This is the SilverSummit Healthplan submission of new or changed items to the state’s Medicaid Office for review. These materials will be used in conjunction with other previously approved materials.

On the following pages, you’ll see sample creative mockups within each category followed by additional copy options. All copy shown will be used interchangeably across marketing tactics, including but not limited to:

- Radio
- TV
- Video
- Print
- OOH and transit
- Social media
- Digital display
- Event materials and partnerships
- Provider office materials
- Flyers and brochures
- Website content
- Direct mail

Content that may be adjusted is included in <brackets like this>. This information includes benefit details, event information, contact info, etc. Grammar, punctuation, and capitalization may be updated at any time to accommodate variable data. This may include adding transition words, changing tenses, or adjusting the subject to be plural or singular, for example.

*Any and all copy within can be used standalone or combined with other copy seen elsewhere in the document as needed.*

To engage our members in a culturally competent manner, Spanish creative may not be a direct translation or use exact words or phrases as shown here.

Disclaimers like “Some restrictions may apply” or “Applies to qualified individuals” as well as copyright information will be added to communications where applicable.

SilverSummit is exploring using geofencing, a location data service, to assist Medicaid members in accessing SDoH resources (i.e. food banks, transportation hubs, CBO support). Provider accessibility may also be a use for this technology.
01

General Materials
FLYER - EXAMPLE

<Here’s how to get coverage from SilverSummit.>

STEP 1:

STEP 2:
- Get the care you need without jumping through hoops.

STEP 3:
- Check your mail for a notice of determination letter to see if your application was approved.

<Get the care that offers more with SilverSummit.
Learn more at ChooseSilverSummit.com or contact us at <1-844-366-2880> to get better Medicaid now.

*May swap out benefit language with alternative benefit language.

<TE DAMOS UN MEJOR PLAN MEDICAID>

PASO 1:
- Confirma tu elegibilidad con DWSS creando una cuenta en <https://accessnevada.dwss.nv.gov.>.

PASO 2:
- Inscríbete en SilverSummit creando una cuenta en <https://accessnevada.dwss.nv.gov.>

PASO 3:
- Revisa tu correo para ver si recibiste una notificación de determinación que te informará si tu solicitud fue aprobada.

<Comienza Aquí>
- Con SilverSummit, obtén cuidado que te ofrece más. Aprende más en <https://accessnevada.dwss.nv.gov.> para obtener mejor Medicaid ahora.

*May swap out benefit language with alternative benefit language.
POSTER - EXAMPLE

Copy in mock-up is for layout reference only. Please review copy on the following slides.

**A PLAN THAT WORKS FOR YOU.**

- Financial assistance for IDs, GEDs, birth certificates, and job training.
- Emergency services, family planning, and women’s preventative health.
- Large network of providers in your area.

**ChooseSilverSummit.com**

**UN PLAN QUE TRABAJA PARA TI.**

- Apoyo financiero para identificaciones, actas de nacimiento, GEDs, y entrenamiento laboral.
- Servicios de Emergencias, planeación familiar, y cuidado preventivo para mujeres.
- Una amplia red de proveedores en tu área.

**EscogeSilverSummit.com**

*May swap out benefit language with alternative benefit language*
We get you a plan that works for <you>, with benefits you <and your family> deserve.

Start here

Get care that offers more with SilverSummit. Learn more at ChooseSilverSummit.com or contact us at 1-844-366-2880 to get better Medicaid now.

<MEDICAID WITH EXTRA BENEFITS.>
<Get the healthcare you deserve, when you need it.>

*May swap out benefit language with alternative benefit language
Here’s how to get coverage from SilverSummit:

**STEP 1:**
- Confirm your eligibility with DWSS on the Access Nevada website at [https://accessnevada.dwss.nv.gov](https://accessnevada.dwss.nv.gov).

**STEP 2:**
- Enroll by creating an account with DWSS and completing the online application. Make sure to choose SSHP as your plan. Go online to [https://accessnevada.dwss.nv.gov](https://accessnevada.dwss.nv.gov).
  
  You can also call XXX-XXX-XXXX or register by mail.

**STEP 3:**
- Check your mail for a notice of determination letter to see if your application was approved.

New parents get the baby essentials they need at no cost:
- Get free diapers, a breast pump, a car seat, and more.
- Earn $100 when you go to prenatal and postnatal visits.
- Get access to a personalized pregnancy care manager.
- Pregnancy, postpartum, and newborn care.

We’re here to help in your community:
- Local staff that can help with food, housing, transportation, and more.
- Financial assistance for IDs, GEDs, birth certificates, and job trainings.
- We get you memberships to the Girl Scouts, Boys & Girls Clubs, and a free YMCA family membership.
- Get help with addiction support for drugs, alcohol, and cigarettes.

Get the care you need without jumping through hoops:
- Large network of trusted providers.
- See in-network specialists without a referral.
- Your choice of doctor.
- Easy access to specialty care.

Enroll by creating an account with DWSS and completing the online application. Make sure to choose SSHP as your plan. Go online to [https://accessnevada.dwss.nv.gov](https://accessnevada.dwss.nv.gov).

You can also call XXX-XXX-XXXX or register by mail.

Check your mail for a notice of determination letter to see if your application was approved.

*May swap out benefit language with alternative benefit language*
HOW TO ENROLL

<GET A BETTER MEDICAID PLAN.>

<WE GET YOU MORE.>

<You deserve healthcare you and your family can count on.>
<Now’s your chance to get covered by SilverSummit.>
<Here’s how you can secure your coverage.>

STEP 1
<Confirm your eligibility with DWSS on the Access Nevada website at accessnevada.dwss.nv.gov/public.>
<Get Started>

STEP 2
<Enroll with SilverSummit by creating an account with DWSS and completing the online application. Make sure to choose SSHP as your plan. Go online to accessnevada.dwss.nv.gov/public.> You can also call <phone number> or register by mail.

STEP 3
<Check your mail for a notice of determination letter to see if your application was approved.>

GET MEDICAID YOU CAN COUNT ON.

CHOOSE MEDICAID THAT GETS YOU MORE.

• A large network of doctors, pediatricians, OB-GYNs, and specialists.
• Local staff helps with food access, transportation, housing, IDs, and more.
• Parents get baby essentials at no cost.
• Get vision, dental, and mental health coverage.
• Free <Girl Scouts>, <Boys & Girls Clubs>, and <YMCA family> memberships.

Get the care and support you deserve.

Get Started
Get care you can trust with SilverSummit. Visit us at ChooseSilverSummit.com or contact us at 1-844-366-2880 to learn more.
<Confirm eligibility>, <Enroll with SSHP>, <Enroll online>, <Enroll By Mail>, <Enroll in person>, <Check your mail>
VALUE-ADDED BENEFITS

< SILVERSUMMIT HAS THE RIGHT PLAN FOR YOU.>
< MEDICAID THAT GETS YOU EXTRA BENEFITS.>
< MEDICAID WITH EXTRA BENEFITS.>
< A MEDICAID PLAN WITH EXTRA BENEFITS.>
< ALL THE CARE YOU NEED IN ONE PLACE.>
< A MEDICAID PLAN THAT WORKS FOR YOU.>
< Get the healthcare you deserve, when you need it.>
< We get members the care they need.>
< SilverSummit works to provide you with extra benefits.>
< We get you a plan that works for <you>, with benefits you <and your family> deserve.>

<HERE’S HOW TO GET COVERAGE FROM SILVERSUMMIT:>

<Scan Me>

STEP 2: <Enroll by creating an account with DWSS and completing the online application. Make sure to choose SSHP as your plan. Go online to https://accessnevada.dwss.nv.gov. You can also call XXX-XXX-XXXX or register by mail.>

STEP 3: <Check your mail for a notice of determination letter to see if your application was approved.>

<NEW PARENTS GET THE BABY ESSENTIALS THEY NEED AT NO COST.>
<Get <free> <diapers>, <a breast pump>, <a car seat>, and more.>
<Earn <insert value here> when you <go to prenatal and postnatal visits>.>
<Start Smart for Your Baby® program gets you <baby essentials>.>
<<insert value here> in rewards for new and expecting parents.
<Get access to a <personalized pregnancy care manager>.>
<Access doula services at home.>
<Pregnancy, postpartum, and newborn care.>

<WE’RE HERE TO HELP IN YOUR COMMUNITY.>
<Local staff that can help with <food>, <housing>, <transportation>, and more.>
<<Financial> assistance for <IDs>, <GEDs>, <birth certificates>, and <job training>.>
<Telehealth without an appointment.>
<Help with <addiction support for drugs, alcohol, and cigarettes>.>
<A 24/7 nurse advice line.>
<We get you <memberships> to the <Girl Scouts>, <Boys & Girls Clubs>, and a free <YMCA family membership>.>

<LEARN MORE>

<GET THE CARE YOU NEED WITHOUT JUMPING THROUGH HOOPS.>
<Large network of trusted providers.>
<See in-network specialists without a referral.>
<Your choice of doctor.>
<Easy access to <specialty care>.>
<Get unlimited doctor’s visits on us.>
<Pediatricians you can trust.>
<<Two> dental visits every year.>
<<Vision benefits like <eye exams>.>
<<Same-day> mental health appointments.>

<LEARN MORE>

<START HERE>
<Get care that offers more with SilverSummit. Learn more at ChooseSilverSummit.com or contact us at 1-844-366-2880 to get better Medicaid now.>
VALUE-ADDED BENEFITS

A PLAN THAT WORKS FOR YOU.

