



# **Nevada 2020 Medicaid Open Enrollment English Marketing Submission**

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# MASS MEDIA

IT'S ALL PART OF MY PLAN

### **It's All Part of My Plan A :30**

**WOMAN:** I take care of my health. So I want a Medicaid plan I can count on, with the benefits I need.

SilverSummit Healthplan gives me quality healthcare coverage with vision and dental benefits. I can even earn dollar rewards for completing healthy activities, like getting my annual wellness check.

Care for the whole me. <Health insurance benefits I need.>  
It's all part of my plan.

**ANNCR:** Visit [ChooseSilverSummit.com](http://ChooseSilverSummit.com) to learn more today! SilverSummit Healthplan is a Nevada Medicaid and Nevada Check Up health plan.

### **It's All Part of My Plan B :30**

**WOMAN:** My family is always on the go, and it's my job to make sure we stay healthy.

SilverSummit Healthplan offers the quality coverage my family and I want, with the benefits we really need. We can see doctors we know and even earn rewards for completing healthy activities.

Putting family first. <Medicaid coverage that's there for us.>  
It's all part of my plan.

**ANNCR:** Visit [ChooseSilverSummit.com](http://ChooseSilverSummit.com) to learn more today! SilverSummit Healthplan is a Nevada Medicaid and Nevada Check Up health plan.

## TV :30

**WOMAN:** When I think of my health, I'm looking ahead. So I want a Medicaid plan with all the benefits I need.

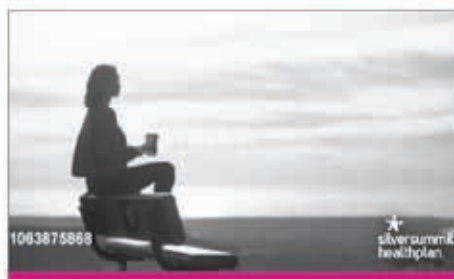
SilverSummit Healthplan gives me quality healthcare coverage with a rewards program, plus extra benefits—like vision and dental. That's important, because taking care of my health means taking care of the whole me.

More benefits, less stress.

It's all part of my plan.



**Animation:** White overlay, logo and URL over footage for 3 seconds before fading to full bw footage.



**WOMAN's VO:** When I think of my health, I'm looking ahead.



**WOMAN's VO:** So I want a Medicaid plan...



**WOMAN's VO:** ... with all the benefits I need.



**WOMAN's VO:** SilverSummit Healthplan gives me quality healthcare coverage...



**WOMAN's VO:** ...with a rewards program...



**WOMAN's VO:** plus extra benefits—like vision...



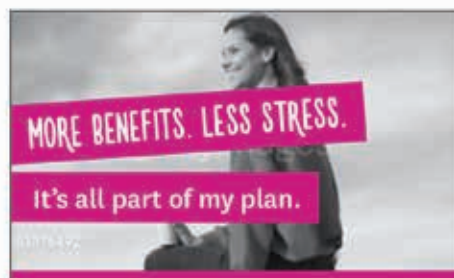
**WOMAN's VO:** ...and dental.



**WOMAN's VO:** That's important, because taking care of my health...



**WOMAN's VO:** ...means taking care of the whole me.



**WOMAN's VO:** More benefits, less stress. It's all part of my plan.



**Animation:** Background fades to white. Logo and URL populate center of screen.



**MORE BENEFITS, LESS STRESS.**

**It's all part of my plan.**


 **silversummit  
healthplan.**  
A Nevada Medicaid and Nevada Check Up Plan

[ChooseSilverSummit.com](http://ChooseSilverSummit.com)



**CARE WITH CONFIDENCE.**

**It's all part of my plan.**

 **silversummit  
healthplan.**  
A Nevada Medicaid and Nevada Check Up Plan

[ChooseSilverSummit.com](http://ChooseSilverSummit.com)



**CARE FOR THE WHOLE ME.**

**It's all part of my plan.**

 **silversummit  
healthplan.**  
A Nevada Medicaid and Nevada Check Up Plan

[ChooseSilverSummit.com](http://ChooseSilverSummit.com)



DOING WHAT'S RIGHT FOR MY FAMILY.

It's all part of my plan.

 **silversummit  
healthplan.**  
A Nevada Medicaid and Nevada Check Up Plan

[ChooseSilverSummit.com](http://ChooseSilverSummit.com)



PUTTING FAMILY FIRST.

It's all part of my plan.

 **silversummit  
healthplan.**  
A Nevada Medicaid and Nevada Check Up Plan

[ChooseSilverSummit.com](http://ChooseSilverSummit.com)



VISION COVERAGE FOR A 20/20 OUTLOOK.

It's all part of my plan.

 **silversummit  
healthplan.**  
A Nevada Medicaid and Nevada Check Up Plan

[ChooseSilverSummit.com](http://ChooseSilverSummit.com)




HER FUTURE IN FOCUS.

It's all part of my plan.


 **silversummit  
healthplan.**  
A Nevada Medicaid and Nevada Check Up Plan

[ChooseSilverSummit.com](http://ChooseSilverSummit.com)



KNOWING WE HAVE VISION COVERAGE.

It's all part of my plan.

 **silversummit  
healthplan.**  
A Nevada Medicaid and Nevada Check Up Plan

[ChooseSilverSummit.com](http://ChooseSilverSummit.com)



CHOOSING A PLAN WITH DENTAL BENEFITS.

It's all part of my plan.

 **silversummit  
healthplan.**  
A Nevada Medicaid and Nevada Check Up Plan

[ChooseSilverSummit.com](http://ChooseSilverSummit.com)



COVERAGE THAT GIVES ME DOLLAR REWARDS.

It's all part of my plan.

 **silversummit  
healthplan.**  
A Nevada Medicaid and Nevada Check Up Plan

[ChooseSilverSummit.com](http://ChooseSilverSummit.com)



MEMBERSHIP TO BOYS & GIRLS CLUB.™

It's all part of my plan.

 **silversummit  
healthplan.**  
A Nevada Medicaid and Nevada Check Up Plan

[ChooseSilverSummit.com](http://ChooseSilverSummit.com)



MEMBERSHIP TO WW FREESTYLE.™

It's all part of my plan.

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healthplan.**  
A Nevada Medicaid and Nevada Check Up Plan

[ChooseSilverSummit.com](http://ChooseSilverSummit.com)















MORE BENEFITS.  
LESS STRESS.

CHOOSE BY JUNE 30!



It's all part  
of my plan.

CHOOSE BY JUNE 30!



CARE WITH  
CONFIDENCE.

CHOOSE BY JUNE 30!



It's all part  
of my plan.

CHOOSE BY JUNE 30!



CARE FOR THE  
WHOLE ME.

CHOOSE BY JUNE 30!



It's all part  
of my plan.

CHOOSE BY JUNE 30!





DOING WHAT'S RIGHT  
FOR MY FAMILY.

CHOOSE BY JUNE 30!

 silversummit  
healthplan.



Medicaid coverage  
that's there for us.

CHOOSE BY JUNE 30!

 silversummit  
healthplan.



It's all part  
of my plan.

CHOOSE BY JUNE 30!

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healthplan.



PUTTING  
FAMILY FIRST.

CHOOSE BY JUNE 30!

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healthplan.



It's all part  
of my plan.

CHOOSE BY JUNE 30!

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healthplan.



VISION COVERAGE FOR  
A 20/20 OUTLOOK.

CHOOSE BY JUNE 30!



It's all part  
of my plan.

CHOOSE BY JUNE 30!



HER FUTURE  
IN FOCUS.

CHOOSE BY JUNE 30!



Vision benefits  
we want.

CHOOSE BY JUNE 30!



It's all part  
of my plan.

CHOOSE BY JUNE 30!



KNOWING WE HAVE  
VISION COVERAGE.

CHOOSE BY JUNE 30!



It's all part  
of my plan.

CHOOSE BY JUNE 30!





TOOTHACHES THAT  
WON'T WAIT.

CHOOSE BY JUNE 30!



Coverage that includes  
dental benefits.

CHOOSE BY JUNE 30!



It's all part  
of my plan.

CHOOSE BY JUNE 30!



CHOOSING A PLAN WITH  
DENTAL BENEFITS.

CHOOSE BY JUNE 30!



It's all part  
of my plan.

CHOOSE BY JUNE 30!





COVERAGE THAT GIVES ME DOLLAR REWARDS.

CHOOSE BY JUNE 30!



It's all part of my plan.

CHOOSE BY JUNE 30!



MEMBERSHIP TO BOYS AND GIRLS CLUB.™

CHOOSE BY JUNE 30!



It's all part of my plan.

CHOOSE BY JUNE 30!



MEMBERSHIP TO WW FREESTYLE.™

CHOOSE BY JUNE 30!



It's all part of my plan.

CHOOSE BY JUNE 30!





**MORE BENEFITS.  
LESS STRESS.**

CHOOSE BY JUNE 30!



**It's all part  
of my plan.**

CHOOSE BY JUNE 30!



**There's still time  
to get a plan that  
fits your needs.**

CHOOSE BY JUNE 30!



**PUTTING  
FAMILY FIRST.**

CHOOSE BY JUNE 30!



**It's all part  
of my plan.**

CHOOSE BY JUNE 30!



**There's still time  
to get a plan that  
fits your needs.**

CHOOSE BY JUNE 30!



**KNOWING WE HAVE  
VISION COVERAGE.**

CHOOSE BY JUNE 30!



**It's all part  
of my plan.**

CHOOSE BY JUNE 30!



**There's still time  
to get a plan that  
fits your needs.**

CHOOSE BY JUNE 30!



**CHOOSING A PLAN WITH  
DENTAL BENEFITS.**

CHOOSE BY JUNE 30!



**It's all part  
of my plan.**



CHOOSE BY JUNE 30!




**There's still time  
to get a plan that  
fits your needs.**

CHOOSE BY JUNE 30!







 **SilverSummit Healthplan**  
Sponsored · 

SilverSummit HealthPlan offers complete medical coverage with extra benefits we can really use.




[HTTPS://WWW.CHOOSESILVERSUMMIT.COM/](https://www.choosesilversummit.com/)  
**More benefits!** [Learn More](#)


 Like  Comment  Share



 **SilverSummit Healthplan**  
Sponsored · 

I get whole-health coverage with SilverSummit HealthPlan, including vision and dental.




[HTTPS://WWW.CHOOSESILVERSUMMIT.COM/](https://www.choosesilversummit.com/)  
**Care for the Whole Me.** [Learn More](#)




 Like  Comment  Share



 **SilverSummit Healthplan**  
Sponsored · 

I put my family first by choosing SilverSummit for Medicaid coverage. We get benefits we really use.




[HTTPS://WWW.CHOOSESILVERSUMMIT.COM/](https://www.choosesilversummit.com/)  
**It's all part of my plan.** [Learn More](#)




 Like  Comment  Share



 **SilverSummit Healthplan**  
Sponsored · 

SilverSummit HealthPlan makes me smile with great Medicaid coverage that includes special benefits — like vision and dental!




[HTTPS://WWW.CHOOSESILVERSUMMIT.COM/](https://www.choosesilversummit.com/)  
**Extra benefits!** [Learn More](#)




 Like  Comment  Share



 **SilverSummit Healthplan**  
Sponsored · 

With SilverSummit HealthPlan, I can earn rewards for completing healthy activities and spend them on items at Walmart!




[HTTPS://WWW.CHOOSESILVERSUMMIT.COM/](https://www.choosesilversummit.com/)  
**Dollar rewards!** [Learn More](#)




 Like  Comment  Share


 **SilverSummit Healthplan**  
Sponsored · 

Don't miss out on complete Medicaid coverage with extra benefits — like memberships to Boys & Girls Club and Weight Watchers!




[HTTPS://WWW.CHOOSESILVERSUMMIT.COM/](https://www.choosesilversummit.com/)  
**Sign up today!** [Learn More](#)

 Like  Comment  Share




**SilverSummit Healthplan**  
Sponsored · 

Use your My Health Pays® reward dollars to help pay for services and items for you and your family.



