

Anthem[®]

Nevada 2020

Marketing Communications



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Our message is to educate members about benefits, choice, and access to care

Anthem[®]



**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.  >

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**Get more
from Medicaid.**

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

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

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

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Digital Ads: Messaging:

Learn more about the <no-cost> health plan that gives you access to

<care anytime>.

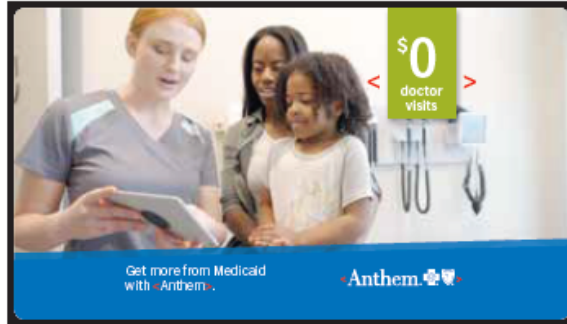
<Anthem> Medicaid is the <no-cost> health plan that gives you access to

<care anytime>.

Get care anytime.

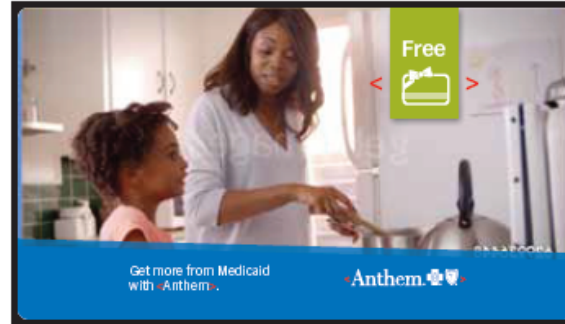
Choose <Anthem> Medicaid.

Medicaid open enrollment is <now>. Make a choice for your health care today.



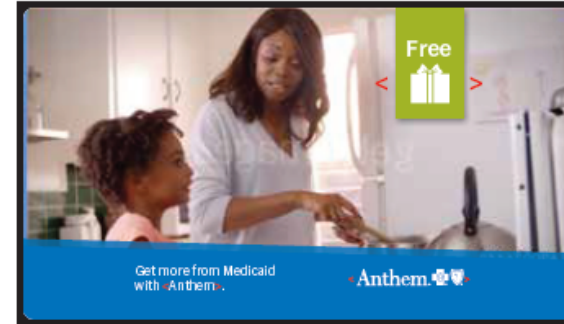
[Ribbon slides in \$0 and each of the items in the VO below pops up.]

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>...



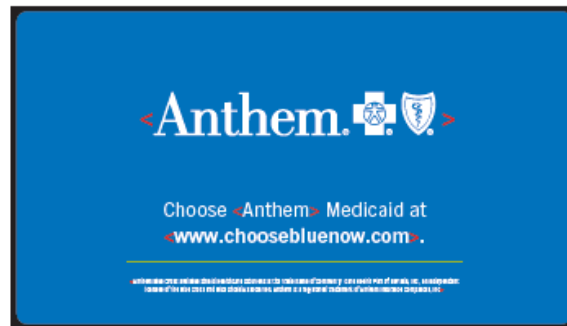
[Fade transition new video, "free" and each of the items icons pops up.]

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>.

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Care anytime
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< Anthem  >

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

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