A MEDICAID PLAN THAT WORKS FOR YOU.

WE GET YOU EXTRA BENEFITS.

GET MEDICAID THAT COVERS MORE.

SilverSummit gets you benefits you need.

We put you first.

We’re here to get you whole-health care.

Give your baby a head start.

- Free diapers, breast pump, car seat, and more
- Up to insert value here for prenatal and postnatal doctors visits
- New moms spa package
- Personal case manager
- At-home doula care
- Pregnancy, postpartum, and newborn care

Learn More

We’re in your community.

- Local staff that can help with food, housing, transportation, and more
- Financial assistance for IDs, GEDs, birth certificates, and job training
- Telehealth without an appointment
- Addiction support
- Nurse’s advice any time, day or night
- A Girl Scouts, Boys & Girls Clubs, and YMCA family membership
- Employment support and training

Learn More

We get you the care you need.

- Large network of providers in your area
- Emergency services, family planning, and women’s preventative health
- Easy access to specialty care, no referrals needed
- Unlimited visits to your doctor
- Pediatricians you trust and unlimited visits for your kids

Learn More
02 Event Materials
EVENT MATERIALS

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*May swap out benefit language with alternative benefit language
EVENT MATERIALS

Copy in mock-up is for layout reference only. Please review copy on the following slides.

*May swap out benefit language with alternative benefit language
EVENTS

<EVENT NAME>

<Proud supporter of <EVENT NAME>.

<WE GET <YOU> CONNECTED.>

<WE GET <YOU> COVERED.>

<WE GET <YOU> ACCESS.>

<WE GET <YOU> SUPPORT.>

<WE GET <YOU> MORE.>

<WE GET <YOU> MORE FUN!> (for family-focused events)

<WE GET <YOU> VACCINATED/FLU SHOTS.>

<WE GET <YOU> BABY SHOWERS!>

<WE GET <YOU> DINNER./MEALS./TACOS./FREE FOOD. etc.>>

<WE GET <YOU> A FRESH START.>

<WE GET <YOU> GENDER AFFIRMING CARE/SUPPORT FOR YOUR JOURNEY.>

TOGETHER, WE GET <YOU> MORE.

<A MEDICAID PLAN THAT GETS YOU BETTER.>

<insert partner logo here>

<Event name>

<Event date and time>

<SilverSummit Healthplan is committed to serving Nevadans where you live, work, and play. That’s why we’re proud to sponsor/partner with <organization name>.>

Together, we can improve the health of the community, one person at a time.

Any basic event info including location, address, or items you need to bring.

Proud sponsor of <event name>.

Proud partner <with/of> <organization name>.

<WE GET YOU COVERED.>

<WE GET YOU SUPPORT.>

<GET A BETTER MEDICAID PLAN.>

<MEDICAID THAT GETS YOU BETTER.>

At SilverSummit, we’re on your side with extra benefits.

SilverSummit has the right plan for you.

Choose better Medicaid coverage.

We’re here to help you get signed up.

SilverSummit Healthplan is pleased to support <organization name>.

Partner Name has been working in your community for <insert number of years>. You can trust us to help you and keep your information private.
DESKTOP LANDING PAGE

Local Support

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*May swap out benefit language with alternative benefit language
DESKTOP LANDING PAGE
Local Support

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DESKTOP LANDING PAGE

Local Support

For many people, applying for Medicaid online is easiest. You can also apply in person or through the mail by following these DWWSS instructions.

Have questions? We can help.

Our local staff is here to help you every step of the way! Give us a call:

1-844-366-2880

*May swap out benefit language with alternative benefit language
PREGNANCY SUPPORT

“WE GET NEW MOMS/PARENTS MORE.”

Pregnant members and expecting parents get more support and rewards with SilverSummit Healthplan.

“Our local staff can help you make the most of your Medicaid coverage.”

- CALL NOW

Want to know what sets SilverSummit Healthplan apart?

- EXPLORE OUR BENEFITS

Do you need help with things like food, housing, or transportation?

- GET LOCAL SUPPORT

“Curious about the perks of our pediatric network?”

- LEARN ABOUT OUR NETWORK

“We get you extra benefits.”

- Direct access to a large network of OB-GYNs.
- Personal case managers to help with prenatal screenings, postpartum follow-ups, breastfeeding, baby showers, and more.
- Access to licensed, in-home doula and birthing coach services for pregnancy, postpartum, and newborn care.
- Rideshare transportation to appointments.

“We get you valuable rewards.”

- Up to [insert value here] in dollar rewards for prenatal and postnatal visits.
- New mom spa package including a manicure, pedicure, or 30-minute massage.
- A free car seat, portable crib, or baby shower in a box that includes newborn essentials kit.
- Free electric breast pump.
- Annual baby showers including free baby necessities, immunizations, educational classes, parenting resources, and more.

“How to get Medicaid coverage from SilverSummit healthplan:”

STEP 1:
- Confirm your eligibility with DWSS on the Access Nevada website.

STEP 2:
- Enroll with SilverSummit Healthplan by creating an account with DWSS, completing the online application, and choosing SilverSummit as your health plan.

STEP 3:
- Check your mail for a notice of determination letter to see if your application was approved or denied. Follow the instructions in your letter to finish getting set up.

For many people, applying for Medicaid online is easiest. You can also apply in person or through the mail by following these DWSS instructions.

“Not sure if you qualify for Medicaid?”

- The State of Nevada has provided a handy tool to see if you qualify for Medicaid benefits.

“DO I QUALIFY?”

“Have questions? We can help.”

- Our local staff is here to help you every step of the way. Give us a call at 1-844-366-2880 (TTY/TDD: 1-844-804-8086).
PROVIDER NETWORK

We get you access to the doctors you want.
SilverSummit Healthplan gets you access to a large network of doctors and specialists in Nevada. So you can get the care you need, close to home.

Our local staff can help you make the most of your Medicaid coverage.
- Call now

Find your favorite providers in our network.
Love your current doctor? Looking for a new one? We make it easy to find in-network providers in Nevada.

Do you need help with things like food, housing, or transportation?
- Call now

Are you a new mom or mom-to-be? We've got you covered.
- Call now

We get you extra benefits.
- Access to our large provider, specialty, OB-GYN, and behavioral health network
- Unlimited visits to your primary care provider and pediatricians
- No referrals to see specialists
- Maternity care, midwife, and doula services
- Care managers to help you make the most of your benefits
- Annual preventive eye exam, eyeglasses, and medical necessity contact lenses

We get you care when and where you need it.
- In-home urgent care with ready responders
- 24/7 nurse advice line
- Telehealth services
- Free pharmacy home delivery
- Free rideshare transportation to and from appointments

How to get Medicaid coverage from SilverSummit Healthplan:

STEP 1:
- Confirm your eligibility with DWSS on the Access Nevada website.

STEP 2:
- Enroll with SilverSummit Healthplan by creating an account with DWSS, completing the online application, and choosing SilverSummit as your health plan.

STEP 3:
- Check your mail for a notice of determination letter to see if your application was approved or denied. Follow the instructions in your letter to finish getting set up.
- For many people, applying for Medicaid online is easiest. You can also apply in person or through the mail by following these DWSS instructions.

GET STARTED

Have questions? We can help.
- Our local staff is here to help you every step of the way. Give us a call at 1-844-366-2880 (TTY/TDD: 1-844-804-6086).
LOCAL SUPPORT - PART 1

<WE GET YOU LOCAL SUPPORT.>
SilverSummit Healthplan is on your side and in your community. We have local staff to help you access food, housing, transportation, and more.

<Talk to our Community Solutions Team to help you make the most of your Medicaid coverage in Nevada.>
- <CALL NOW>
- <EMAIL US>

<Are you a new mom or mom-to-be? We've got you covered.>
- <SEE PREGNANCY BENEFITS>

<Curious about the perks of our large network of doctors?>
- <LEARN ABOUT OUR NETWORK>

<Want to know what sets SilverSummit apart?>
- <EXPLORE OUR BENEFITS>

<We get <your family> rides.>
- Get free rides to medical, dental, vision, and other appointments, such as DMV, WIC, and social services.

<We get <your family> meals.>
- Going hungry is not an option. When it comes to meals, we've got <you> covered with grocery vouchers, access to farmers markets, and home-delivered meals.

<We get <you> support after incarceration.>
- SilverSummit is here to help and support <you> as <you> enter back into the community after being incarcerated.

<We get <you> access to housing.>
- We can help you find a place to stay for whatever length of time you need, including transitional, rapid, and long-term support.

<We get <you> even more!>
To help you build a healthier life for you and your family, SilverSummit can also support you with the following:
- Financial support for ID cards, birth certificates, and GEDs
- Up to <insert value here> for equipment for members transitioning from incarceration or pursuing jobs or education
- Access to addiction recovery and support groups

<NEW! Summit Resource Center>
Coming spring 2022, members can visit our all-new center for next-level local support. The Summit Resource Center is staffed to assist members with access to the following:
- Meals
- Showers
- Laundry
- Computer access
- NA/AA meetings
- Transportation
- Employment
- Peer, primary, and behavioral health services

<How to get Medicaid coverage from SilverSummit (Healthplan):>
STEP 1:
<Confirm your eligibility with DWSS on the Access Nevada website.>

STEP 2:
<Enroll with SilverSummit Healthplan by creating an account with DWSS, completing the online application, and choosing SilverSummit as your health plan.>

STEP 3:
<Check your mail for a notice of determination letter to see if your application was approved or denied. Follow the instructions in your letter to finish getting set up.>
For many people, applying for Medicaid online is easiest. You can also apply in person or through the mail by following these DWSS instructions.