[HTTPS://WWW.CHOOSESILVERSUMMIT.COM/](https://www.choosesilversummit.com/)

**Earn dollar rewards!** [Learn More](#)

 Like  Comment  Share

**SilverSummit Healthplan**  
Sponsored · 


Did you know? You can earn My Health Pays® reward dollars for staying focused on your health.




[HTTPS://WWW.CHOOSESILVERSUMMIT.COM/](https://www.choosesilversummit.com/)

**My Health Pays® Rewards!** [Learn More](#)

 Like  Comment  Share




**SilverSummit Healthplan**  
Sponsored · 


Start earning My Health Pays® reward dollars. Stay updated about your rewards balance right from your phone.




[HTTPS://WWW.CHOOSESILVERSUMMIT.COM/](https://www.choosesilversummit.com/)

**Earn Rewards!** [Learn More](#)

 Like  Comment  Share




**SilverSummit Healthplan**  
Sponsored · 

Stay updated about your My Health Pays® rewards balance right from your phone. Download the SilverSummit Healthplan app now!



[HTTPS://WWW.CHOOSESILVERSUMMIT.COM/](https://www.choosesilversummit.com/)

**Download the app!** [Learn More](#)

 Like  Comment  Share



*Having access to care when you and your family need it is important.* SilverSummit Healthplan offers integrated healthcare coverage with the benefits you need:



*my*healthpays® **REWARDS PROGRAM**

Earn dollar rewards for doing healthy things.



**PHARMACY BENEFITS**

Receive drug therapy that is appropriate, high-quality and cost-effective.



**24/7 NURSE ADVICE LINE**

Call to speak to a medical professional for immediate advice on health-related problems.

**AND MORE!**

Visit **ChooseSilverSummit.com** to learn more!

**#SilverSummitHealthplan**



*Having access to care when you and your family need it is important.* SilverSummit Healthplan offers integrated healthcare coverage with the benefits you need:



*my*healthpays® **REWARDS PROGRAM**

Earn dollar rewards for doing healthy things.



**PHARMACY BENEFITS**

Receive drug therapy that is appropriate, high-quality and cost-effective.

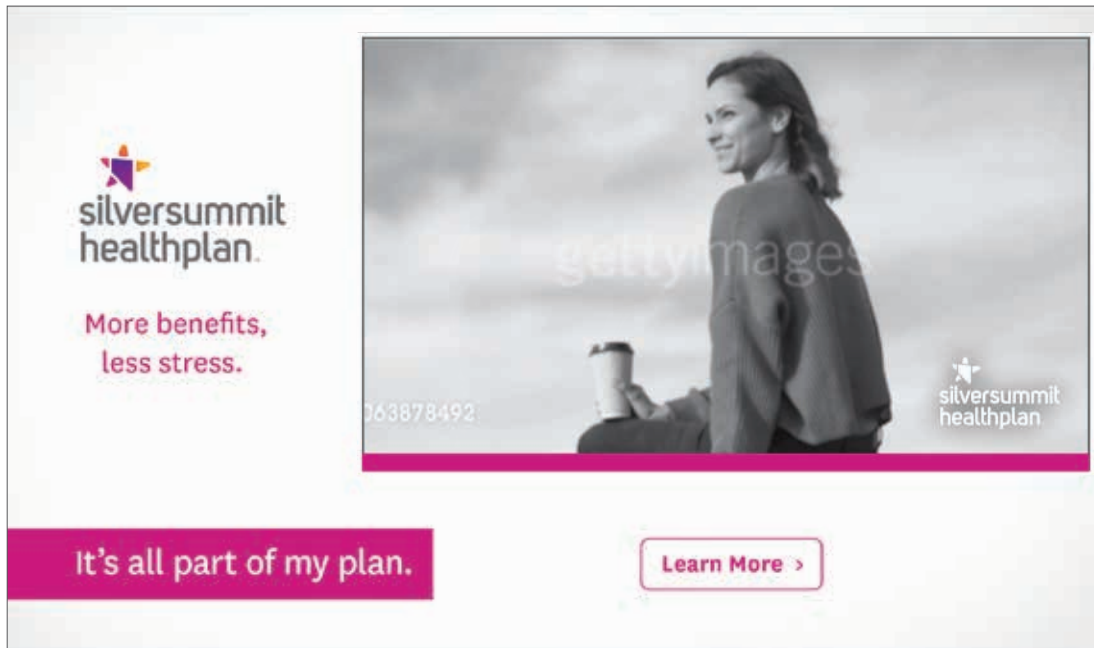


**24/7 NURSE ADVICE LINE**

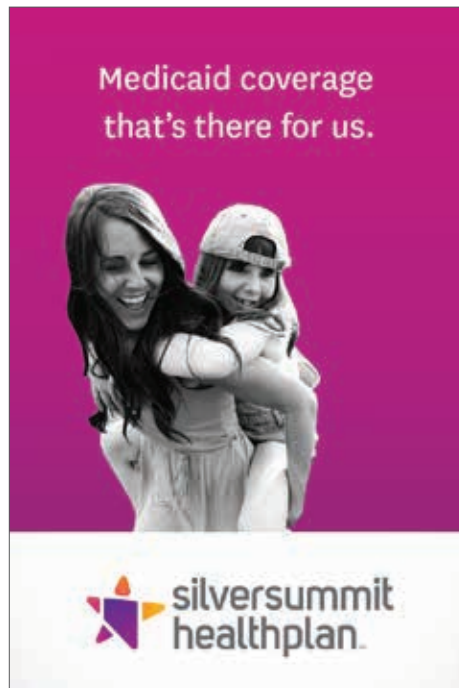
Call to speak to a medical professional for immediate advice on health-related problems.

**AND MORE!**

High-Impact Video Display



Mobile Page-Grabber



# MASS MEDIA

## CHOICE

**Choice A :30**

**WOMAN:** SilverSummit Healthplan offers impressive benefits. But the biggest benefit for me was taking charge of my family's health.

Vision care means I'm making sure my son can read the board in class.  
Dental care means I can make my daughter's toothache go away.  
And a rewards program means I can stretch our budget a little bit further.

I protect my family's health.  
I choose SilverSummit Healthplan.

**ANNCR:** Visit [ChooseSilverSummit.com](http://ChooseSilverSummit.com) to learn more today! SilverSummit Healthplan is a Nevada Medicaid and Nevada Check Up health plan.

**Choice B :30**

**WOMAN:** When it comes to choosing a Medicaid plan, I want to make the best decision for my family.

SilverSummit Healthplan offers the quality coverage we need with benefits, like a rewards program and vision and dental. They even sponsor my kids' memberships to the Boys & Girls Club™ and my meetings at Weight Watchers™.

I know my Medicaid coverage options.  
I choose SilverSummit Healthplan.

**ANNCR:** Visit [ChooseSilverSummit.com](http://ChooseSilverSummit.com) to learn more today! SilverSummit Healthplan is a Nevada Medicaid and Nevada Checkup health plan.



*I know my Medicaid coverage options.*

I choose  silversummit healthplan.

[ChooseSilverSummit.com](http://ChooseSilverSummit.com)



*I protect my family's health.*

I choose  silversummit healthplan.

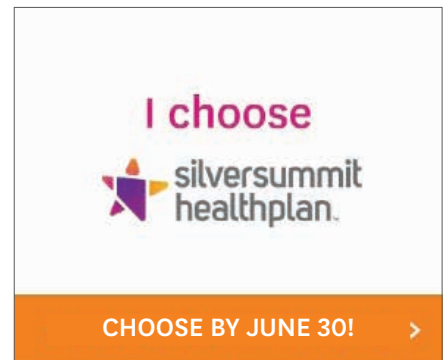
[ChooseSilverSummit.com](http://ChooseSilverSummit.com)



*I decide which Medicaid plan is right for us.*

I choose  silversummit healthplan.

[ChooseSilverSummit.com](http://ChooseSilverSummit.com)



*I know my Medicaid  
coverage options.*



I choose  
 **silversummit  
healthplan.**

#### STAY FOCUSED ON YOUR FAMILY'S HEALTH WITH SILVERSUMMIT HEALTHPLAN.

Count on SilverSummit Healthplan for complete medical coverage with:



##### Dental Benefits

Keep your smile bright  
with dental visits, cleaning  
and x-rays.



##### Vision Benefits

Care for your eyes with  
exams and glasses.



##### Pharmacy Benefits

Receive certain prescriptions  
and over-the-counter  
medications.



##### 24/7 Nurse Advice Line

Call to speak to a medical  
professional for  
immediate advice on  
health-related problems.



#### PLUS, SILVERSUMMIT HEALTHPLAN BENEFITS INCLUDE:



##### My Health Pays® Rewards Program

Earn reward dollars for healthy behaviors.



##### Start Smart for Your Baby®

Our program for pregnant and new mothers.



##### Transportation Services

Ride service support for access to community supports  
and services.

Choose SilverSummit Healthplan for your Medicaid plan!

Learn more about SilverSummit Healthplan. Visit [ChooseSilverSummit.com](http://ChooseSilverSummit.com)  
or call 1-844-366-2880 (TTY/TDD 1-844-804-6086).

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SilverSummit Healthplan complies with applicable Federal  
civil rights laws and does not discriminate on the basis of race,  
color, national origin, age, disability, or sex.

SilverSummit Healthplan cumple con las leyes de derechos  
civiles federales aplicables y no discrimina basándose en la  
raza, color, origen nacional, edad, discapacidad, o sexo. Si  
usted, o alguien a quien está ayudando, tiene preguntas  
acerca de SilverSummit Healthplan, tiene derecho a obtener  
ayuda e información en su idioma sin costo alguno. Para  
hablar con un intérprete, llame al 1-844-366-2880  
(TTY/TDD 1-844-804-6086).

Kung ikaw, o ang iyong tinutulangan, ay may mga katanungan  
tungkol sa SilverSummit Healthplan, may karapatan ka na  
makakuha nang tulong at impormasyon sa iyong wika ng  
walang gastos. Upang makausap ang isang tagasalin,  
tumawag sa 1-844-366-2880 (TTY/TDD 1-844-804-6086).

NEVADA CREATIVE MATERIALS

# MASS MEDIA

MULTILINE

**Radio 1 :30**

**WOMAN:** SilverSummit Healthplan means more than health insurance to me. They're my healthcare partner.

We get the care we need from doctors we choose — and even earn rewards for healthy things we're already doing.

And with Marketplace, Medicaid and Medicare options, I have coverage to protect my family's health wherever life takes us.

**ANNCR:** SilverSummit Healthplan. A plan for life. Visit [SilverSummitHealthplan.com](http://SilverSummitHealthplan.com) to find coverage that works for you.

**Radio 2 :30**

**MAN:** They say life's a journey, right? You can't always control where you go, but can pick who you take with you. So instead of just a health insurance plan, why not choose a healthcare partner?

SilverSummit Healthplan has Medicaid, Marketplace and Medicare options to protect your health at every stage of life.

Because life can be unpredictable. It's good to know you'll be covered, wherever it takes you.

**ANNCR:** SilverSummit Healthplan. A plan for life. Visit [SilverSummitHealthplan.com](http://SilverSummitHealthplan.com) to find coverage that works for you.

**TV: Journey :30**

**WOMAN:** They say life's a journey. You can't always control where you go, but can pick who you take with you.

So instead of just a health insurance plan, why not choose a healthcare partner? Like SilverSummit Healthplan.

SilverSummit Healthplan has coverage options to protect your health at every stage of life — and maybe even a few important additions along the way, too.

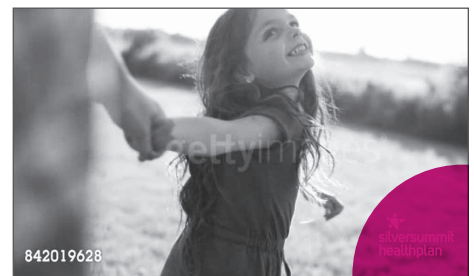
Because life is unpredictable and surprising. It's good to know you'll be covered, wherever it takes you.



