Spanish)>**

ATENCIÓN: si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1-800-962-8074 (TTY: 711).>



# Landing Page (other plan member)

## SERVICES PAGE:

<We take care of our members.> <Day or night, we're here for them.> < Health Plan of Nevada members have the following services available to them.>

<HPN Symptom Checker>

<24/7> <telephone> advice nurse>

<24/7> <virtual visits>

<Medicine on the Move mobile medical center>

<Family> <doctors> <and> specialists>

<Urgent care services>

<Emergency services>

<Hospital care>

<Care before and after the birth of a baby>

<Choice of <family doctors> and <specialists> <Click here to look at our list of doctors>

<Pregnancy and maternity services>

<Well-child visits>

<Immunizations and flu shots>

<Prescription and over-the-counter drugs>

<Hospital services>

<Labs and X-rays>

<Behavioral health and substance use services>

<Walk-in services to help with behavioral health medications> <Southern Nevada only>

<Virtual visits for behavioral health> <By appointment only>

<Counselors available for behavioral health interventions> <Southern Nevada only> <at some primary care offices> <at some provider offices>

<Behavioral health support center> <Southern Nevada only>

<Newborn circumcisions>

<Medical equipment and supplies>

<Eye exams and eye glasses>

<Family planning services and supplies>

<Hearing tests and services>

<Physical, occupational and speech therapy>

<Mobile medical center>

<Virtual visits> <to see a provider from your smartphone or computer>

<Choose Health Plan of Nevada!> <Want to change to Health Plan of Nevada?> <We look forward to serving you.> <Check the Health Plan of Nevada box on the letter you received from Nevada Medicaid.> <For more information, call <1-800-962-8074>.

# Landing Page (other plan member)

## REWARDS PAGE:

<Earn rewards for staying up-to-date with your health care.>

<\$10 > <gift card for completing well-child visits>

<Free> <No-cost> box of diapers for getting care after your baby is born>

<\$50> <VISA> gift card for qualifying members of our Healthy Pregnancy Rewards Program

<We look forward to serving you.>

<Choose Health Plan of Nevada!> <Want to change to Health Plan of Nevada?> <Check the Health Plan of Nevada box on the letter you received from Nevada Medicaid.> <For more information, call <1-800-962-8074>.

## PROGRAMS PAGE:

< Health Plan of Nevada members have great programs to help keep them healthy.>

<Free > <No-cost> cell phone with <XX> minutes> <and> <a data plan>

<Temporary housing for medical care after the hospital> <Transitional housing> <Southern Nevada only>

<High school equivalency test program>

<Pregnancy and breastfeeding classes>

<Help with <asthma> <and> <diabetes>

<Pregnancy case management>

<Help to stop smoking>

<Nutrition classes>

<Walk-in services to help with behavioral health medications> <Southern Nevada only>

<Virtual visits for behavioral health> <By appointment only>

<Counselors available for behavioral health interventions> <Southern Nevada only> <at some primary care offices> <at some provider offices>

<Behavioral health support center> <Southern Nevada only>

<We look forward to serving you.>

<Choose Health Plan of Nevada!> <Want to change to Health Plan of Nevada?> <Check the Health Plan of Nevada box on the letter you received from Nevada Medicaid.> <For more information, call <1-800-962-8074>.

# Landing Page (not on Medicaid)

I am: <Looking for Information on No-Cost Health Care>

<Medicaid> | <Nevada Check up>  
<Here today. Here to stay.>

<Find a doctor/provider>  
<Provider Search> *link to current directories*  
<Southern Nevada provider directory> *<link to current directory>*  
<Northern Nevada provider directory> *<link to current directory>*

<English – Spanish>

<You've come to the right place.> <We've been serving Nevada Medicaid members for <over> <20> years.>

<Services>

<As a member, you get many health care services at no cost to you,> <such as urgent care.> <Take a Look>

<Rewards>

<Our members earn rewards,> <like gift cards> <for staying up-to-date with their health care.> <Discover how>

<Programs>

<We have great programs> <including <free> <no-cost> cell phones> <to help keep our members healthy.> <Learn more>

<Want to enroll in Health Plan of Nevada?> <Choose Health Plan of Nevada!>

<See if you qualify for Medicaid.>

<You can apply for coverage at <dwss.nv.gov> or call <1-877-543-7669>.