<GET STARTED>
LOCAL SUPPORT - PART 2

“We respect your needs.”

At SilverSummit, we understand that everyone is different and that our diversity of race, ethnicity, gender, language, and more should be embraced, not ignored. That’s why SilverSummit’s local staff is prepared to give you care based on your individual needs. Our staff members are trained on cultural competency, and we provide tools to providers to help them do the same.

“Upcoming events near you.”

In the area? Join SilverSummit at a <community event> near you.

- <placeholder calendar or event listings>

“Have questions? We can help.”

Our local staff is here to help you every step of the way. Give us a call at 1-844-366-2880 (TTY/TDD: 1-844-804-6086).
SWITCH PERIOD

NOW’S YOUR CHANCE TO CHOOSE SILVERSUMMIT HEALTHPLAN!
SilverSummit Healthplan is on your side and in your community. With our helpful local staff and impressive list of benefits and rewards, we get you/your family fully taken care of.

- CALL NOW

Choosing SilverSummit as your Medicaid plan is as easy as 1-2-3.

STEP 1:
Download the Medicaid change form.

STEP 2:
Fill in the box next to SilverSummit Healthplan, along with other required information.

STEP 3:
Return your form by email or mail, following instructions on the form.

We get you more.
We’re proud to offer our members a growing list of added benefits and services. See what sets us apart.

We’re here to support you.
We understand that each of our members has different priorities and needs. With our local staff and flexible services, SilverSummit can support you and your family with what you need.

- Pregnancy and new baby support
- Large provider network and whole-health support
- Local staff and community support

Not sure if you’re eligible for Medicaid in Nevada?
Take this helpful quiz.

Not eligible for Medicaid in Nevada?
We can still get you covered with a Marketplace plan from Ambetter from SilverSummit Healthplan.

Have questions? We can help.
Our local staff is here to help you every step of the way. Give us a call at 1-844-366-2880 (TTY/TDD: 1-844-804-6086).

Upcoming events near you.
In the area? Join SilverSummit at a community event near you.

placeholder calendar or event listings
GENERAL MEDICAID

<WE GET YOU COVERED.>
SilverSummit Healthplan is on your side and in your community. With our helpful local staff and impressive list of benefits and rewards, we get <you/your family> fully taken care of.

- <CALL NOW>

How to get Medicaid coverage from SilverSummit:

STEP 1:
<Confirm your eligibility with DWSS on the Access Nevada website.>

STEP 2:
<Enroll with SilverSummit Healthplan by creating an account with DWSS, completing the online application, and choosing SilverSummit as your health plan.>

STEP 3:
<Check your mail for a notice of determination letter to see if your application was approved or denied. Follow the instructions in your letter to finish getting set up.>

For many people, applying for Medicaid online is easiest. You can also apply in person or through the mail by following these DWSS instructions.

- <GET STARTED>

We get you more.
We’re proud to offer our members a growing list of added benefits and services. See what sets us apart.

- <WE’RE HERE TO SUPPORT YOU.>
We understand that each of our members has different priorities and needs. With our local staff and flexible services, SilverSummit can support <you and your family> with what you need.

- <Pregnancy and new baby support.>
- <Large provider network and whole-health support.>
- <Local staff and community support.>

Not sure if you’re eligible for Medicaid in Nevada?
<Take this helpful quiz.>

Not eligible for Medicaid in Nevada?
We can still get you covered with a Marketplace plan from Ambetter from SilverSummit Healthplan.

- <SEE PLAN OPTIONS>

Have questions? We can help.
Our local staff is here to help you every step of the way. Give us a call at 1-844-366-2880 (TTY/TDD: 1-844-804-6086).>
04
Paid Media
THE PERIOD TO SWITCH STARTS ON
<OCR 1,>.

Get the coverage and benefits you and your family deserve with SilverSummit.
- A large network of doctors, pediatricians, and OB-GYNs
- Vision, dental, and same-day mental health care
- Free baby essentials and rewards for pregnant members*
- Local staff to help you access food, housing, and more

*Applies to qualified individuals

THE SWITCH PERIOD IS FROM <OCR OCT. 1-31.>
Now's your chance to choose SilverSummit and get the care you deserve.
EL PERIODO DE CAMBIO ES DE <OCR OCT. 1-31.>
Ahora es tu oportunidad de escoger a SilverSummit y recibir el cuidado que necesitas.

<CUSTOMER NAME>
<ADDRESS>
<STATE> <ZIP CODE>

SilverSummit Healthplan is a Nevada Medicaid and Nevada Check Up health plan.

Get the coverage and benefits you and your family deserve with SilverSummit.
- A large network of doctors, pediatricians, and OB-GYNs
- Vision, dental, and same-day mental health care
- Free baby essentials and rewards for pregnant members*
- Local staff to help you access food, housing, and more

*Applies to qualified individuals

If you need this in another language, oral interpretation, auxiliary aids and services, or an alternate format, call us at Medicaid SilverSummit Healthplan 1-844-366-2880.

SilverSummit Healthplan is a Nevada Medicaid and Nevada Check Up health plan.

Spanish-speaking SilverSummit Healthplan is a Medicaid and Nevada Check Up health plan.

If you need this in another language, oral interpretation, auxiliary aids and services, or an alternate format, call us at Medicaid SilverSummit Healthplan 1-844-366-2880.

SilverSummit Healthplan is a Nevada Medicaid and Nevada Check Up health plan.

Spanish-speaking SilverSummit Healthplan is a Medicaid and Nevada Check Up health plan.

If you need this in another language, oral interpretation, auxiliary aids and services, or an alternate format, call us at Medicaid SilverSummit Healthplan 1-844-366-2880.

SilverSummit Healthplan is a Nevada Medicaid and Nevada Check Up health plan.

Spanish-speaking SilverSummit Healthplan is a Medicaid and Nevada Check Up health plan.

If you need this in another language, oral interpretation, auxiliary aids and services, or an alternate format, call us at Medicaid SilverSummit Healthplan 1-844-366-2880.

SilverSummit Healthplan is a Nevada Medicaid and Nevada Check Up health plan.

Spanish-speaking SilverSummit Healthplan is a Medicaid and Nevada Check Up health plan.

If you need this in another language, oral interpretation, auxiliary aids and services, or an alternate format, call us at Medicaid SilverSummit Healthplan 1-844-366-2880.

SilverSummit Healthplan is a Nevada Medicaid and Nevada Check Up health plan.

Spanish-speaking SilverSummit Healthplan is a Medicaid and Nevada Check Up health plan.

If you need this in another language, oral interpretation, auxiliary aids and services, or an alternate format, call us at Medicaid SilverSummit Healthplan 1-844-366-2880.
DISPLAY (AWARENESS AND RECOGNITION)

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*May swap out benefit language with alternative benefit language
DISPLAY (AWARENESS AND RECOGNITION)

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*May swap out benefit language with alternative benefit language
DISPLAY (AWARENESS AND RECOGNITION) SPN

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SOCIAL - STATIC (AWARENESS AND RECOGNITION)

Copy in mock-up is for layout reference only. Please review copy on the following slides.

_SilverSummit Healthplan_ sponsored.

Get help for stress, anxiety, depression, and more with free Medicaid coverage from SilverSummit.

Sponsored.

Recibe ayuda para estrés, ansiedad, depresión y más con cobertura Medicaid de SilverSummit.

_May swap out benefit language with alternative benefit language_
SOCIAL - CAROUSEL (AWARENESS AND RECOGNITION)

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*May swap out benefit language with alternative benefit language
SOCIAL - CAROUSEL (AWARENESS AND RECOGNITION) SPN

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Copy in mock-up is for layout reference only. Please review copy on the following slides.

*May swap out benefit language with alternative benefit language
YOU CAN CHOOSE A BETTER HEALTH PLAN.

Switch period starts <Oct. 1>.

*May swap out benefit language with alternative benefit language
YOU CAN CHOOSE A BETTER HEALTH PLAN.

Switch period starts <Oct. 1>.

YOU CAN CHOOSE A BETTER HEALTH PLAN.

*May swap out benefit language with alternative benefit language
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Copy in mock-up is for layout reference only. Please review copy on the following slides.

*May swap out benefit language with alternative benefit language
SOCIAL - CAROUSEL (EDUCATION)

Copy in mock-up is for layout reference only. Please review copy on the following slides.

*May swap out benefit language with alternative benefit language
SOCIAL - CAROUSEL (EDUCATION) SPN

Copy in mock-up is for layout reference only. Please review copy on the following slides.

*May swap out benefit language with alternative benefit language
PAID MEDIA: AWARENESS AND RECOGNITION

WE GET YOU A LARGE NETWORK OF DOCTORS.

Doctors you know.
Care you trust.

GET MEDICAID THAT COVERS MORE.
Vision, dental, and mental health.

WE GET YOU MORE.
Vision, dental, and mental health.

MEDITAID FOR THE WHOLE YOU.
Same-day mental health care.

WE GET YOU LOCAL SUPPORT.
Meals, rides, housing, and more.

GET MEALS, RIDES AND HOUSING.
We get you covered.

WE GET YOU CARE DURING PREGNANCY.
Get the support you need.