**WOMAN's VO:** They say life's a journey.



**WOMAN's VO:** You can't always control where you go...



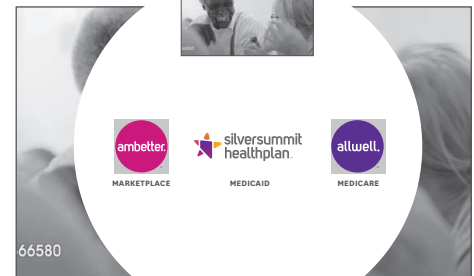
**WOMAN's VO:** ...but can pick who you take with you.



**WOMAN's VO:** So instead of just a health insurance plan...



**WOMAN's VO:** ...why not choose a healthcare partner?



**WOMAN's VO:** SilverSummit Healthplan has coverage options to protect your health at every stage of life...



**WOMAN's VO:** ...and maybe even a few important additions along the way, too.



**WOMAN's VO:** Because life is unpredictable...



**WOMAN's VO:** ...and surprising.



**WOMAN's VO:** It's good to know you'll be covered...



**WOMAN's VO:** ...wherever life takes you.



**Animation:** Circle overlay floods screen. SilverSummit logo and tagline populate screen.

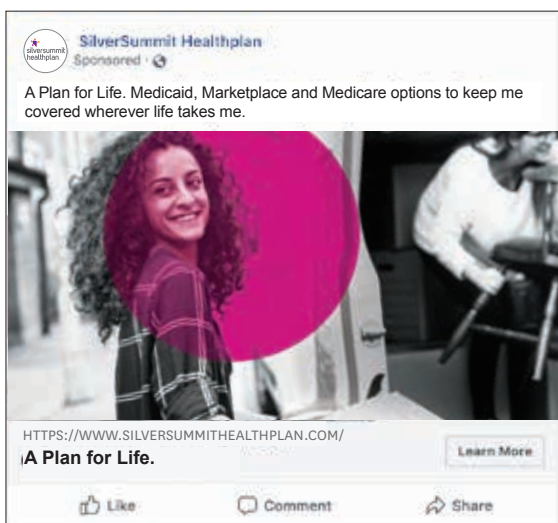
OOH



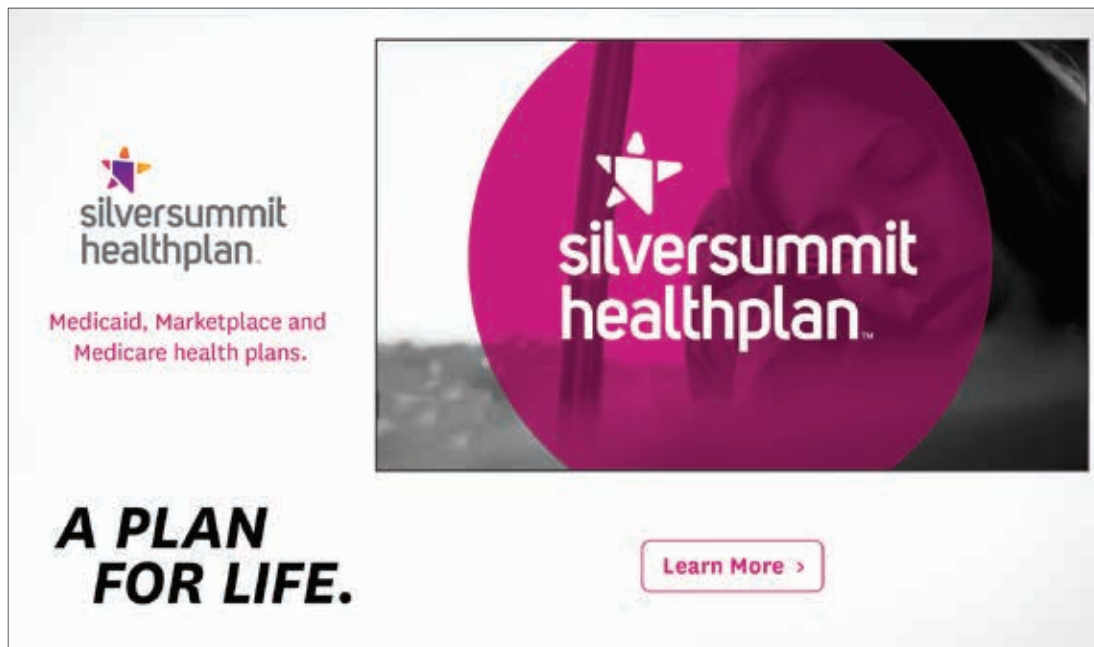
DIGITAL



SOCIAL



High-Impact Video Display



Mobile Page-Grabber



NEVADA CREATIVE MATERIALS

# COLLATERAL



**myhealthpays® Rewards**

*Take healthy steps to start earning rewards.*

Earn My Health Pays® reward dollars when you complete healthy activities like a yearly wellness exam, annual screenings, tests and other ways to protect your health.



**HEALTHY ACTIVITIES ELIGIBLE FOR REWARDS INCLUDE:**

<b>\$20</b>	Annual Flu Shot (1 per year - 6 months of age and older)
<b>\$30</b>	Visit with your PCP (Within 90 days of becoming a member, one time reward; visit must be completed with PCP on file)
<b>\$50</b>	Diabetic Management (Age 18 and older - all 4 diabetic tests must be done in the same calendar year: LDL-C, HbA1c, Eye and Nephrology)
<b>\$15</b>	Mammogram (Women ages 40-69)
<b>\$50</b>	Adult Well Care (Once per year, ages 21-65)

**FOR PREGNANT AND NEW MOMS**

<b>\$50</b>	Notification of Pregnancy (1 per pregnancy, if completed within 1 <sup>st</sup> trimester)
<b>\$25</b>	Notification of Pregnancy (if completed within 2 <sup>nd</sup> trimester)
<b>\$20</b>	First Prenatal Visit (1 per pregnancy)
<b>\$20</b>	Postpartum (Visit must be completed 4-6 weeks after delivery)
<b>\$10</b>	Infant Well Visit (Must complete 6 visits in the first 15 months of life)



**myhealthpays® Rewards**

*Get rewarded for focusing on your health.*

**Earn dollar rewards by completing healthy activities like:**

- A yearly wellness exam
- Annual screenings and tests
- Recommended vaccinations

Each time you complete a healthy activity, your My Health Pays reward dollars are added to your My Health Pays Visa® Prepaid Card.

Use your **myhealthpays®** rewards to help pay for:

- Utilities
- Transportation
- Telecommunications (Cell Phone Bill)
- Childcare services
- Education
- Rent

Or, you can use them to shop at **Walmart** for everyday items\*

\*This card may not be used to buy alcohol, tobacco, or firearms products.

**Start earning My Health Pays reward dollars today!**

Visit [SilverSummitHealthplan.com](http://SilverSummitHealthplan.com) to learn more about the program.

Log in to your member account to check your **myhealthpays®** rewards balance!

**GO TO SILVERSUMMITHEALTHPLAN.COM**



Your My Health Pays® reward dollars are added to your My Health Pays® Visa Prepaid Card after we process the claim for each activity you complete. If you are earning your first reward, your My Health Pays® Visa Prepaid Card will be mailed to you. Download the SilverSummit Healthplan app to stay updated about the My Health Pays® program and your rewards. The app is available to use on Apple and Android devices.

This card is issued by The Bancorp Bank pursuant to a license from Visa U.S.A. Inc. The Bancorp Bank Member FDIC. Card cannot be used everywhere Visa debit cards are accepted. See Cardholder Agreement for complete usage restrictions. Funds expire 90 days after termination of insurance coverage or 365 days after date reward was earned, whichever comes first.



SilverSummit Healthplan offers quality healthcare for Nevada Medicaid and Nevada Check Up members. Plus, we partner with doctors you already know and trust, right where you live. **Our benefits include:**



Dental Benefits



Start Smart for Your Baby®



Vision Benefits



Transportation Services



Over-the-Counter Pharmacy Benefits



My Health Pays® Rewards Program



24/7 Nurse Advice Line

---

*This is your chance to choose or switch to  
SilverSummit Healthplan for you and your family.*

---



*A Nevada Medicaid and Nevada Check Up Plan*

**ChooseSilverSummit.com**

1-844-366-2880 (TTY/TDD 1-844-804-6086)

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**CHOOSE SILVERSUMMIT HEALTHPLAN TODAY!**



SilverSummit Healthplan offers quality healthcare for Nevada Medicaid and Nevada Check Up members. Plus, we partner with doctors you already know and trust, right where you live. **Our benefits include:**



Dental Benefits



Start Smart for Your Baby®



Vision Benefits



Transportation Services



Over-the-Counter Pharmacy Benefits



My Health Pays® Rewards Program



24/7 Nurse Advice Line

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*This is your chance to choose or switch to  
SilverSummit Healthplan for you and your family.*

---



*A Nevada Medicaid and Nevada Check Up Plan*

**SilverSummitHealthplan.com**

1-844-366-2880 (TTY/TDD 1-844-804-6086)

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**Use your benefits.**

SilverSummit Healthplan offers vision, dental and over-the-counter benefits. Having routine checkups for your eyes and teeth keeps you informed about any changes. These visits can also help prevent other health issues.

**DENTAL SERVICES INCLUDE:**

- Dental exams, fluoride treatment and seal application for children. These should be every six months after the first tooth appears.
- Members 21 and older can have two dental visits for cleanings and X-ray per year at a approved health center.

**ENHANCED OVER-THE-COUNTER SERVICES:**

- Include \$30 per household each quarter to receive drug therapy that is high-quality and cost-effective.

**VISION SERVICES INCLUDE:**

- Annual eye exams
- New glasses, including frames and lenses, each year based on certain requirements
- Eye care services and treatment of eye conditions that are medically necessary
- Frame repair or replacement once per year
- Members 21 and older may receive a \$100 allowance for medically necessary contact lenses



Contact us if you have any questions about your SilverSummit Healthplan benefits or our rewards program.

1-844-366-2880 (TTY/TDD 1-844-804-6086)  
SilverSummitHealthplan.com

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Si usted, o alguien a quien está ayudando, tiene preguntas acerca de SilverSummit Healthplan, tiene derecho a obtener ayuda e información en su idioma sin costo alguno. Para hablar con un intérprete, llame al 1-844-366-2880 (TTY/TDD 1-844-804-6086).  
Kung ikaw, o ang iyong tinutulongan, ay may mga katanungan tungkol sa SilverSummit Healthplan, may karapatan ka na makakuha nang tulong at impormasyon sa iyong wika ng walang gastos. Upang makausap ang isang tagasalin, tumawag sa 1-844-366-2880 (TTY/TDD 1-844-804-6086).

**SilverSummit Healthplan gives you more.**

As our member, we want to make sure you know about the benefits available to you. So you can use them to stay focused on your health. As a bonus, you can also earn rewards for being active in your care throughout the year.

**Earn rewards for healthy activities.**

**Men can earn up to \$130 a year in reward dollars by staying updated with changes to your health.\*\*** It's important for men to have routine visits, as well as certain tests and screenings. And your rewards will keep adding up!

**MEN'S HEALTHY ACTIVITIES**

- \$30** Well visit each year for ages 21 to 65 or primary care provider (PCP) visit within 90 days of becoming a member
- \$30** Dental exam each year within 90 days of first PCP visit for ages 21 and older
- \$50** Diabetes comprehensive testing each year for ages 18 to 75
- \$15** Colorectal cancer screening each year for ages 51 to 75
- \$15** Prostate cancer screening each year for ages 50 to 69
- \$20** Flu vaccine each year
- \$40** Behavioral health post-discharge visits for three visits per year

\*\*Based on a household of 1 adult male, 1 pregnant adult female and 1 child.

\*\*\*Based on an adult male age 50.

**INFANT AND CHILD HEALTHY ACTIVITIES**

- \$20** Infant well visits for 2 per year without scheduled vaccines
- \$10** Infant well visits for 4 per year with scheduled vaccines
- \$20** Flu vaccine each year for ages 6 months and older
- \$20** Child well visits each year for ages 24 months to 20 years

**USE YOUR REWARDS**

SilverSummit Healthplan will be informed after you complete a healthy activity. And dollar rewards will be added to your card. If this is your first reward, your card will be mailed to you.