**<Español (Spanish)>**

ATENCIÓN: si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1-800-962-8074 (TTY: 711).>

# Landing Page (not on Medicaid)

## SERVICES PAGE:

<We take care of our members.> <Day or night, we're here for them.> < Health Plan of Nevada members have the following services available to them.>

<HPN Symptom Checker>

<24/7> <telephone> advice nurse>

<24/7> virtual visits

<Medicine on the Move mobile medical center>

<Family> <doctors> <and> <specialists> <Click here to look at our list of doctors>

<Urgent care services>

<Emergency services>

<Hospital care>

<Care before and after the birth of a baby>

<Choice of <family doctors> and <specialists> <Click here to look at our list of doctors>

<Pregnancy and maternity services>

<Well-child visits>

<Immunizations and flu shots>

<Prescription and over-the-counter drugs>

<Hospital services>

<Labs and X-rays>

<Behavioral health and substance use services>

<Walk-in services to help with behavioral health medications> <Southern Nevada only>

<Virtual visits for behavioral health> <By appointment only>

<Counselors available for behavioral health interventions> <Southern Nevada only> <at some primary care offices> <at some provider offices>

<Behavioral health support center> <Southern Nevada only>

<Newborn circumcisions>

<Medical equipment and supplies>

<Eye exams and eye glasses>

<Family planning services and supplies>

<Hearing tests and services>

<Physical, occupational and speech therapy>

<Virtual visits> <to see a provider from your smartphone or computer>

<We look forward to serving you.> <Want to enroll in Health Plan of Nevada?> <Choose Health Plan of Nevada!> <See if you qualify for Medicaid.> <You can apply for coverage at <dwss.nv.gov> or call <1-877-543-7669>.>

# Landing Page (not on Medicaid)

## REWARDS PAGE:

<Earn rewards for staying up-to-date with your health care.>  
<\$10 > <gift card for completing well-child visits>  
<Free> <No-cost> box of diapers for getting care after your baby is born>  
<\$50> <VISA> gift card for qualifying members of our Healthy Pregnancy Rewards Program

<We look forward to serving you.>  
<Want to enroll in Health Plan of Nevada?>  
<Choose Health Plan of Nevada!>  
<See if you qualify for Medicaid.>  
<You can apply for coverage at <dwss.nv.gov> or call <1-877-543-7669>.

## PROGRAMS PAGE:

<Health Plan of Nevada members have great programs to help keep them healthy.>  
<Free> <No-cost> cell phone with <XX> minutes> <and> <a data plan>  
<Temporary housing for medical care after the hospital> <Transitional housing> <Southern Nevada only>  
<High school equivalency test program>  
<Pregnancy and breastfeeding classes>  
<Help with <asthma> <and> <diabetes>  
<Pregnancy case management>  
<Help to stop smoking>  
<Nutrition classes>  
<Walk-in services to help with behavioral health medications> <Southern Nevada only>  
<Virtual visits for behavioral health> <By appointment only>  
<Counselors available for behavioral health interventions> <Southern Nevada only> <at some primary care offices> <at some provider offices>  
<Behavioral health support center> <Southern Nevada only>

<We look forward to serving you.>

<Want to enroll in Health Plan of Nevada?>  
<Choose Health Plan of Nevada!>  
<See if you qualify for Medicaid.>  
<You can apply for coverage at <dwss.nv.gov> or call <1-877-543-7669>.

# Landing Page (variations)

**The following list represents variable options to highlight for the landing page.**

<Choice of <family> <doctors> and <specialists>  
<Pregnancy and maternity services>  
<Well-child visits>  
<Immunizations and flu shots>  
<Prescription and over-the-counter drugs>  
<Hospital services>  
<24/7 <telephone> advice nurse>  
<Labs and X-rays>  
<Urgent care services>  
<Emergency care services>  
<Behavioral health and substance use services>  
<Walk-in services to help with behavioral health medications> <Southern Nevada only>  
<Virtual visits for behavioral health> <By appointment only>  
<Counselors available for behavioral health interventions> <Southern Nevada only> <at some primary care offices> <at some provider offices>  
<Behavioral health support center> <Southern Nevada only>  
<Newborn circumcisions>  
<Medical equipment and supplies>  
<Eye exams and eye glasses>  
<Family planning services and supplies>  
<Hearing tests and services>  
<Physical, occupational and speech therapy>  
<Medicine on the Move> <Mobile medical center>  
<Virtual visits> <to see a provider from your smartphone or computer>  
<\$10 > <gift card for completing well-child visits>  
<Free> <No-cost> box of diapers for getting care after your baby is born>  
<Free> <No-cost> cell phone with <XX> minutes> <and> <a data plan>  
<Temporary housing for medical care after the hospital> <Transitional housing> <Southern Nevada only>  
<High school equivalency test program>  
<Pregnancy and breastfeeding classes>  
<Help with <asthma> <and> <diabetes>  
<Pregnancy case management>  
<Help to stop smoking>  
<Nutrition classes>

# Longevity Badge

For use on any piece of material:

<Over> <20> years serving Medicaid members>

<Serving Medicaid members for <over> <20> years>

<Here today. Here to stay.>

# Closing

Thank you for your review of this submission. Should you have any questions about the information included, please contact:

LISA JOLLY  
HEALTH PLAN OF NEVADA  
702-240-8824

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