GET PREGNANCY SUPPORT.
We get you covered.

WE GET YOU A FREE ELECTRIC BREAST PUMP.*
Choose Medicaid that covers more.

DOLLAR REWARDS FOR NEW MOMS.
Get up to  of Medicaid.

*Applies to qualified individuals.

WE GET YOU A LARGE NETWORK OF DOCTORS.

The doctors you want. Covered.
With our large network of doctors, pediatricians, OB-GYNs, and specialists, you can get the care you need close to home.

WE GET YOU MORE.

Prescription glasses.
Routine eye exams.
Same-day mental health appointments.
Two dental visits per year.
SilverSummit gets you covered.

Choose Medicaid that covers your whole health. Get vision, dental, and mental health coverage from SilverSummit.

WE GET YOU MENTAL HEALTH SUPPORT.

Medicaid for the whole you.
Get help for stress, anxiety, depression, and more with free Medicaid coverage from SilverSummit.

WE GET YOU SUPPORT DURING PREGNANCY.

Choose Medicaid you can count on.
With our Medicaid coverage, new and expecting parents get extra support and benefits during and after pregnancy.

WE GET YOU AND YOUR BABY MORE.

Free electric breast pump.*
A car seat or a portable crib.*
Doulas and lactation consultants.
Up to value here in dollar rewards.
Choose Medicaid that covers more.

With Medicaid from SilverSummit, new and expecting parents get more benefits, support, and up to  in dollar rewards.

WE GET YOU THERE AND BACK.

Choose Medicaid that picks you up.
Get free rides to your doctor’s offices, the DMV, WIC, and more when you choose SilverSummit as your Medicaid provider.

WE GET YOU LOCAL SUPPORT.

Food assistance.
Access to housing.
Financial assistance for IDs.
Job training.

Choose Medicaid that covers more.

Our local staff can help you get access to food, housing, transportation, and more.
PAID MEDIA: AWARENESS AND RECOGNITION

<WE GET YOU A LARGE NETWORK OF DOCTORS/ PEDIATRICIANS.>
<WE GET YOU A LARGE NETWORK OF OB-GYNs.>
<CHOOSE MEDICAID FOR THE WHOLE YOU.>
<WE GET YOU VISION CARE.>
<WE GET YOU DENTAL CARE.>
<WE GET YOU SAME-DAY MENTAL HEALTH SUPPORT.>
<WE GET YOU SUPPORT DURING YOUR PREGNANCY.>

<CHOOSE MEDICAID THAT COVERS MORE.>
<When you choose SilverSummit as your Medicaid provider, you get whole-health coverage you can count on.>
  • A large network of doctors, pediatricians, and OB-GYNs near you.
  • Vision, dental, and same-day mental health care.
  • Free baby essentials and rewards for pregnant members.
  • Local staff to help you access food, housing, and more.

<PREGNANT MEMBERS GET MORE SUPPORT, BENEFITS, AND REWARDS.>
<When you choose SilverSummit as your Medicaid provider, you get whole-health coverage you and your family can count on.>
  • Free electric breast pump, car seat, and baby items.
  • Doulas, birthing coaches, and OB-GYNs.
  • Up to $1000 in dollar rewards.

<SilverSummit gets Medicaid members more.>
  • Get access to a large network of doctors.
  • Large network of doctors and pediatricians.
  • And benefits that support all your healthcare needs.
  • Vision, dental, and mental health.
  • Get covered today.
  <ChooseSilverSummit.com>
  • The period to switch is Oct. 1–Oct. 31.
  • The switch period ends on Oct. 31.
  • Choose SilverSummit and Nevada Check Up plan.

<At SilverSummit Healthplan, we get you.>
  • With our quality Medicaid coverage, we get you a large network of trusted doctors.
  • Large network of doctors near you.
  • So you can feel better.
  • We get you connected to pregnancy support.
  • Doulas, doctors, and OB-GYNs.
  • So your kids stay healthy.
  • We get you access to housing, food, and transportation.
  • Local staff and community resources.
  • So you don’t have to worry.
  • We get you care for the whole you.
  • Vision, dental, and same-day mental health care.
  • So you’re fully taken care of.
  • Choose Medicaid that covers more.
  • Go to ChooseSilverSummit.com today.
  <ChooseSilverSummit.com>
  • (The period to switch is Oct. 1–Oct. 31.)
  • (The switch period ends on Oct. 31.)
  • Choose SilverSummit and Nevada Check Up plan.

<Attention Medicaid members!>
• When you choose SilverSummit as your Medicaid provider, you get baby essentials at no cost, same-day appointments, and local support you and your family can count on.
• Choose Medicaid that covers more. Visit ChooseSilverSummit.com.
• SilverSummit Healthplan is a Nevada Medicaid and Nevada Check Up health plan.

<Attention Medicaid members!>
• With SilverSummit, you can get access to a large network of doctors near you, plus vision, dental, and mental health coverage. And if you need a ride, we’re on your side with transportation to your appointments. Choose Medicaid that covers more. Visit ChooseSilverSummit.com.
• SilverSummit Healthplan is a Nevada Medicaid and Nevada Check Up health plan.

<WE GET YOU LOCAL SUPPORT.>
• Our local staff can help get you access to food, housing, transportation, and more.
  • ChooseSilverSummit.com
  • 1-844-366-2880 (TTY: 1-844-804-6086)
  • A Nevada Medicaid and Nevada Check Up Plan
PAID MEDIA: EDUCATION

<CHOOSE MEDICAID THAT COVERS MORE.>
<Vision, dental, and mental health.>

<CHOOSE MEDICAID YOU CAN COUNT ON.>
<SilverSummit gets you covered.>

<MEDICAID YOU CAN COUNT ON.>
<Choose SilverSummit.>

<YOU CAN CHOOSE A BETTER HEALTH PLAN.>
<The period to switch starts <Oct. 1>.>

<CHOOSE BETTER MEDICAID.>
<The period to switch starts <Oct. 1>.>

<THE TIME TO SWITCH STARTS <Oct. 1>.>  
<Choose Medicaid you can count on.>

<YOU DESERVE A BETTER MEDICAID PLAN.>
- <Choose Medicaid you can count on.>
- <The time to switch starts on <Oct. 1>. Get the coverage and benefits you and your family deserve with SilverSummit.>

<WE GET YOU CONNECTED TO CARE.>
- <Access to food and housing.>
- <Urgent care.>
- <Free rides to your appointments.>
- <Switch period starts <Oct. 1>.>  
- <Choose a better Medicaid plan.>
- <The switch period starts <Oct. 1>.>  
- <Choose Medicaid that’s on your side with local staff, community resources, and more.>

<CHOOSE MEDICAID THAT GETS YOU MORE.>
- <Vision care.>
- <Dental care.>
- <Mental health coverage.>
- <The switch period starts <Oct. 1>.>  
- <Choose a better Medicaid plan.>
- <The time to switch starts on <Oct. 1>. Choose Medicaid you can count on with whole-health benefits from SilverSummit.>

<CHOOSE MEDICAID.>
- <Up to <insert value here> in dollar rewards.>
- <Free smartphone with talk, text, and data.>
- <Free Costco card.>
- <The period to switch starts <Oct. 1>.>  
- <Switch to a better Medicaid plan.>
- <The time to switch starts on <Oct. 1>. Choose Medicaid that gives you more benefits, support, and rewards.>
PAID MEDIA: ACTION

<CHOOSE BETTER MEDICAID COVERAGE.>
<Enroll today.>

<GET BETTER MEDICAID COVERAGE.>
<Enroll today.>

<WANT A BETTER MEDICAID PLAN?>
<Now’s your chance.>

<CHOOSE MEDICAID THAT GETS YOU MORE.>
<Enroll now.>

<MEDICAID ENROLLMENT QUESTIONS?>
<We’re here to help.>

<CHOOSE MEDICAID THAT COVERS MORE.>

• The time to switch is from Oct. 1–Oct. 31. Now’s your chance to choose SilverSummit and get the care you deserve.>
• ChooseSilverSummit.com>
• 1-844-366-2880 (TTY: 1-844-804-6086)>
• SilverSummit Healthplan is a Nevada Medicaid and Nevada Check Up health plan.>

<WANT A BETTER MEDICAID PLAN?>

• The period to switch runs from Oct. 1–Oct. 31. Now’s your chance to get covered by SilverSummit.>
• ChooseSilverSummit.com>
• 1-844-366-2880 (TTY: 1-844-804-6086)>
• SilverSummit Healthplan is a Nevada Medicaid and Nevada Check Up health plan.>

 HOW TO CHOOSE A BETTER MEDICAID PLAN>

• 1. Download the Medicaid change form.>
• 2. Fill in the box next to SilverSummit.>
• 3. Mail the form back by switch period end date.>
• 4. Enjoy Medicaid that covers more.>
• Get covered by SilverSummit.>
The time to switch is here, and now’s your chance to get covered by SilverSummit. Follow our enrollment guide to secure your coverage.>

EVERYTHING YOU NEED TO KNOW ABOUT THE SWITCH PERIOD>

• It’s your chance to change Medicaid plans.>
• It only happens once a year.>
• Oct. 1–Oct. 31.>
• SilverSummit has the right plan for you.>
• Call now for switch period help.>
• Call now. We’ll Help You Enroll.>
The switch period is your chance to choose a better Medicaid plan. If you have questions, we’re here to help.>

WE GET YOU FREE MEDICAID.>

• Free Medicaid plans.>
You and your family may qualify for free Medicaid with whole-health benefits. SilverSummit can help you get covered.>

MEDICAID QUESTIONS? WE’re HERE TO HELP.>

• Help with the Medicaid switch period.>
• If you’re in need of free health insurance or have questions about the switch period, SilverSummit is here to help.>

SWITCH PERIOD QUESTIONS?