**Start using your rewards to pay for:**

- Everyday items at Walmart\*
- Utilities
- Transportation
- Cell phone bill
- Childcare services
- Education
- Rent

Log in to your online member account to check your rewards balance.

\* This card may not be used to buy alcohol, tobacco or firearms products.

## Use your vision and dental benefits.

SilverSummit Healthplan offers vision and dental benefits. Having routine check-ups for your eyes and teeth keeps you informed about any changes. These visits can also help prevent other health issues.



### DENTAL SERVICES INCLUDE:

- Dental exams, fluoride treatment and seal application for children. These should be every six months after the first tooth appears.
- Members 21 and older can have two dental visits for cleanings and x-rays per year at a required health center.



### VISION SERVICES INCLUDE:

- Annual eye exams
- New glasses, including frames and lenses, each year based on certain requirements
- Eye care services and treatment of eye conditions that are medically necessary
- Frame repair or replacement once per year
- Members 21 and older may receive a \$100 allowance for medically necessary contact lenses



Contact us if you have any questions about your SilverSummit Healthplan benefits or our rewards program.

1-844-366-2880 (TTY/TDD 1-844-804-6086)  
SilverSummitHealthplan.com

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Kung ikaw, o ang iyong tinutulongan, ay may mga katanungan tungkol sa SilverSummit Healthplan, may karapatan ka na makakuha nang tulong at impormasyon sa iyong wika ng walang gastos. Upang makasap-ang isang tagapakinig, tumawag sa 1-844-366-2880 (TTY/TDD 1-844-804-6086).



A Nevada Medicaid and Nevada Check Up Plan



**TAKING CARE OF MY FAMILY.**

**It's all part of my plan.**

**Learn how to earn more than \$765 in reward dollars!\***

## SilverSummit Healthplan gives you more.

As our member, we want to make sure you know about the benefits available to you. So you can use them to stay focused on your health. As a bonus, you can also earn rewards for being active in your care throughout the year.



## Earn rewards for healthy activities.

**Women can earn up to \$170 in reward dollars** by staying updated with changes to their health.\*  
**Pregnant women can earn up to \$135 in reward dollars!\*** It's important for women and pregnant moms to have routine visits, as well as certain tests and screenings. And your rewards will keep adding up!



### WOMEN'S HEALTHY ACTIVITIES

- \$30** Well visit each year for ages 21 to 65 or Primary Care Provider (PCP) visit within 90 days of becoming a member
- \$30** Dental exam each year within 90 days of first PCP visit for ages 21 and older
- \$50** Diabetes comprehensive testing each year for ages 18 to 75
- \$15** Colorectal cancer screening each year for ages 51 to 75
- \$15** Breast cancer screening each year for ages 40 to 74
- \$15** Cervical cancer screening each year for ages 21 to 64
- \$15** Chlamydia screening each year for ages 16 to 24 years
- \$20** Flu vaccine each year
- \$40** Behavioral health post-discharge visits for three visits per year

\*Based on a woman 18 yr. + (or older).

\*\*Based on pre- and postnatal activities and medical visits.

\*\*\*Or, use them to help pay for utilities, transportation, telecommunications, childcare services, education or rent.



### PREGNANT MOM HEALTHY ACTIVITIES

- \$10** Notification of pregnancy for each pregnancy
- \$10** SSFB prenatal - 3 per pregnancy
- \$10** SSFB postpartum visit
- UP TO \$45** SSFB survey - one per month for 9 months, \$5 per survey
- \$20** Special program enrollment for each pregnancy
- \$20** First prenatal visit



### INFANT AND CHILD HEALTHY ACTIVITIES

- \$20** Infant well visits for 2 per year without scheduled vaccines
- \$10** Infant well visits for 4 per year with scheduled vaccines
- \$20** Flu vaccine each year for ages 6 months and older
- \$20** Child well visits each year for ages 24 months to 20 years

### USE YOUR REWARDS

Use your rewards to shop at Walmart for everyday items.\*\*\* Log in to your online member account to find the complete list of ways to use your rewards. You can also check your current rewards balance, too.

**SilverSummit Healthplan offers quality healthcare for Nevada Medicaid and Nevada Check Up members.**

Plus, we partner with doctors you already know and trust, right where you live.

Visit [SilverSummitHealthplan.com](http://SilverSummitHealthplan.com) for a complete list of providers in our network.



**SilverSummit Healthplan ofrece atención médica de calidad para miembros de Nevada Check Up y Medicaid de Nevada.**

Además, nos asociamos con médicos que usted ya conoce y en los que confía, justo donde vive.

Visite [SilverSummitHealthplan.com](http://SilverSummitHealthplan.com) para una lista completa de proveedores en nuestra red.

**Es todo parte de mi plan.**

For more information and a complete list of SilverSummit Healthplan benefits, please contact us at **1-844-366-2880 (TTY/TDD 1-844-804-6086)** or visit [SilverSummitHealthplan.com](http://SilverSummitHealthplan.com)

Para más información y una lista completa de beneficios de SilverSummit Healthplan, comuníquese con nosotros llamando al **1-844-366-2880 (TTY/TDD 1-844-804-6086)** o visite [SilverSummitHealthplan.com](http://SilverSummitHealthplan.com)

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**COVERAGE THAT COVERS MORE.**

**It's all part of my plan.**

**COBERTURA QUE CUBRE MÁS**  
**Es todo parte de mi plan.**

**We care about you and your family.**

**Nos preocupamos por usted y su familia.**



SilverSummit Healthplan offers complete healthcare coverage and other valuable programs, educational tools and support. So you and your family can focus on living healthy lives. Some of our benefits include:



**My Health Pays® Rewards Program**

Earn reward dollars when you complete healthy activities! Use your My Health Pays rewards to shop at Walmart for everyday items.\*



**24/7 Nurse Advice Line**

Call to speak to a medical professional for immediate advice on health-related problems —anytime, day or night.



**Start Smart for Your Baby®**

Take care of yourself and your baby with our special program for women who are pregnant and moms who just had a baby.



**Pharmacy Benefits**

Receive drug therapy that is appropriate, high-quality and cost-effective.



**Vision Benefits**

Protect your eyes with services such as eye exams and prescription eyewear.



**Dental Benefits**

Keep your smile bright with two dental visits (cleanings and x-rays) a year, if provided in a FQHC, for members 21 and older and pregnant women.

SilverSummit Healthplan ofrece cobertura de atención médica completa y otros programas valiosos, herramientas educativas y apoyo. De manera que usted y su familia puedan enfocarse en llevar vidas sanas. Algunos de nuestros beneficios incluyen:



**Recompensas de My Health Pays®**

Gane recompensas por completar comportamientos saludables. Use sus recompensas de My Health Pays para comprar artículos de uso cotidiano en Walmart.\*



**Línea de consejo de enfermería que atiende las 24/7**

Llame para hablar con un profesional médico para consejo inmediato sobre problemas relacionados con la salud— en cualquier momento, de día o de noche.



**Start Smart for Your Baby®**

Cuide de usted y de su bebé con nuestro programa especial para mujeres que están embarazadas y para las madres que acaban de tener un bebé.



**Beneficios de farmacia**

Reciba terapia con medicamentos que sea apropiada, de alta calidad y rentable.



**Beneficios para la vista**

Proteja sus ojos con servicios como exámenes de los ojos y anteojos con medida.



**Beneficios dentales**

Mantenga una sonrisa brillante con dos visitas dentales (limpieza y radiografía) al año, si se proveen en un Centro de salud certificado por el gobierno federal (FQHC, siglas en inglés), para miembros de 21 años y mayores, y mujeres embarazadas.

\*This card may not be used to buy alcohol, tobacco, or firearms products.

# ADDITIONAL MATERIALS



## SilverSummit Healthplan Open Enrollment 2020 Social Media Content Library

### Content Summary

1. **Post Templates**
  - a. New Benefit Templates
  - b. Open Enrollment Promotion Templates
  - c. Open Enrollment Period Event Post Templates
2. **Open Enrollment Specific Posts**
3. **Plan Benefit Posts**
4. **Health and Wellness Posts**

**Scheduling:** All content contained in this document is to be posted between April 1<sup>st</sup> to June 30<sup>th</sup>.

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### 1. Post Templates

#### New Benefit Templates:

##### Template #1:

**Twitter and Facebook:** SilverSummit Healthplan is proud to offer [INSERT NEW BENEFIT] to our members! Learn more about [BENEFIT] here: [INSERT WEBSITE LINK]

##### Template #2:

**Twitter and Facebook:** [NEW BENEFIT] offers [VALUE ADD] to our members. Explore our other special member benefits here: [INSERT WEBSITE LINK]

##### Template #3:

**Twitter and Facebook:** Stay in charge of your health with [NEW BENEFIT]! [INSERT VALUE ADD]. Learn more here: [INSERT WEBSITE LINK]

##### Template #4:

**Twitter and Facebook:** Among the many benefits that we offer our members, we are proud to offer [NEW BENEFIT]. [INSERT VALUE ADD]. Explore all of our member benefits: [INSERT WEBSITE LINK]

-

#### Open Enrollment Promotion Templates:

##### Template #1:



**Twitter and Facebook:** Open enrollment is over in [INSERT AMOUNT OF TIME]. Get covered by SilverSummit today! [INSERT WEBSITE LINK FOR ENROLLMENT PAGE]

**Template #2:**

**Twitter and Facebook:** The deadline to choose your health coverage is [INSERT NUMBER OF DAYS OR WEEKS] away! Sign up with SilverSummit today. [INSERT WEBSITE LINK FOR ENROLLMENT PAGE]

**Template #3:**

**Twitter and Facebook:** Do you need health insurance? There's still time to choose your coverage! Visit [INSERT WEBSITE LINK FOR ENROLLMENT PAGE] to learn about our member benefits and coverage.

**Template #4:**

**Twitter and Facebook:** There's only [INSERT AMOUNT OF TIME LEFT] left to get covered during this open enrollment period! Learn more about SilverSummit Healthplan benefits and coverage so you can make an informed choice: [INSERT WEBSITE LINK FOR ENROLLMENT PAGE]

## Open Enrollment Period Event Post Templates

**Template #1:**

**Twitter and Facebook:** We are going to be at [INSERT EVENT/LOCATION] [INSERT DATE/TIME], stop by to learn more about SilverSummit and how to get covered this open enrollment period! [INSERT LINK TO EVENT/FLYER]

**Template #2:**

**Twitter and Facebook:** Join us at [INSERT EVENT/LOCATION] [INSERT DATE/TIME] to learn more about our benefits and why you should choose SilverSummit this open enrollment period. [INSERT LINK TO EVENT/FLYER]

**Template #3:**

**Twitter and Facebook:** Still deciding on your health insurance coverage? Come out to [INSERT EVENT/LOCATION] [INSERT DATE/TIME] to learn what SilverSummit has to offer you and your loved ones. [INSERT LINK TO EVENT/FLYER]

**Template #4:**

**Twitter and Facebook:** We're looking forward to at [INSERT EVENT/LOCATION] on [INSERT DATE/TIME]! Come by and visit our table to learn more about our benefits and how you can get covered this open enrollment period. [INSERT LINK TO EVENT/FLYER]



## 2. Open Enrollment Specific Posts

**Twitter and Facebook:**

<https://www.silversummithealthplan.com/members/medicaid/benefits-services/benefits-overview.html>

**Twitter and Facebook:** Don't wait until the last minute to get covered! Open enrollment is happening April 1st through June 30th. Stay ahead of the game and get covered with SilverSummit:

<https://www.silversummithealthplan.com/members/medicaid/how-to-enroll.html>

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**Twitter and Facebook:** Open enrollment is happening now through June 30th! Start your journey to quality health coverage here: <https://www.silversummithealthplan.com/members/medicaid/how-to-enroll.html>

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**Twitter and Facebook:** Still looking for coverage for you and your family this open enrollment period? Check out what SilverSummit Healthplan has to offer:

<https://www.silversummithealthplan.com/members/medicaid/benefits-services.html>

-

**Twitter and Facebook:** Mark your calendars! 📅 Open enrollment ends on June 30<sup>th</sup>. Explore SilverSummit's benefits and get covered today: <https://www.silversummithealthplan.com/members/medicaid/benefits-services.html>

-

**Twitter and Facebook:** Looking for quality health coverage? SilverSummit has got you covered! Sign up with us this open enrollment period happening April 1<sup>st</sup> through June 30<sup>th</sup>.