• Call 1-844-366-2880. (TTY: 1-844-804-6086)>
• Call now for the Medicaid switch period.>
• Call now. We’ll Help You Enroll.>
Medicaid can be confusing. SilverSummit makes it easy to understand your options and get free coverage.>
• Medicaid can be confusing. Call us today and we’ll help you enroll.>

EVERYTHING YOU NEED TO KNOW ABOUT THE SWITCH PERIOD>

• It’s your chance to change Medicaid plans.>
• It only happens once a year.>
• Oct. 1–Oct. 31.>
• SilverSummit has the right plan for you.>
• Call now for switch period help.>
• Call now. We’ll Help You Enroll.>
The switch period is your chance to choose a better Medicaid plan. If you have questions, we’re here to help.>

WE GET YOU FREE MEDICAID.>

• Free Medicaid plans.>
You and your family may qualify for free Medicaid with whole-health benefits. SilverSummit can help you get covered.>

MEDICAID QUESTIONS? WE’re HERE TO HELP.>

• Help with the Medicaid switch period.>
• If you’re in need of free health insurance or have questions about the switch period, SilverSummit is here to help.>

SWITCH PERIOD QUESTIONS?

• Call 1-844-366-2880. (TTY: 1-844-804-6086)>
• Call now for the Medicaid switch period.>
• Call now. We’ll Help You Enroll.>
Medicaid can be confusing. SilverSummit makes it easy to understand your options and get free coverage.>
• Medicaid can be confusing. Call us today and we’ll help you enroll.>

EVERYTHING YOU NEED TO KNOW ABOUT THE SWITCH PERIOD>

• It’s your chance to change Medicaid plans.>
• It only happens once a year.>
• Oct. 1–Oct. 31.>
• SilverSummit has the right plan for you.>
• Call now for switch period help.>
• Call now. We’ll Help You Enroll.>
The switch period is your chance to choose a better Medicaid plan. If you have questions, we’re here to help.>
QUICK HITS - PART 1

Did you know - <more than <800,000> Nevadans are currently enrolled in Medicaid>?
• <800,000> Nevadans are on Medicaid.
At SilverSummit, we get you extra benefits for you and your family:
• <Prescription glasses.> <Same-day mental health appointments.> <Two dental visits per year> and <a large network of doctors so you can get the care you need close to home.>
At SilverSummit, we get you.
Get Medicaid you can count on today.
SilverSummit Healthplan
<ChooseSilverSummit.com>

Did you know - <roughly <50,000> people <per year> go to a shelter after being released from prison>?
• Each year, <50,000> people become homeless after getting out of prison.
That’s why at SilverSummit, we work to empower our community -
• <Meals.> <Housing.> <Financial support.> And to get you the local support you need, when you need it.
At SilverSummit, we get you.
Get Medicaid you can count on today.
SilverSummit Healthplan
<ChooseSilverSummit.com>

Did you know - <61% of all children in Nevada are covered by Medicaid>?
• In Nevada, 61% of children are on Medicaid.
That’s why at SilverSummit we get you extra benefits for you and your family -
• <Large network of doctors and pediatricians.> <Unlimited doctor visits.> <Baby essentials> so you can get the care you need to keep your family healthy.
At SilverSummit, we get you.
Get Medicaid you can count on today.
SilverSummit Healthplan
<ChooseSilverSummit.com>

Did you know - <58% of nursing home residents in Nevada get care from Medicaid>?
• 58% of nursing home residents in Nevada are covered by Medicaid.
That’s why at SilverSummit, we work to empower our community -
• <Telehealth,> <free rides to appointments,> <unlimited visits> to get you the support you need to keep healthy.
At SilverSummit, we get you.
Get Medicaid you can count on today.
SilverSummit Healthplan
<ChooseSilverSummit.com>

Did you know - <1 out of 7 people in Clark County, Nevada are food insecure>?
• 1 in 7 people in Clark County are food insecure.
With SilverSummit, we work to empower our communities -
• <Access to farmer’s markets,> <grocery vouchers,> and <home-delivered meals> to get you the local support you need, when you need it.
At SilverSummit, we get you.
Get Medicaid you can count on today.
SilverSummit Healthplan
<ChooseSilverSummit.com>

Did you know - <1 out of 3 people with disabilities are covered by Medicaid>?
• 1 in 3 people with disabilities have Medicaid.
At SilverSummit, we get you the extra benefits you and your family deserve -
• <Free rides to appointments,> <no referrals needed,> and <telehealth visits> we provide you with <a large network of doctors so you can get the care you need.>
At SilverSummit, we get you.
Get Medicaid you can count on today.
SilverSummit Healthplan
<ChooseSilverSummit.com>
QUICK HITS - PART 2

Did you know - Moms and kids make up 48% of people covered by Medicaid in Nevada?

- Moms and kids are 48% of people on Medicaid in Nevada.
- With SilverSummit, we get moms extra benefits -
  - Free diapers,
  - A breast pump,
  - A car seat,
  - And more baby essentials parents need, at no extra cost.
- At SilverSummit, we get you.
- Get Medicaid you can count on today.
- SilverSummit Healthplan
- ChooseSilverSummit.com

IS IT TRUE: Only a handful of people are covered by Medicaid?

IS IT TRUE: Only a few people use Medicaid?
- False!
- Over 800,000+ use Medicaid in Nevada.
- False! That’s a Medicaid myth. There are over 800,000 people in Nevada who depend on Medicaid for their healthcare.
- Large network of doctors.
- Same-day mental health appointments.
- Two dental visits per year.
- At SilverSummit, we get you extra benefits for you and your family so you can get the care you need.
- Get Medicaid you can count on today.
- SilverSummit Healthplan
- ChooseSilverSummit.com

IS IT TRUE: That children aren’t covered by Medicaid?
- False!
- 61 percent of all children in Nevada are covered by Medicaid.
- False! That’s a Medicaid myth. In Nevada, 61% of all children are covered by Medicaid.
- Large network of doctors and pediatricians.
- Unlimited doctor visits.
- Baby essentials.
- At SilverSummit, we get you extra benefits for you and your family so you can get the care you need.
- Get Medicaid you can count on today.
- SilverSummit Healthplan
- ChooseSilverSummit.com

Over 800,000+ depend on Medicaid...
and SilverSummit has you covered!
- Get Medicaid you can count on. Join SilverSummit today.

61% of all children in Nevada depend on Medicaid...
and SilverSummit has you covered!
- Get Medicaid you can count on. Join SilverSummit today.

IS IT TRUE: Only a few people are on Medicaid?
- False!
- Over 800,000+ use Medicaid in Nevada.
- Get Medicaid you can count on. Join SilverSummit today.
Proposed Framework

“Sizzle reel” + story

Get b-roll footage following a family through a <provider facility> as they explore all quality care and benefits available to them all under one roof.

List of potential Q&A questions to help guide our storytelling.

Please note: we have additional copy to support this topic throughout the state submission deck:

- Quick hits / statistics
- Partnership language
- Messaging matrix
- CTA + sign-offs

Brand Language

<Myth>: Medicaid members don’t get quality care.
<Myth>: Medicaid members don’t have access to quality care.
<Myth>: Medicaid members don’t have access to quality <doctors>.
<br>Fact: > With SilverSummit Healthplan and <provider name>, <you> can get access to quality whole-health care all under one roof.
<br>Fact: > SilverSummit: Medicaid members get access to <dedicated, compassionate> providers <through provider name>.
<br>Get the care you deserve: > from dedicated, passionate providers > in your community.
<br>Get access to: > primary care, > mental health care, <dental care>, <social workers,> and <a pharmacy> all in one place.
<br>SilverSummit and <provider name> > get <Medicaid members> > more.
<br>SilverSummit and <provider name> > get <you> better.
<br>Get the quality care you and your family deserve with SilverSummit.

Q&A
<br>Tell us about the kind of care available to Medicaid members at <provider name>. What makes it special, surprising, or different?

• Interviewee answer
<br>Tell us about your experience with SilverSummit and <provider name>. How does it make a difference in members’ lives?

• Interviewee answer
<br>What is one thing you wish people knew about <provider name>?

• Interviewee answer
<br>Who does <provider name> serve?

• Interviewee answer
<br>How does SilverSummit’s partnership with <provider name> make a difference?

• Interviewee answer
<br>Is there anything else you’d like to say about SilverSummit and <provider name>?

• Interviewee answer
MENTAL HEALTH SUPPORT

Proposed Framework
Interview SSHP staff at Mental Health Centers to shine a light on the level of compassion and care available to members through our partnership.

List of potential Q&A questions to help guide our storytelling.

Please note: we have additional copy to support this topic throughout the state submission deck:

• Quick hits / statistics
• Partnerships
• OE
• Messaging matrix
• CTA + sign-offs

Brand Language
<SilverSummit Healthplan and <mental health center name>> get <Medicaid members> <more>.
<SilverSummit and <mental health center name>> get <you> better.