<https://www.silversummithealthplan.com/members/medicaid/how-to-enroll.html>

-

**Twitter and Facebook:** Stay healthy this season and choose SilverSummit for your health care needs! Discover what we have to offer you and your family before June 30<sup>th</sup>:

<https://www.silversummithealthplan.com/members/medicaid/benefits-services.html>

-

**Twitter and Facebook:** Open enrollment will be over before you know it! ⏰ Don't miss out. Sign up before June 30<sup>th</sup>! <https://www.silversummithealthplan.com/members/medicaid/how-to-enroll.html>

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**Twitter and Facebook:** Need health insurance? There's still time to choose your coverage. Open enrollment is happening now through June 30<sup>th</sup>. Visit <https://www.silversummithealthplan.com/members/medicaid/how-to-enroll.html> to get started.

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**Twitter and Facebook:** SilverSummit Healthplan cares about you and your family's health. Learn more about how we can help get you covered this open enrollment period (now through June 30<sup>th</sup>). <https://www.silversummithealthplan.com/members/medicaid/benefits-services/benefits-overview.html>

-

**Twitter and Facebook:** Do you still need healthcare? Get covered by SilverSummit Healthplan during open enrollment (April 1<sup>st</sup> – June 30<sup>th</sup>). <https://www.silversummithealthplan.com/members/medicaid/how-to-enroll.html>

-

**Twitter and Facebook:** It's open enrollment time! Are you ready to choose your health plan? Get prepared and learn more about what SilverSummit has to offer. <https://www.silversummithealthplan.com/members/medicaid/benefits-services/benefits-overview.html>

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**Twitter and Facebook:** Today is the last day of open enrollment. Get insured by SilverSummit Healthplan today! <https://www.silversummithealthplan.com/members/medicaid/how-to-enroll.html>

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**Twitter and Facebook:**

Do you live in Nevada and still need health insurance? Get covered by SilverSummit Healthplan! Sign up between April 1<sup>st</sup> – June 30<sup>th</sup>. <https://www.silversummithealthplan.com/members/medicaid/how-to-enroll.html>

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### 3. Plan Benefits Content

**Twitter and Facebook:** Your health matters! That is why we offer special member benefits. Enroll with SilverSummit Healthplan before open enrollment ends on June 30<sup>th</sup>. <https://www.silversummithealthplan.com/members/medicaid/how-to-enroll.html>

-

**Twitter and Facebook:** We offer great pharmacy coverage to our members. 🍯 Check out our benefits and coverage this open enrollment period: <https://www.silversummithealthplan.com/members/medicaid/benefits-services/benefits-overview.html>



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**Twitter and Facebook:** Brighten your smile with dental benefits through SilverSummit Healthplan! Learn more about our benefits and get covered today:

<https://www.silversummithealthplan.com/members/medicaid/benefits-services/benefits-overview.html>

-

**Twitter and Facebook:** With vision, dental, and more benefits, let SilverSummit help you with all of your healthcare needs. Discover our special member benefits and sign up for coverage this open enrollment period:

<https://www.silversummithealthplan.com/members/medicaid/benefits-services/benefits-overview.html>

-

**Twitter and Facebook:** Are you expecting? SilverSummit Healthplan has a special program for women who are pregnant and new moms. Explore our special member benefits and get covered this open enrollment period.

<https://www.silversummithealthplan.com/members/medicaid/benefits-services/benefits-overview.html>

-

**Twitter and Facebook:** You can't predict when you're going to have a health issue. That is why we have a 24-hour nurse advice line. Talk to a medical professional anytime, any day.

<https://www.silversummithealthplan.com/members/medicaid/benefits-services/benefits-overview.html>

-

**Twitter and Facebook:** Need a ride to your appointment? Let SilverSummit Healthplan help you with your transportation needs. 🚗 Learn more about our benefits and health coverage here:

<https://www.silversummithealthplan.com/members/medicaid/benefits-services/benefits-overview.html>

-

**Twitter and Facebook:** Healthy eating can be difficult, but we want to help make it easier. All SilverSummit members can get a membership with Weight Watchers. Explore all of our benefits here:

<https://www.silversummithealthplan.com/members/medicaid/benefits-services/benefits-overview.html>

-

**Twitter and Facebook:** See the world more clearly with SilverSummit's vision benefits! 👁️ Explore all of our benefits here and sign up for coverage today:

<https://www.silversummithealthplan.com/members/medicaid/benefits-services/benefits-overview.html>

-

**Twitter and Facebook:** Need glasses? 🧐 We are proud to offer vision benefits to our members! Discover how you can become a SilverSummit member this open enrollment period (April 1<sup>st</sup> to June 30<sup>th</sup>):

<https://www.silversummithealthplan.com/members/medicaid/how-to-enroll.html>

-



**Twitter and Facebook:** Keep your smile bright! Learn about special dental coverage with SilverSummit and get covered this open enrollment period: <https://www.silversummithealthplan.com/members/medicaid/how-to-enroll.html>

-

**Twitter and Facebook:** Keep your eye on the prize! Check out our vision benefits and learn how you can get covered this open enrollment period: <https://www.silversummithealthplan.com/members/medicaid/benefits-services/benefits-overview.html>

-

**Twitter and Facebook:** Having a new baby is a happy time, but it can also be challenging. Take care of yourself and your little one with Smart Start for Your Baby. Learn more about this special member benefit: <https://www.silversummithealthplan.com/members/medicaid/benefits-services/benefits-overview.html>

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**Twitter and Facebook:** We've got you covered when you need prescriptions. Learn more about our pharmacy benefits: <https://www.silversummithealthplan.com/members/medicaid/benefits-services/benefits-overview.html>

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**Twitter and Facebook:** Have the confidence to shine your pearly whites with SilverSummit's free dental care! Get quality health insurance coverage this open enrollment period (April 1<sup>st</sup> – June 30<sup>th</sup>). <https://www.silversummithealthplan.com/members/medicaid/benefits-services/benefits-overview.html>

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#### 4. Health and Wellness Posts



Content to be posted with general health and wellness information.

Title	Text	Reading Level	Intended Use
Cervical Cancer Screenings	<p>Are you protecting yourself from cervical cancer? An annual well-woman exam can help  <a href="https://www.cdc.gov/cancer/cervical/basic_info/prevention.htm">https://www.cdc.gov/cancer/cervical/basic_info/prevention.htm</a></p> 	5.0	Publication
Healthy Eating	<p>Looking for a tasty option for breakfast? Eggs have many health benefits  <a href="https://www.heart.org/en/news/2018/08/15/are-eggs-good-for-you-or-not">https://www.heart.org/en/news/2018/08/15/are-eggs-good-for-you-or-not</a></p> 	5.4	Publication
Healthy Recipes	<p>Looking for a game-day snack? Sweet potato nachos are a tasty twist on a classic  <a href="https://recipes.heart.org/en/recipes/sweet-potato-nachos">https://recipes.heart.org/en/recipes/sweet-potato-nachos</a></p>	5.4	Publication



Healthy Recipes	Deviled eggs are a party crowd-pleaser. Using guac as the base is a heart-healthy way to enjoy this appetizer <a href="https://recipes.heart.org/en/recipes/guacamole-deviled-eggs">https://recipes.heart.org/en/recipes/guacamole-deviled-eggs</a>	6.0	
Heart Healthy	<p>Trying to fit healthy meals into a busy schedule? Try planning your menu ahead of time <a href="https://www.heart.org/en/healthy-living/healthy-lifestyle/mental-health-and-wellbeing/6-simple-steps-for-the-whole-family-to-be-heart-healthy">https://www.heart.org/en/healthy-living/healthy-lifestyle/mental-health-and-wellbeing/6-simple-steps-for-the-whole-family-to-be-heart-healthy</a></p>  <p><b>Simple heart-healthy steps for the whole family</b> <i>Plan a weekly menu and prep your meals.</i></p>	4.4	Publication
Benefits of a Pet	<p>Did you know that having a pet can reduce stress? They make good walking buddies, too <a href="https://www.heart.org/en/healthy-living/healthy-lifestyle/mental-health-and-wellbeing/can-your-pet-help-you-be-healthier">https://www.heart.org/en/healthy-living/healthy-lifestyle/mental-health-and-wellbeing/can-your-pet-help-you-be-healthier</a></p>  <p><b>Health benefits for pet owners</b> <i>A 30 minute walk benefits you and your furry friend.</i></p>	2.2	Publication



Benefits of a Pet	<p>Can pets make you happier? Pets can do more than provide social support <a href="https://www.heart.org/en/healthy-living/healthy-lifestyle/mental-health-and-wellbeing/can-your-pet-help-you-be-healthier">https://www.heart.org/en/healthy-living/healthy-lifestyle/mental-health-and-wellbeing/can-your-pet-help-you-be-healthier</a></p>  <p><b>TIP:</b> Having a pet can relieve stress and boost overall happiness.</p>	2.3	Publication
Heart Healthy	<p>When is it normal to be out of breath and when should you be worried? Know when to seek help if you might have heart failure <a href="https://www.mayoclinic.org/diseases-conditions/heart-failure/symptoms-causes/syc-20373142">https://www.mayoclinic.org/diseases-conditions/heart-failure/symptoms-causes/syc-20373142</a></p>  <p><b>Symptoms of congestive heart failure</b> Seek immediate treatment if you have trouble breathing when resting or lying flat.</p>	2.6	Publication
Children's Dental Health	<p>Even babies can get tooth decay. Make brushing and flossing part of their daily routine <a href="https://kidshealth.org/en/parents/healthy.html">https://kidshealth.org/en/parents/healthy.html</a></p>	4.6	Publication



	<p><b>Children's dental health</b> Begin flossing regularly once your child's teeth fit close together.</p>		
Children's Dental Health	<p>If your child has teeth, it may be time to start brushing! Good dental habits often start in childhood <a href="https://kidshealth.org/en/parents/healthy.html">https://kidshealth.org/en/parents/healthy.html</a></p> <p><b>TIP:</b> Brush your baby's teeth with an infant toothbrush.</p>	3.0	
Cancer Support	<p>What do you do when someone you love is fighting cancer? Here are some ideas <a href="https://www.cancer.org/treatment/understanding-your-diagnosis/talking-about-cancer/when-someone-you-know-has-cancer.html">https://www.cancer.org/treatment/understanding-your-diagnosis/talking-about-cancer/when-someone-you-know-has-cancer.html</a></p>	3.0	Publication



	<p><b>When someone you know has cancer</b> Consider how you can help, by preparing meals or helping with errands.</p>		
Healthy Friendships	<p>Make time for friends. They can help you celebrate good times as well as support you during tough times <a href="https://www.mayoclinic.org/healthy-lifestyle/adult-health/in-depth/friendships/art-20044860">https://www.mayoclinic.org/healthy-lifestyle/adult-health/in-depth/friendships/art-20044860</a></p> <p><b>TIP:</b> Strong friendships help provide support during tough times.</p>	2.3	Publication
Healthy Friendships	<p>How important are friendships? Having good friends can help make you healthier <a href="https://www.mayoclinic.org/healthy-lifestyle/adult-health/in-depth/friendships/art-20044860">https://www.mayoclinic.org/healthy-lifestyle/adult-health/in-depth/friendships/art-20044860</a></p>	3.4	



	<p><b>Connection between health and friendships</b>  <i>Having strong friendships help boost happiness and reduces stress.</i></p>		
Sleep Benefits	<p>Did you know that getting enough sleep can help you stay at a healthy weight and reduce stress?  <a href="https://healthfinder.gov/HealthTopics/Category/everyday-healthy-living/mental-health-and-relationship/get-enough-sleep">https://healthfinder.gov/HealthTopics/Category/everyday-healthy-living/mental-health-and-relationship/get-enough-sleep</a></p> <p><b>Get a good night's sleep</b>  <i>Sleeping for a full 8 hours helps reduce stress.</i></p>	5.8	Publication
Sleep Benefits	<p>One more reason to get a good night's sleep: it can help you get sick less often <a href="https://healthfinder.gov/HealthTopics/Category/everyday-healthy-living/mental-health-and-relationship/get-enough-sleep">https://healthfinder.gov/HealthTopics/Category/everyday-healthy-living/mental-health-and-relationship/get-enough-sleep</a></p>	4.2	



	<p><b>TIP:</b> Getting enough sleep can help reduce stress and boost your immune system.</p>		
Prenatal Health	<p>Give your baby a healthy start, even before birth. Schedule a prenatal visit as soon as you find out you're pregnant</p> <p><a href="https://www.healthychildren.org/English/ages-stages/prenatal/Pages/Reduce-the-Risk-of-Birth-Defects.aspx">https://www.healthychildren.org/English/ages-stages/prenatal/Pages/Reduce-the-Risk-of-Birth-Defects.aspx</a></p> <p><b>Importance of prenatal health</b> Follow your doctor's advice about prenatal vitamins.</p>	5.3	Publication
Colon Cancer	<p>Screenings are key when it comes to spotting colon cancer. Know the symptoms</p> <p><a href="https://www.mayoclinic.org/diseases-conditions/colon-cancer/symptoms-causes/syc-20353669">https://www.mayoclinic.org/diseases-conditions/colon-cancer/symptoms-causes/syc-20353669</a></p>	2.4	Publication



	<p><b>TIP:</b> Early detection is key to treating colon cancer.</p>		
Spring Break	<p>When choosing a quick breakfast, look for whole grains, lean protein, and these other options  <a href="https://www.mayoclinic.org/healthy-lifestyle/nutrition-and-healthy-eating/in-depth/food-and-nutrition/art-20048294">https://www.mayoclinic.org/healthy-lifestyle/nutrition-and-healthy-eating/in-depth/food-and-nutrition/art-20048294</a></p> <p><b>Looking for a fast breakfast?</b>  <i>Seasonal fruit makes a quick and easy option.</i></p>	5.9	Publication
Spring Cleaning	<p>You can find allergens inside as well as outside. Learn which indoor allergens to watch out for while cleaning this spring  <a href="https://www.emedicinehealth.com/indoor_allergens/article_em.htm">https://www.emedicinehealth.com/indoor_allergens/article_em.htm</a></p>	4.8	Publication





	<p><b>Spring cleaning?</b> <i>Don't forget to check your air filters.</i></p>		
Poison Control	<p>Cleaning supplies can be a big risk to small children. Learn which chemicals have health risks  <a href="https://my.clevelandclinic.org/health/articles/11397-household-chemical-products-and-their-health-risk">https://my.clevelandclinic.org/health/articles/11397-household-chemical-products-and-their-health-risk</a></p> <p><b>Keep your child safe.</b> <i>Secure household cleaning supplies.</i></p>	3.0	Publication
Hidden Hazards	<p>Children and pets can breathe and touch harmful cleaning supplies on accident. Lock supplies away when not in use  <a href="https://my.clevelandclinic.org/health/articles/11397-household-chemical-products-and-their-health-risk">https://my.clevelandclinic.org/health/articles/11397-household-chemical-products-and-their-health-risk</a></p>	4.8	Publication



	<p><b>TIP:</b> Keep children and pets away when using household cleaners.</p> 		
Green Recipe	<p>Do you have a green-themed party coming up? Opt for a salad for an easy and nutritious side  <a href="https://www.healthychildren.org/English/healthy-living/nutrition/chop-chop-magazine/Pages/Recipe-Every-Shade-of-Green-Salad.aspx">https://www.healthychildren.org/English/healthy-living/nutrition/chop-chop-magazine/Pages/Recipe-Every-Shade-of-Green-Salad.aspx</a></p> 	4.3	Publication
Getting Active	<p>Nervous about starting a new sport? Here are a few ways to get ready  <a href="https://kidshealth.org/en/teens/tips-sports.html">https://kidshealth.org/en/teens/tips-sports.html</a></p>	2.3	Publication



	 <p><b>Watching your favorite team?</b> <i>Get in the game by trying out a new sport.</i></p>		
Group Exercise	<p>Meet new people and make exercising a social event with group classes. Check out a few more ways to get active as you get older  <a href="https://www.healthinaging.org/tools-and-tips/ask-geriatrician-exercise">https://www.healthinaging.org/tools-and-tips/ask-geriatrician-exercise</a></p> 	5.3	Publication
Teeth	<p>Brushing your teeth is an important part of oral care. Here are some tips for a healthy smile  <a href="https://www.mouthhealthy.org/en/brushing-mistakes-slideshow">https://www.mouthhealthy.org/en/brushing-mistakes-slideshow</a></p>	4.8	Publication



	<p><b>Protect your teeth and gums.</b> Use a soft-bristled toothbrush for gentle brushing.</p>		
Caffeine	<p>A cup of coffee in the morning can help start your day, but are you feeling some unwanted side effects? Find out how much is too much  <a href="https://www.mayoclinic.org/healthy-lifestyle/nutrition-and-healthy-eating/in-depth/caffeine/art-20045678">https://www.mayoclinic.org/healthy-lifestyle/nutrition-and-healthy-eating/in-depth/caffeine/art-20045678</a></p> <p><b>Keep an eye on caffeine.</b> Nervousness, irritability, and restlessness can be signs of too much.</p>	4.6	Publication
Water	<p>Thirsty? If you feel like you need water, you may already be dehydrated. These tips can help  <a href="https://www.mayoclinic.org/want-to-stay-hydrated-drink-before-youre-thirsty/art-20390077">https://www.mayoclinic.org/want-to-stay-hydrated-drink-before-youre-thirsty/art-20390077</a></p>	4.6	Publication



	<p><b>Stay hydrated.</b> <i>Pack a water bottle if you are in the sun or exercising.</i></p>		
Hydration	<p>Are you at risk for kidney stones? Drinking more water is an easy way to help prevent them. Try this refreshing take on water  <a href="http://www.urologyhealth.org/living-healthy/refreshing-cucumber-and-lemon-water">http://www.urologyhealth.org/living-healthy/refreshing-cucumber-and-lemon-water</a></p>	3.2	Publication
STI Prevention	<p>What questions should you ask your doctor when it comes to sexual health? Know what to expect at your next visit <a href="https://www.cdc.gov/std/">https://www.cdc.gov/std/</a></p>	3.1	Publication



	<p><b>Protect your sexual health.</b> <i>You should get tested regularly.</i></p>		
Habits	<p>Are you looking for fun family activities? Here are a few ways to get moving with kids <a href="https://www.mayoclinic.org/healthy-lifestyle/fitness/in-depth/fitness-ideas-for-the-entire-family/art-20267398">https://www.mayoclinic.org/healthy-lifestyle/fitness/in-depth/fitness-ideas-for-the-entire-family/art-20267398</a></p> <p><b>Healthy habits start early.</b> <i>Make exercise a family activity.</i></p>	4.3	Publication
Autism	<p>Little ones all develop at their own rate. Learning the signs of autism can help signal when it is time to seek treatment <a href="https://www.mayoclinic.org/diseases-conditions/autism-spectrum-disorder/symptoms-causes/syc-20352928">https://www.mayoclinic.org/diseases-conditions/autism-spectrum-disorder/symptoms-causes/syc-20352928</a></p>	5.2	Publication



	<p><b>Learn the signs of Autism.</b> <i>Milestones can help with early detection.</i></p>		
Stress	<p>Is stress making your headache worse? These daily events may be the reason <a href="https://my.clevelandclinic.org/health/articles/9646-stress-and-headaches">https://my.clevelandclinic.org/health/articles/9646-stress-and-headaches</a></p> <p><b>Feeling overwhelmed?</b> <i>Relieve stress-based headaches by learning the triggers.</i></p>	3.2	Publication
Kit	<p>Create an emergency kit before disaster strikes. Here are other ways to prepare <a href="https://www.diabetes.org/resources/disaster-relief/tips-for-emergency-preparedness">https://www.diabetes.org/resources/disaster-relief/tips-for-emergency-preparedness</a></p>	6.0	Publication



	<p><b>Prepare a diabetes kit</b>  <i>Include medical supplies when preparing for a natural disaster.</i></p>		
Fruit	<p>Are you trying to eat more fruit? This kebab recipe with lemon lime dip is easy to prepare <a href="https://www.mayoclinic.org/healthy-lifestyle/recipes/fresh-fruit-kebabs-with-lemon-lime-dip/rcp-20049779">https://www.mayoclinic.org/healthy-lifestyle/recipes/fresh-fruit-kebabs-with-lemon-lime-dip/rcp-20049779</a></p> <p><b>TIP:</b> Fruit kebabs are a quick and fun snack.</p>	2.9	Publication
Makeup	<p>How often should you replace makeup? Here's a guide on how long you can keep products <a href="https://www.fda.gov/Cosmetics/ResourcesForYou/Consumers/ucm1240208.htm">https://www.fda.gov/Cosmetics/ResourcesForYou/Consumers/ucm1240208.htm</a></p>	3.0	Publication





	<p><b>TIP:</b> Replace your makeup regularly to reduce harmful bacteria.</p> 		
Toothbrush	<p>Spring cleaning around the house? Make sure your toothbrush is clean, too! <a href="https://www.mouthhealthy.org/en/ask-an-ada-dentist/store-toothbrush">https://www.mouthhealthy.org/en/ask-an-ada-dentist/store-toothbrush</a></p> <p><b>TIP:</b> Spring is a great time to change out your toothbrush.</p> 	1.5	Publication
Run	<p>Exercise can help in more ways than just staying fit. See how activity can help you enjoy life to the fullest <a href="https://www.mayoclinic.org/healthy-">https://www.mayoclinic.org/healthy-</a></p>	4.8	Publication


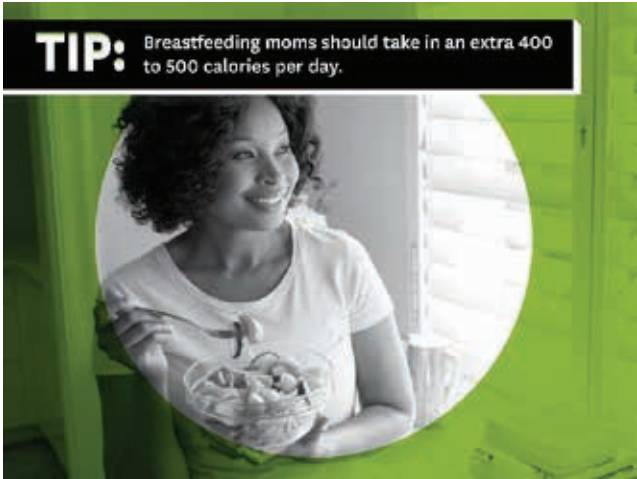


	<a href="https://www.silversummithealthplan.com/lifestyle/fitness/in-depth/aerobic-exercise/art-20045541">lifestyle/fitness/in-depth/aerobic-exercise/art-20045541</a>  <p><b>TIP:</b> Plan ahead to make exercise a priority.</p>		
Dog	<p>Dogs can have a special place in our hearts, and did you know they can also be good for our hearts? See how pets can improve your health <a href="http://heartinsight.heart.org/Fall-2017/Is-Owning-a-Pet-Good-for-You/">http://heartinsight.heart.org/Fall-2017/Is-Owning-a-Pet-Good-for-You/</a></p>  <p><b>TIP:</b> Walking your dog is a fun way to spend time outside and reduce stress.</p>	2.9	Publication
Eye	<p>Are carrots on your grocery list? They can be an important part of keeping you healthy <a href="https://nei.nih.gov/hvm/healthy_eyes_lifestyle">https://nei.nih.gov/hvm/healthy_eyes_lifestyle</a></p>	4.4	Publication