We get <you> highly personalized mental health support.
Get <immediate> mental health support <on the spot> with SilverSummit and mental health center name.
We get <you> a safe place to stay and <immediate access to care>.
We get <you> talk therapy.
Even if you relapse, <SilverSummit> is with you every step of the way.

Get mental health support on your schedule.
<SilverSummit> and <mental health center name> get you connected to <mental health> care.

Come as you are.
You can get <immediate> mental health care with SilverSummit and mental health center name.
We get <you> instant, same-day mental health care.
We get <you> support for <addiction> recovery.

Q&A
Tell us about the kind of care available to Medicaid members at <mental health center name>. What makes it special, surprising, or different?
• <Interviewee answer>
Tell us about your experience with SilverSummit and <mental health center name>. How does it make a difference in members’ lives?
• <Interviewee answer>
What is one thing you wish people knew about <mental health center name>?
• <Interviewee answer>
Who does <provider name> serve?
• <Interviewee answer>
How does SilverSummit’s partnership with <provider name> make a difference?
• <Interviewee answer>

Q&A
Is there anything else you’d like to say about SilverSummit and <mental health center name>?
• <Interviewee answer>
What kind of <mental health> services are available?
• <Interviewee answer>
Tell us some stories that demonstrate the importance of mental health care for Medicaid members.
• <Interviewee answer>
Tell us some stories about the lasting relationships the staff members develop with the people they serve.
• <Interviewee answer>
COMMUNITY REENTRY

Proposed Framework
Story told through interview with SSHP staff at justice-involved centers (JICs). Interview content will explain what they do and the importance of this care for members.

Because these centers offer so many different kinds of reentry support, we will lean on the interview to help guide our storytelling.

List of potential Q&A questions to help guide our storytelling.

Please note: we have additional copy to support this topic throughout the state submission deck:
- Quick hits / statistics
- Partnerships
- OE
- Messaging matrix
- CTA + sign-offs

Brand Language
<SilverSummit Healthplan and <partner name>> help <formerly incarcerated people> get back on their feet.

When you get <you> <JIC benefit or service>, <SilverSummit Healthplan and <partner name>> are here to help.

<SilverSummit Healthplan and <JIC>> get <you> better.

<We get you> <workforce development>, <family reunification>, <reunited with your family>, <family reconnection> <educational services>, <mentoring>, <job training>, <job referrals>, <housing support>, <food assistance>, and <free transportation to your appointments>.

Get support the moment <you> are released from incarceration.

<We> connect formerly incarcerated people with community resources for <benefit>.

<We get you> <JIC benefit or service>.

Q&A
<What is your name? What is your involvement with <SSHP and/or JIC>?>
- <Interviewee answer>

<Explain all the different kinds of support <JIC> provides. What makes it special, surprising, or different?>
- <Interviewee answer>

<Who does <JIC center> serve?>
- <Interviewee answer>

<Are there any stories to help illustrate these points, and if so, can you share them?>
- <Interviewee answer>

<How does <JIC> help facilitate a smooth reentry experience from start to finish?>
- <Interviewee answer>

<Tell us about your experience with SilverSummit and <JIC/the center: How does it make a difference in members’ lives?>
- <Interviewee answer>

<What is the most important thing to get across about <JIC>?>
- <Interviewee answer>

<What role does SSHP play in helping people reenter their community or access these services?>
- <Interviewee answer>

Q&A
<How does SilverSummit’s partnership with <JIC> make a difference?>
- <Interviewee answer>

<How does it compare to other MCOs?>
- <Interviewee answer>

<Are there stereotypes around <JIC>? Tell us about them.>
- <Interviewee answer>

<Are there any statistics or facts that prove the impact of <JIC>? For example, how many employers have hired people who have completed the program?>
- <Interviewee answer>

<What is one thing you wish people knew about <JIC>?>
- <Interviewee answer>

<Is there anything else you’d like to say about SilverSummit and <JIC> name?>
- <Interviewee answer>
END-TO-END PREGNANCY SUPPORT

Proposed Framework
Get b-roll footage following a pregnant woman as she explores all the quality care and benefits available to her and her baby through SilverSummit.

Could make multiple videos, each around a specific pregnancy benefit or service, and can lead to our pregnancy landing page for more info.

List of potential Q&A questions to help guide our storytelling.

Please note: we have extensive copy surrounding our pregnancy benefits in the state submission deck:

- Quick hits / statistics
- OE
- Partnerships
- Messaging matrix
- CTA + sign-offs

Brand Language
<SilverSummit> gets <pregnant people> more.
<SilverSummit> gets <new moms> more support.
<We> make sure <expecting parents> have the support they need every step of the way.
<We get you and your baby> access to more benefits and more support.
<SilverSummit> will walk <you> through your options step by step to help you get the support <you and your baby> need for a healthy pregnancy.

Did you know <you> can get <benefit> <with SilverSummit>?
Every pregnancy is different. Get the customized care and benefits you need with <SilverSummit>.
SilverSummit gets <you and your baby> covered.
<SilverSummit> gets <pregnant people> more.
<SilverSummit> gets <new moms> more support.

Q&A
What is your name? What is your involvement with <SilverSummit Healthplan>?
• <Interviewee answer>
Tell us about the kind of pregnancy care and benefits that are available through <SilverSummit>.
• <Interviewee answer>
How does <benefit> make a difference for <pregnant members>?
• <Interviewee answer>
Why is <benefit> important for expecting parents’ and new babies’ health? What does <benefit> mean to them?
• <Interviewee answer>
Can you quantify the dollar value of the pregnancy benefits and new baby essentials members get <for free or at no cost> through SilverSummit?
• <Interviewee answer>
Tell us the importance of end-to-end pregnancy support.
• <Interviewee answer>

Q&A
Are there any misconceptions around pregnancy and newborn care for Medicaid members? If so, please explain.
• <Interviewee answer>
Tell us about your experience with SilverSummit and pregnancy care. How does it make a difference in members’ lives?
• <Interviewee answer>
Are there any stories, statistics, or facts that prove the impact of SilverSummit’s pregnancy care and benefits? Please tell us about them.
• <Interviewee answer>
Is there anything else you’d like to say about SilverSummit’s pregnancy care and benefits?
• <Interviewee answer>
HOW TO ENROLL IN MEDICAID

Proposed Framework
We will use the step-by-step enrollment language from our landing page and open enrollment assets (already in the state submission deck) to create an easy enrollment guide video to be used on social and our landing pages.

SUPER: HOW TO SCORE HEALTH COVERAGE
<SSHHP LOGO>
VO: Looking for a free or low-cost health plan?

SUPER: 1 - 2 - 3
VO: With SilverSummit Healthplan, getting quality coverage is as easy as 1-2-3.

SUPER: 1. APPLY FOR MEDICAID
VO: First, you must apply for Medicaid. There are a few different ways you can apply:

SUPER: ONLINE, BY MAIL, IN PERSON
VO: Or you can call SilverSummit, and we’ll help you enroll.

SUPER: We’ll help you enroll.
SUPER: 2. CHOOSE A TRUSTED HEALTH PLAN
VO: Regardless of how you choose to apply, make sure to choose SilverSummit as your health plan on your application.

SUPER: 3. WAIT
VO: You’ll get a letter in the mail that will tell you if your application is approved.

VO: Get covered with Medicaid you can count on from one of Nevada’s most trusted health plans.

END CARD:
<SSHHP logo> ChooseSilverSummit.com
1-844-366-2880 (TTY/TDD: 1-844-804-6086)
<Get started>
Don’t Wait, Apply Now  
Healthcare Insurance
Choose Your Own Family Doctor From Our Healthy Provider Network.
Learn More And Enroll!

Our Members Receive Excellent Benefits & Services From Silversummit Providers.

Enrollment

Health Coverage 15
Silversummit Healthplan for NV 30
Call Today To Learn More 34
Envisionectomy Gives You Access To The Medical Care You Need With Providers You Trust.
84 Envisionectomy is here to Support Your Health Needs And Make That Part Of Your Day Easier.
88 Envisionectomy

Healthplan for Your Children 28
Know your health plan options 29
Find out if you qualify 23
Silversummit Gives You Access To The Medical Care You Need With Providers You Trust.
85 Silversummit is here to Support Your Health Needs And Make That Part Of Your Day Easier.
88 Envisionectomy

Healthplan for Your Baby 34
Keep your family healthy
36
Silversummit Healthplan for NV 30
Choose Silversummit Healthplan For Reliable Medical Coverage In Nevada.
71 Pick The Best Plan For Your Budget And Health Needs. Enroll Today At Silversummit.
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</tr>
</tbody>
</table>
05 Messaging Matrix
**PROVIDER NETWORK**

**QUICK HITS:**
- In your network. In your corner.
- The care you need. Close to home.
- We get you covered with a large network of doctors in your area.
- We get you a large network of doctors.
- We get you access to highly rated doctors.

**LONGER FORM:**
- We get you connected.
  Find the right doctor for your care needs with our large network of providers in your area.
- We get you care.
  With SilverSummit, emergency services, family planning, and women’s preventative health are always covered. Even if you’re out of network.
- We get you highly rated doctors and specialists.
  90% of SilverSummit Medicaid members rate their doctor a 9 or 10.

**DOCTORS YOU KNOW AND TRUST**

**QUICK HITS:**
- Doctors you know. Care you trust.
- We’re on your side with doctors you know and trust.
- The doctors you want. Covered.

**LONGER FORM:**
- We get you access.
  Choose from our large network of trusted providers in your area.
- We get you access.
  Get the care you need without jumping through hoops.
- We get you easy access to specialty care, no referrals needed.