	<p><b>TIP:</b> Carrots and dark leafy greens like kale and spinach can be good for your eye health.</p> 		
Help	<p>Have you thought about donating blood? Learn what to expect <a href="https://www.cancer.org/treatment/treatments-and-side-effects/treatment-types/blood-transfusion-and-donation/donating-blood.html">https://www.cancer.org/treatment/treatments-and-side-effects/treatment-types/blood-transfusion-and-donation/donating-blood.html</a></p> <p><b>TIP:</b> Help those in need by donating blood.</p> 	2.8	Publication
Optimal Health for Breastfeeding Moms	<p>Keeping a well-balanced diet while breastfeeding is good for both mom and baby. Find out how to stay healthy</p>	6.7	Publication



	<a href="https://www.healthywomen.org/content/article/8-nutrients-all-breastfeeding-moms-need">https://www.healthywomen.org/content/article/8-nutrients-all-breastfeeding-moms-need</a> 		
Optimal Health for Breastfeeding Moms	<p>It's normal for moms who are nursing to feel hungry. These eight micronutrients may help breastfeeding moms achieve their optimal health</p> <p><a href="https://www.healthywomen.org/content/article/8-nutrients-all-breastfeeding-moms-need">https://www.healthywomen.org/content/article/8-nutrients-all-breastfeeding-moms-need</a></p> 	3.6	Publication
Limit the spread of Pink Eye	<p>Pink eye is extremely common in both children and adults. Use these tips to keep your family's eyes healthy</p>	7.1	Publication





	<a href="https://nei.nih.gov/health/pinkeye/pink_facts">https://nei.nih.gov/health/pinkeye/pink_facts</a>  <p><b>Limit the Spread of Pink Eye</b>  <i>Encourage your children to wash hands with soap and warm water.</i></p>		
Healthy Eyes	<p>Your kids' eyes play a huge role in their development. Encourage these tips to protect their eyesight</p> <p><a href="https://nei.nih.gov/kids/healthy_vision_tips">https://nei.nih.gov/kids/healthy_vision_tips</a></p>  <p><b>Keep Your Kid's Eyes Healthy</b>  <i>Eye exams are a part of regular child checkups.</i></p>	4.8	Publication
Vaccination	<p>Add vaccination to your back to school list. Follow this recommended immunization schedule to protect your children from disease outbreaks</p> <p><a href="https://www.cdc.gov/features/catchupimmunizations/">https://www.cdc.gov/features/catchupimmunizations/</a></p>	3.7	Publication





	<p><b>Add Vaccination to Your Back to School List</b> <i>Protect your child from serious diseases.</i></p>		
Psoriasis	<p>Living with psoriasis can be challenging. Learn how to manage the disease and your quality of life</p> <p><a href="https://www.psoriasis.org/life-with-psoriasis">https://www.psoriasis.org/life-with-psoriasis</a></p> <p><b>Don't Let Psoriasis Control You</b> <i>Talk with a doctor about how to maintain a healthy lifestyle.</i></p>	10.3	Publication
Make the most of aging	<p>Wrinkles and gray hair are considered a normal part of aging. Find out what other changes to expect and how to promote good health at any age</p> <p><a href="https://www.mayoclinic.org/healthy-lifestyle/healthy-aging/in-depth/aging/art-20046070?p=1">https://www.mayoclinic.org/healthy-lifestyle/healthy-aging/in-depth/aging/art-20046070?p=1</a></p>	5.8	Publication




	 <p><b>TIP:</b> Regular exercise promotes heart health.</p>		
Healthy Smiles	<p>Decay can happen as soon as the first tooth appears. Learn more about establishing healthy dental habits early</p> <p><a href="https://www.mouthhealthy.org/en/babies-and-kids/questions-for-school-dental-exam">https://www.mouthhealthy.org/en/babies-and-kids/questions-for-school-dental-exam</a></p>  <p><b>Keep Your Child's Smile Healthy</b> Encourage brushing twice a day for two minutes.</p>	3.6	Publication



Talk to Your Teens About Depression	<p>Learn what depression looks like in teens and what you can do to help your child</p> <p><a href="https://kidshealth.org/en/teens/depression.html">https://kidshealth.org/en/teens/depression.html</a></p> 	3.9	Publication
Regular Checkups	<p>Doctors help protect you from illness or other problems. Learn what exams and screenings you need to stay healthy</p> <p><a href="https://familydoctor.org/adolescents-and-young-adults-getting-the-preventive-services-you-need/">https://familydoctor.org/adolescents-and-young-adults-getting-the-preventive-services-you-need/</a></p> 	6.2	Publication



<p>Water – H2O</p>	<p>Staying hydrated is good for overall health, but that doesn't mean only drinking water. Find out what foods are loaded with H2O</p> <p><a href="https://www.healthywomen.org/content/article/top-10-hydrating-foods">https://www.healthywomen.org/content/article/top-10-hydrating-foods</a></p>  An infographic with a blue-tinted background showing a person's legs and feet running on a path. A large, clear water bottle is in the foreground. The text "Stay hydrated." is prominently displayed in white, followed by the subtitle "Pack a water bottle if you are in the sun or exercising." in a smaller font. <p><b>Stay hydrated.</b> <i>Pack a water bottle if you are in the sun or exercising.</i></p>	<p>Publication</p>
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Paid Search - Medicaid Responsive Ad Copy							
Headline 1	Headline 2	Headline 3	Headline 4	Headline 5	Headline 6	Headline 7	Headline 8

Plan	Plan	Plan	Plan	Plan
SilverSummit Healthplan in NV	Affordable Health Coverage	Call Today or Apply Online	Open Enrollment Plans are Here	Apply with SilverSummit Healthplan
Children's Health Insurance	Family SilverSummit Healthplan Coverage	Find out if you qualify	Know your health plan options	Don't wait, apply now
Family Healthplan Coverage	Take care of your family	Find the Right Coverage	Know your health plan options	Open Enrollment Plans are Here
Affordable Health Coverage	SilverSummit Healthplan	Find out if you qualify	Affordable healthcare options	SilverSummit Healthplan for NV
SilverSummit Healthplan for NV	Affordable Health Coverage	Call Today or Apply Online	SilverSummit Healthplan for NV	Affordable Health Coverage
Healthplan Medical Plans	SilverSummit Healthplan for NV	Call Today or Apply Online	Affordable Medical Care	SilverSummit Healthplan for NV
Infants Healthplan Coverage	Know your health plan options	Find out if you qualify	Open Enrollment Plans are Here	Access to the care you need
Pregnancy Healthplan Coverage	Providers you know and trust	Find out if you qualify	Healthplan for Pregnant Women	Open Enrollment Plans are Here
Healthplan Medical Plans	Affordable Health Coverage	Call Today or Apply Online	Open Enrollment Plans are Here	Apply with SilverSummit Healthplan
Children's Health Insurance	Family SilverSummit Healthplan Coverage	Find out if you qualify	Health Coverage for Children	Take care of your family
Family Healthplan Coverage	Take care of your family	Find the Right Coverage	Providers you know and trust	Open Enrollment Plans are Here
Affordable Health Coverage	SilverSummit Healthplan	Find out if you qualify	Affordable healthcare options	SilverSummit Healthplan for NV
SilverSummit Healthplan for NV	Affordable Health Coverage	Call Today or Apply Online	SilverSummit Healthplan for NV	Affordable Health Coverage
Healthplan Medical Plans	SilverSummit Healthplan for NV	Call Today or Apply Online	Affordable Medical Care	SilverSummit Healthplan for NV
Infants Healthplan Coverage	Know your health plan options	Find out if you qualify	Open Enrollment Plans are Here	Access to the care you need
Pregnancy Healthplan Coverage	Providers you know and trust	Find out if you qualify	Healthplan for Pregnant Women	Open Enrollment Plans are Here
SilverSummit Healthplan in NV	Affordable Health Coverage	Call Today or Apply Online	Find out if you qualify	Apply with SilverSummit Healthplan
Children's Health Insurance	Family SilverSummit Healthplan Coverage	Ask SilverSummit Healthplan	Health Coverage for Children	Take care of your family
Family Healthplan Coverage	Take care of your family	Find the Right Coverage	Providers you know and trust	Open Enrollment Plans are Here
Affordable Health Coverage	SilverSummit Healthplan	Find out if you qualify	Affordable healthcare options	SilverSummit Healthplan for NV
SilverSummit Healthplan for NV	Affordable Health Coverage	Call Today or Apply Online	SilverSummit Healthplan for NV	Affordable Health Coverage
Healthplan Medical Plans	SilverSummit Healthplan for NV	Call Today or Apply Online	Affordable Medical Care	SilverSummit Healthplan for NV
Infants Healthplan Coverage	Know your health plan options	Find out if you qualify	Open Enrollment Plans are Here	Access to the care you need
Pregnancy Healthplan Coverage	Providers you know and trust	Find out if you qualify	Healthplan for Pregnant Women	Open Enrollment Plans are Here

#### Description 1

[illegible]

## Description 2

[illegible]

## Description 3

[illegible]

## Description 4

[illegible]

## Extensions

Call Out Extensions	URL's
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Get a Quote Today  
Low-Cost Healthcare  
Premiums You Can Afford  
Doctors You Can Trust  
Enroll Today  
Learn More Today

## SiteLink Extensions

Apply for Healthplan	<a href="https://www.silversummithealthplan.com/members/medicaid/how-to-enroll.html">https://www.silversummithealthplan.com/members/medicaid/how-to-enroll.html</a>
Benefits Send Services	<a href="https://www.silversummithealthplan.com/members/medicaid/benefits-services.html">https://www.silversummithealthplan.com/members/medicaid/benefits-services.html</a>
Member Resources	<a href="https://www.silversummithealthplan.com/members/medicaid/resources.html">https://www.silversummithealthplan.com/members/medicaid/resources.html</a>
Health & Wellness	<a href="https://www.silversummithealthplan.com/members/medicaid/health-wellness.html">https://www.silversummithealthplan.com/members/medicaid/health-wellness.html</a>

## Structured Snippets

- Dental Benefits
- Vision Benefits
- Start Smart for your Baby
- Pharmacy Benefits
- 24/7 Nurse Advice Line
- Transportation Services
- Weight Watchers Membership
- Boy's and Girls Club



## NEVADA | ADDITIONAL MATERIALS | MULTI-LINE: PAID SEARCH

Paid Search - Multi-Line Responsive Ad Copy[illegible]

## SILVERSUMMIT HEALTHPLAN-HEALTH CARE SERVICES INFORMATION

Location	Medical Benefits	Hospitals	Value-Added Benefits	Obstetrical Provider	Pharmacy	Urgent Care	Mental Health Services
North	<ul style="list-style-type: none"> <li>Unlimited visits to PCP</li> <li>Birth Control/Family Planning</li> <li>Early Periodic Screening and Diagnostic Treatment (EPSDT)/Healthy Kids</li> <li>Chiropractic (under age 21)</li> <li>Durable Medical Equipment</li> <li>Annual preventative eye exam, eyeglasses and medical necessity contact lenses.</li> <li>Specialists</li> <li>Hearing Tests</li> <li>Hospital Care</li> <li>Emergent/Urgent Care</li> <li>Maternity Care</li> <li>Midwife Services</li> <li>Preventative Screenings</li> <li>Immunizations</li> <li>Nursing Home Services</li> <li>Private Duty Nursing</li> <li>Home Health Care</li> <li>Occupational Therapy Services</li> <li>Orthotics &amp; Prosthetics</li> <li>Physical Therapy Services</li> <li>Native American Access to Care</li> <li>Second nebulizer for school</li> </ul> <p><i>This is not a complete list of all benefits offered</i></p>	<ul style="list-style-type: none"> <li>Renown Regional Medical Center</li> <li>Renown South Meadows Medical Center</li> </ul>	<p><b>No copay</b> - Covered at 100%</p> <ul style="list-style-type: none"> <li><b>Free Smart Phone</b> with 1,000 mins, unlimited texts with 1GB of data or 350 mins, unlimited texts with 2GB of data from <b>Safelink</b>.</li> <li><b>Free New Baby Welcome Kit*</b> including newborn essentials such as a crib, diapers, and formula.</li> <li><b>Households can earn over \$765 in Visa gift cards with My Health Pays rewards program</b> for certain wellness visits, preventative dental, immunizations and pregnancy care*</li> <li><b>Free Access to Immunization Records</b></li> <li><b>Free Bus Passes*</b></li> <li><b>Free Boys and Girls Club Membership*</b></li> <li><b>Free Youth Sports Physicals**</b></li> <li><b>Free Amazon Prime membership</b> for qualified diabetics with Alexa enabled <b>Amazon Echo™**</b></li> <li><b>Transitional housing*</b></li> <li><b>Free Weight Watchers Membership*</b></li> <li><b>Member Connections</b> for community resources*</li> <li>Financial assistance for <b>ID Cards, birth certificate and GED*</b></li> <li><b>Annual Baby Showers-</b> Free baby necessities, immunizations, education classes, parenting resources and more!</li> <li><b>Free Dental*</b></li> </ul> <p><small>*Benefits &amp; rewards based on age, gender, household composition, medical conditions and other qualifying criteria may apply. **Available for qualifying members with par providers. For complete reward details visit <a href="#">SilverSummitHealthPlan.com</a> or call 1-844-366-2880 (TTD/TTY 1-844-804-6086)</small></p>	<ul style="list-style-type: none"> <li>Direct access to a large network of OBGYNs including Women's Health Associates of Southern Nevada.</li> <li><b>Pregnancy Program Start Smart For Your Baby</b> provides educational material from a personalized case manager with pre-natal screenings &amp; post-partum follow-up, breastfeeding support including <b>free</b> breast pump, baby showers and more!</li> <li>Pregnant members in their third trimester can keep getting care from their current OB even if the OB is not in our plan</li> </ul>	<ul style="list-style-type: none"> <li><b>Over-the-Counter Medications</b> (Dr. prescription required)</li> <li><b>Enhanced-Over-the Counter benefit</b> - \$30 per household each quarter. (No prescription required)</li> <li><b>Medications</b> <ul style="list-style-type: none"> <li>34 day retail supply</li> <li>100 day supply for maintenance medications</li> </ul> </li> <li><b>Smoking Cessation Medications</b> – covered</li> <li><b>Pharmacy Network includes:</b> Major drugstore chains and many independent pharmacies:           <ul style="list-style-type: none"> <li>CVS</li> <li>Raley's</li> <li>Safeway</li> <li>Sam's Club</li> <li>Sav-On</li> <li>Save Mart</li> <li>Smith's</li> <li>Target</li> <li>Wal-Mart</li> </ul> </li> </ul> <p>Free home delivery of specialty medications. Free home delivery from select independent pharmacies.</p>	<ul style="list-style-type: none"> <li>Incline Village Urgent Care</li> <li><b>Renown Urgent Cares</b> (10 Locations)           <ul style="list-style-type: none"> <li>Renown Urgent Care- Damonte Ranch</li> <li>Renown Urgent Care- Fallon</li> <li>Renown Urgent Care-Fernley</li> <li>Renown Urgent Care- Los Altos</li> <li>Renown Urgent Care- North Hills</li> <li>Renown Urgent Care- Ryland</li> <li>Renown Urgent Care- South Meadows</li> <li>Renown Urgent Care- Summit Ridge</li> <li>Renown Urgent Care- USA Parkway</li> <li>Renown Urgent Care- Vista</li> </ul> </li> </ul>	<p>Summit Behavioral Health Systems provides comprehensive BH services</p> <p><b>Wrap Around Services</b></p> <ul style="list-style-type: none"> <li>Access to same day psychiatric services</li> <li>Crisis Services –access to same day talk therapy services</li> <li>Guaranteed access to Suboxone services</li> <li>Injectable clinic</li> <li>Centralized scheduling and immediate access to crisis and triage services</li> <li>Transportation to and from appointments and housing placements</li> <li>Resources to obtain clothes, laundry money, food and medication</li> <li>Access to community based housing</li> <li>Access to clinic services which include:</li> </ul> <p>Talk Therapy, Medication Management, Primary Medical Services, Suboxone Treatment, Chemical Dependency Assessments, BH and CD IOP day and evening groups and after care group services.</p> <p><b>Inpatient services</b></p> <ul style="list-style-type: none"> <li>Inpatient alcohol/substance use treatment services</li> <li>Residential treatment center- ages 21 and under only</li> <li>Coordination of care from hospital to outpatient services</li> </ul>
	<ul style="list-style-type: none"> <li>Unlimited visits to PCP</li> <li>Birth Control/Family Planning</li> <li>Early Periodic Screening and Diagnostic Treatment (EPSDT)/Healthy Kids</li> <li>Chiropractic (under age 21)</li> <li>Durable Medical Equipment</li> <li>Annual preventative eye exam, eyeglasses and medical necessity contact lenses.</li> <li>Specialists</li> <li>Hearing Tests</li> <li>Hospital Care</li> <li>Emergent/Urgent Care</li> <li>Maternity Care</li> <li>Midwife Services</li> <li>Preventative Screenings</li> <li>Immunizations</li> <li>Nursing Home Services</li> <li>Private Duty Nursing</li> <li>Home Health Care</li> <li>Occupational Therapy Services</li> <li>Orthotics &amp; Prosthetics</li> <li>Physical Therapy Services</li> <li>Native American Access to Care</li> <li>Second nebulizer for school</li> </ul> <p><i>This is not a complete list of all benefits offered</i></p>	<ul style="list-style-type: none"> <li>Boulder City Hospital</li> <li>Mountain View Hospital</li> <li>Southern Hills Hospital and Medical Center</li> <li>Sunrise Hospital and Medical Center</li> <li>St. Rose Dominican- Rose de Lima</li> <li>St. Rose Dominican- San Martin</li> <li>St. Rose Dominican- Siena</li> <li>University Medical Center of Southern Nevada</li> </ul>	<p><b>No copay</b> - Covered at 100%</p> <ul style="list-style-type: none"> <li><b>Free Smart Phone</b> with 1,000 mins, unlimited texts with 1GB of data or 350 mins, unlimited texts with 2GB of data from <b>Safelink</b>.</li> <li><b>Free New Baby Welcome Kit*</b> including newborn essentials such as a crib, diapers, and formula.</li> <li><b>Households can earn over \$765 in Visa gift cards with My Health Pays rewards program</b> for certain wellness visits, preventative dental, immunizations and pregnancy care*</li> <li><b>Free Access to Immunization Records</b></li> <li><b>Free Bus Passes*</b></li> <li><b>Free Boys and Girls Club Membership*</b></li> <li><b>Free Youth Sports Physicals**</b></li> <li><b>Free Amazon Prime membership</b> for qualified diabetics with Alexa enabled <b>Amazon Echo™**</b></li> <li><b>Transitional housing*</b></li> <li><b>Free Weight Watchers Membership*</b></li> <li><b>Member Connections</b> for community resources*</li> <li>Financial assistance for <b>ID Cards, birth certificate and GED*</b></li> <li><b>Annual Baby Showers-</b> Free baby necessities, immunizations, education classes, parenting resources and more!</li> <li><b>Free Dental*</b></li> </ul> <p><small>*Benefits &amp; rewards based on age, gender, household composition, medical conditions and other qualifying criteria may apply. **Available for qualifying members with par providers. For complete reward details visit <a href="#">SilverSummitHealthPlan.com</a> or call 1-844-366-2880 (TTD/TTY 1-844-804-6086)</small></p>	<p>Direct access to a large network of OBGYNs including Women's Health Associates of Southern Nevada.</p> <p><b>Pregnancy Program Start Smart For Your Baby</b> provides educational material from a personalized case manager with pre-natal screenings &amp; post-partum follow-up, breastfeeding support including <b>free</b> breast pump, baby showers and more!</p> <p>Pregnant members in their third trimester can keep getting care from their current OB even if the OB is not in our plan</p>	<ul style="list-style-type: none"> <li><b>Over-the-Counter Medications</b> (Dr. prescription required)</li> <li><b>Enhanced-Over-the Counter benefit</b> - \$30 per household each quarter. 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Free home delivery from select independent pharmacies</p>	<ul style="list-style-type: none"> <li>Advanced Urgent Care</li> <li>Best Urgent Care</li> <li>Dynamic Urgent Care</li> <li>Sahara West Urgent Care</li> <li><b>UMC Quick Care</b> (9 Locations)           <ul style="list-style-type: none"> <li>Blue Diamond Quick Care</li> <li>Centennial Quick Care</li> <li>Enterprise Quick Care</li> <li>Nellis Quick Care</li> <li>Peccole Quick Care</li> <li>Rancho Quick Care</li> <li>Spring Valley Quick Care</li> <li>Summerlin Quick Care</li> <li>Sunset Quick Care</li> </ul> </li> <li><b>CareNow Urgent Care</b> (17 Locations)           <ul style="list-style-type: none"> <li>Ann &amp; Simmons</li> <li>Camino Al Norte &amp; Ann</li> <li>Craig &amp; Decatur</li> <li>Cheyenne &amp; Durango</li> <li>Craig &amp; Clayton</li> <li>Sahara &amp; Hualapai</li> <li>Charleston &amp; Decatur</li> <li>Durango &amp; Flamingo</li> <li>Charleston &amp; Sloan</li> <li>Tropicana &amp; Jones</li> <li>Arby &amp; Durango</li> <li>Rainbow &amp; Mardon</li> <li>Green Valley &amp; Warm Springs</li> <li>Southern Highlands &amp; Cactus</li> <li>Silverado &amp; Maryland</li> <li>Eastern &amp; Horizon Ridge</li> <li>College &amp; Horizon</li> </ul> </li> </ul>	<p>Summit Center (open 2/1/2020)</p> <ul style="list-style-type: none"> <li>Provides a variety of resources from meals to showers, clothing, internet services, and access to psychiatrists and BH clinicians.</li> </ul> <p>Summit Behavioral Health Systems provides comprehensive BH services.</p> <p><b>Wrap Around Services</b></p> <ul style="list-style-type: none"> <li>Access to same day psychiatric services</li> <li>Crisis Services –access to same day talk therapy services</li> <li>Guaranteed access to Suboxone services</li> <li>Injectable clinic</li> <li>Centralized scheduling and immediate access to crisis and triage services</li> <li>Transportation to and from appointments and housing placements</li> <li>Resources to obtain clothes, laundry money, food and medication</li> <li>Access to community based housing</li> <li>Access to clinic services which include:</li> </ul> <p>Talk Therapy, Medication Management, Primary Medical Services, Suboxone Treatment, Chemical Dependency Assessments, BH and CD IOP day and evening groups and after care group services.</p> <p><b>Inpatient services</b></p> <ul style="list-style-type: none"> <li>Inpatient alcohol/substance use treatment services</li> <li>Residential treatment center – ages 21 and under only</li> <li>Coordination of care from hospital to outpatient services</li> </ul>



Thank you for the opportunity to submit our marketing campaign for the Medicaid Open Enrollment period from April 1-June 30, 2020. In addition, our intention is to utilize the contents in this package for the Marketplace Open Enrollment Period from November 1 – December 15, 2020.

The materials, images, and message copy, will also be versioned for branding purposes outside of the above referenced timeframes. In doing so, SilverSummit Healthplan can continue to grow brand recognition and education for current and prospective members. During the non-Open Enrollment periods, the materials will be versioned to exclude the use of dates and the following words and terms; choose, select, choice, decide, and Open Enrollment.

We are pleased to provide Medicaid members with new added-value benefits in 2020. In order to educate current and new members on these benefits, they will be incorporated into the mass media messaging provided in the 2020 Medicaid Open Enrollment package and into the non-Open Enrollment versioned messages.