**NO REFERRALS NEEDED FOR SPECIALISTS**

**QUICK HITS:**
- No referral? No problem.
- We get you access.
- See in-network specialists without a referral.
- No referrals needed for specialty care.
- Go to a specialist without having to see your PCP first.
- We get you a large network of specialty care.

**LONGER FORM:**
- See a specialist without the hassle.
  SilverSummit makes it easy for you to get the care you need with no referral needed for in-network specialists.
- No referral? No problem.
  With SilverSummit, you can see in-network specialists without a referral. That’s Medicaid on your side.
- When you need specialty care, we get you access without a referral.
  Sometimes specialty care is the most important care. That’s why we get you access without needing a referral first.
### Quick Hits:

<table>
<thead>
<tr>
<th>Choice of Doctor</th>
<th>Longer Form:</th>
</tr>
</thead>
</table>
| When it comes to your doctor, the choice is yours. | **We get** you** choices.**  
With our large network of trusted providers, we’ll help you find the right fit for your care needs. |
| Find the right doctor for you. | |
| We get you more. | |
| We get you care in your area. | |

<table>
<thead>
<tr>
<th>Unlimited PCP Visits</th>
<th></th>
</tr>
</thead>
</table>
| **We get** you better with unlimited visits to your doctor. | See your doctor as many times as you need.  
SilverSummit is on your side with unlimited visits to your primary care physician. |
| **We get** you unlimited doctor’s visits. | |
| **We get** you more access to your doctor. | |

<table>
<thead>
<tr>
<th>No Referrals Needed For Specialists</th>
<th></th>
</tr>
</thead>
</table>
| Pediatricians you know. Care you trust. | The care your child needs. Close to home.  
SilverSummit has your family covered with a large network of pediatricians in your area. |
| The pediatricians you want. Covered. | **We get** you** connected.**  
Find the right pediatrician for your child’s care needs with our large network of providers in your area. |
| We get your little ones covered. | **We get** you** choices.**  
With our large network of trusted providers, we’ll help you find the right doctors for your family’s care needs. |
| **We get** you a large network of pediatricians and unlimited visits for your kids. | |

<table>
<thead>
<tr>
<th>Customer Service</th>
<th></th>
</tr>
</thead>
</table>
| Choose Medicaid that treats you with respect. | **We get** you** quality customer service.**  
**Percent** of SilverSummit members stated they are always or usually treated with courtesy and respect by our customer service. |
| We get you better customer service. | **We get** you answers to your Medicaid questions.  
**Percent** of SilverSummit members say they always or usually get the information or help they need from our customer service. |
| **We get** you trusted customer service. | |
# Core Benefits — Dental, Vision & Mental Health

## QUICK HITS:

### DENTAL
- Two dental visits every year for brighter smiles.
- We’re on your side with dental, vision, and mental health coverage.
- We get your family’s smiles covered.
- We get your family dental coverage.
- We get your family whole-health benefits, including dental.

### VISION
- We get <you> vision care
- We’re on your side with vision benefits.
- We get <you> vision benefits.
- We get <you> eye exams.

### MENTAL HEALTH
- Get the mental health support <you> need, when <you> need it.
- We’re on your side with same-day mental health appointments.
- We get <you> better.
- We get <you> mental health coverage.
- Get access to same-day mental health support.
- We get <you> same-day mental health support.

## LONGER FORM:

### DENTAL
- <We get <you>> more.
- Get whole-health coverage including vision, dental, and mental health.
- Care for the whole you.
- We’re on your side with vision, dental, and mental health coverage.
- Oral health benefits for your overall health.
- With our Medicaid plans, your dental health is covered. Get two annual cleanings to help take care of your whole health.

### VISION
- <We get <you>> more.
- SilverSummit is on your side with more whole-health benefits, including vision care, prescription eyewear, and more.
- Care for the whole you.
- We’re on your side with vision coverage that includes routine eye exams, prescription eyewear, and more.

### MENTAL HEALTH
- Care for the whole you.
- Get access to same-day mental health appointments. And if <you> need a ride, we’ve got <you> covered.
- <We get <you>> there.
- SilverSummit will give <you> a ride to your appointments, so <you> can get the care <you> need without having to worry about your transportation.
## QUICK HITS:

### CHECKUPS
- When it comes to managing your health, we get you annual doctor’s visits you need.
- Make sure you go to your yearly checkup.
- Annual visits are important for your long-term health.
- Annual checkups are essential for staying healthy.

### HEALTH CONCERNS
- **Disease/illness name** is serious, and we can help.
- SSHP is here to help you, no matter what you’re going through.
- No matter your concern, we get you support.

### GOOD HABITS
- It’s important to get your flu shot.
- Get your COVID-19 vaccine today.
- Make sure you go to the doctor once a year.
- Wearing sunscreen is essential for your overall health.
- Your dental health is important too.
- Building healthy habits is key for better health.

### FAMILY HISTORY
- Make sure your doctor knows about all of your family’s health history.
- We’re here to help you manage your health, even if you’re at high risk for **disease/illness name**.

## LONGER FORM:

### CHECKUPS
- **We get you** annual checkups.
- With our large network of providers, we’re here to help you schedule the appointments you need to stay healthy.

### HEALTH CONCERNS
- **Get assistance with what you need.**
- **Disease/illness name** is serious, and we can offer you the care you need to prevent it.
- **Disease/illness name** is serious, but we can help you stay on top of your health.
- We’re here to help you.
- You don’t have to fight cancer, heart disease, obesity alone. SilverSummit has resources to support you.

### GOOD HABITS
- Take part in managing your health.
- It’s vital that you look after your overall health by forming healthy habits for yourself.
- Make sure to stay on top of your health.
- At SilverSummit, we support you by getting you access to the immunization shots you need.

### FAMILY HISTORY
- We get you care for your health concerns.
- If you have a history of **disease/illness** in your family, SilverSummit is here to help you.
DOLLAR REWARDS FOR HEALTHY ACTIVITIES

Get money back for healthy activities.
Make healthy choices. Get rewarded.
Get up to <insert dollar amount> in dollar rewards for healthy activities.
<We get <you>> rewards for healthy activities.
<We get <you>> savings.
Get Medicaid that pays <you> back.

DOLLAR REWARDS FOR GOING TO THE DOCTOR

Go to the doctor. Get rewarded.
<We get <you>> rewards for going to the doctor.
Going to the doctor? We’ve got rewards for that.

OTC SAVINGS + PHARMACY

$$ for common over-the-counter items.
<We get <you>> money to spend on over-the-counter-items.
Get up to <insert dollar amount> per year for common over-the-counter items.
<We get <you>> the things <you> need to feel better.
<We get <you>> over-the-counter savings.
<We get <you>> <free> pharmacy delivery.
<We get <you>> pharmacy home delivery.

LONGER FORM:

Get rewarded just for completing healthy activities.
With the My Health Pays® rewards program, it’s that easy.
<We get <you>> rewards.
Earn up to <insert dollar amount> in dollar rewards for healthy activities, like seeing your doctor, with the My Health Pays® rewards program.

Eat right. Move more. See your doctor.
Get rewarded for these healthy activities and more with the My Health Pays® rewards program.

Going to the doctor? We’ve got rewards for that.
Get up to <insert dollar amount> in dollar rewards with the My Health Pays® rewards program.

Get rewarded just for going to the doctor.
With the My Health Pays® rewards program, <you> get money back by keeping an eye on your health.

<We get <you>> over-the-counter savings.
<We get <you>> money to spend on the things <you> need most, like shampoo, deodorant, and over-the-counter medicine.

<We get <you>> drugstore savings.
Get up to <insert dollar amount here> a year for common over-the-counter items like medical supplies. It’s just another way we get <you> covered.
### QUICK HITS:

#### REWARDS

- Get **up to $175 in dollar rewards** for prenatal and postnatal visits.
- Get rewarded for your prenatal and postnatal visits.
- **<Up to <175 in dollar rewards>>** for new and expecting parents
- We get pregnant members more.
- **<We get <you>> care during pregnancy.**
- With SilverSummit, new parents get rewarded.
- New moms get more with SilverSummit.
- **<We get <new moms>> a spa package.**

#### BABY ESSENTIALS

- Covered: **<diapers, a car seat, a breast pump>, and more.**
- Get access to a **<car seat, diapers, and more for <free>>.**
- **<We get <you>> <diapers, a car seat, a breast pump>, and more.**
- **<We get <you>> <free> <baby essentials>.**
- **<We get <you>> the baby items <you> need.**
- We get new parents the things they need.
- **<We get <you>> a <free> <electric breast pump>.**

### LONGER FORM:

#### REWARDS

- **<We get <you>> and your baby the care <you> need.**
  - Get money back for going to prenatal and postnatal doctor visits with Medicaid from SilverSummit.
- Get care for your baby and your budget.
  - Earn **<up to <175 in dollar rewards>>** when <you> go to prenatal and postnatal visits with SilverSummit.
- **<We get <you>> a new mom spa package.**
  - With Medicaid from SilverSummit, new moms get a <free> manicure, pedicure, or massage.
- **<We get <you>> a <free> baby welcome kit.**
  - With our Medicaid plans, new moms can get a <free> <car seat>, <portable crib>, or <baby shower in a box>.
- **<We get <you>> a <free> baby shower.**
  - With SilverSummit Medicaid, new and expecting moms get a <free> baby shower including <baby necessities>, <immunizations>, <educational classes>, and more.

#### BABY ESSENTIALS

- Give your baby a head start.
  - Get <free> diapers, **<a breast pump>, <a car seat>, and more with SilverSummit Medicaid.**
- **We get new parents the things they need.**
  - Get access to <free> **<diapers, a breast pump>, <a car seat>, and more with SilverSummit Medicaid.**
- **<Diapers. Car seat. Breast pump> Covered.**
  - SilverSummit gets new parents the baby essentials they need at no cost.
## CARE MANAGEMENT

**QUICK HITS:**
- Get access to a personalized pregnancy care manager.
- Personalized care when you’re pregnant.
- Personalized care during pregnancy.
- Support during pregnancy.
- Support for you and your baby.
- A pregnancy care manager.

**LONGER FORM:**
- Expecting moms expect the best care. That’s why we provide them with a personalized care manager as a guide during pregnancy.
- Let us be your guide during pregnancy. Get access to a personalized care manager for the nine months you need it most.
- We get pregnant members more support. With SilverSummit, expecting parents get a personal case manager to help with prenatal screenings, postpartum follow-ups, breastfeeding, baby showers, and more.

## DOULAS

**QUICK HITS:**
- Access doula services at home.
- A doula birthing coach.
- Pregnancy, postpartum, and newborn care.
- Access to prenatal doula services at home.
- A doula birthing coach.
- Pregnancy, postpartum, and newborn care.
- Labor and delivery services. Covered.
- Labor and delivery care. Covered.
- Labor and delivery care.
- Ultrasounds.

**LONGER FORM:**
- Get doula services delivered to your door.
- Expecting moms, get the care you need right at home. Get access to licensed, in-home doula services for pregnancy, postpartum, and newborn care.
- We get you end-to-end pregnancy support.
- Get the pregnancy, postpartum, and newborn care you and your baby need with SilverSummit Medicaid.
- SilverSummit gets expecting parents more. Get end-to-end pregnancy care, including labor and delivery services, ultrasounds, and OB-GYN appointments with SilverSummit Medicaid.
QUICK HITS:

**ADDICTION SUPPORT**
- We get <you> support for addictions.
- We get <you> support for drug, alcohol, and cigarette addiction.
- We get <you> help when <you> need it most.
- We get <you> better.

**24/7 NURSE HOTLINE**
- Get a nurse’s advice any time, day or night.
- We get <you> 24/7 access to nurse advice.
- We get <you> nurse advice.
- We get <you> a 24/7 nurse advice line.

**URGENT CARE**
- We get <you> urgent care.
- We get <you> the care <you> need, when <you> need it.
- We get <you> in-home urgent care.
- We get <you> no-cost Ready Responders.

LONGER FORM:

**ADDICTION SUPPORT**
- We get <you> support.
  Many people struggle with addiction, but <you> don’t have to go through it alone. We’re on your side with addiction services to help you.
- We’ve got <you> covered when <you> need it most.
  Get help with addiction to drugs, alcohol, and cigarettes.

**24/7 NURSE HOTLINE**
- Get the advice <you> need, when <you> need it.
  We get <you> access to our 24/7 nurse advice hotline.
- We get <you> access anytime.
  When <you> need to talk to someone, we can help. Get advice from a nurse 24 hours a day, seven days a week.

**URGENT CARE**
- We get <you> urgent care.
  Get the care <you> need when <you> need it with SilverSummit Medicaid.
- We get <you> urgent care at home.
  SilverSummit delivers the care <you> need to your home, so <you> don’t have to wait.
- We get <you> quick access to care.
  Of SilverSummit Medicaid members stated they always or usually get access to routine and urgent care.
QUICK HITS:

- We get you telehealth services.
- We get you access to doctors and nurses without leaving the house.
- We get you answers at the touch of a button.

LONGER FORM:

- We get you virtual doctor’s visits. Need to see a doctor but can’t get to one? We get you access to telehealth services, so you can talk to a doctor right at home.
- We get you care that feels like home, at home. We get you access to telehealth services, so you can get the care you need from home or wherever you may be.
- The doctor will see you now from the comfort of your own home. Get answers at the touch of a button with telehealth services.

ANSWERS AT THE TOUCH OF A BUTTON

- We get you telehealth services.
- We get you access to doctors and nurses without leaving the house.
- We get you answers at the touch of a button.

NO APPOINTMENT NECESSARY

- We get you telehealth without an appointment. No appointment needed for telehealth visits.
- We get you care without an appointment.

CARE WHEN YOU NEED IT

- We get you care, whenever and wherever you need it.
- We get you access to time-sensitive care.
- We get you better.

- We get you answers. See a doctor without an appointment through our telehealth services.
- Telehealth is care when and where you need it. Get the care you need, on your schedule, with our telehealth services.

See a doctor on your schedule. Your time is valuable. That’s why we get you access to doctors without an appointment through our telehealth services.
**QUICK HITS:**

- **BOYS & GIRLS CLUBS**
  - We’re on your side with <Boys & Girls Clubs> access.
  - We get <kids> a <free Boys & Girls Clubs membership>.
  - <FREE Boys & Girls Clubs memberships.>
  - We get <your kid> rewards for healthy activities.
  - We get <you> after-school program access.
  - We get <you> childcare.

- **YMCA FAMILY MEMBERSHIP**
  - We’re on your side with <free> YMCA family memberships.
  - We get <kids> a <free> YMCA family membership.
  - <FREE> YMCA family memberships
  - We get <your kid> rewards for healthy activities.

- **MISC.**
  - Tutoring, school supplies, parenting, summer camp
  - We’re on your side with <free> tutoring.
  - We get <kids> <free> tutoring.
  - We get <your kids> summer camps.
  - We get <you> parenting classes.
  - We get <you> school supplies <for your kids>.

**LONGER FORM:**

- **BOYS & GIRLS CLUBS**
  - <We get <you>> more.
  - Get a <free Boys & Girls Clubs membership> when <you> <take your kids to their annual physical>.
  - Making healthy choices has perks for the whole family.
  - With our <Medicaid> plans, your kids can enjoy a <free Boys & Girls Clubs membership> just for <going to their annual physical>.
  - Take care of <your kid’s> health and happiness.
  - With our <Medicaid> plans, your kid can get a <free Boys & Girls Clubs membership> with their annual physical.

- **YMCA FAMILY MEMBERSHIP**
  - <We get <your family>> more.
  - Get a <free YMCA family membership> when <you> <take your kids to their annual physical>.
  - Making healthy choices has perks for the whole family.
  - With our <Medicaid> plans, your kids can enjoy a <free YMCA family membership> just for <going to their annual physical>.
  - Take care of <your family’s> health and happiness.
  - With our <Medicaid> plans, <your kid> can get a <free YMCA family membership> with their annual physical.

- **MISC.**
  - Tutoring, school supplies, parenting, summer camp
  - <We get <your kids>> more.
  - With SilverSummit Medicaid, <your kids> can get <free> tutoring, <free> YMCA access, and <free> Boys & Girls Clubs memberships.
### QUICK HITS: WEIGHT WATCHERS*

- We get you the Weight Watchers® program.
- The Weight Watchers® program at no cost.
- Get a Weight Watchers® program membership.
- Ten weeks of the Weight Watchers® program.

### QUICK HITS: $0 PCP VISITS

- Get primary care visits at no cost to you.
- No-cost primary care visits.
- No-cost doctor’s visits.
- Get primary care for $0.
- $0 primary care visits.
- $0 doctor’s visits.
- <We get <you>> primary care at no cost.
- <We get <you>> $0 doctor’s visits.
- <We get <you>> more for less.

### QUICK HITS: $0 COPAY

- <We get <you>> $0 copays.*
- We get your copays covered.*
- Your copays, covered by us.*
- <We get <you>> savings.

### LONGER FORM:

#### WEIGHT WATCHERS*

- Get access to the Weight Watchers® program at no cost.
- Take control and stay healthy. The Weight Watchers® program is available for you through SilverSummit!
- We get you the Weight Watchers® program.
- Do you need help getting back on track? SilverSummit members can receive up to 14 weeks of support from the Weight Watchers® program.

#### $0 PCP VISITS

- Your primary care visits just got a lot more affordable.
- See your doctor for $0 when <you> sign up with us.
- How does primary care for $0 sound?
- That’s what we get <you> at SilverSummit.

#### $0 COPAY

- <We get <you>> $0 copays.*
- We’ve got <you> covered with $0 copays* when <you> visit a doctor.
- No copays. Ever.*
- <We get <you>> $0 copays*, which means more affordable access to care.
- And more money in your pocket.

*Limits may apply
**TRANSPORTATION**

**QUICK HITS:**
Get a ride to the doctor.
- We get you free rides to your appointments.
- We get you where you need to be.
Choose Medicaid that picks you up.
Free rides to your medical appointments, the DMV, WIC, and social services.

**LONGER FORM:**
- We get you there and back.
SilverSummit will give you a ride to and from your appointments, so you can get the care you need without having to worry about your transportation.

**Going to a doctor’s appointment? We’ll help you get there.**
SilverSummit is on your side with rides to and from your visit.
- We get you going.
Care should be convenient. We’ll pick you up and take you home when you need to see a doctor.
- We get you free rides.
With SilverSummit, you can get free transportation to your medical appointments, the DMV, WIC, and social services.

**LOCAL STAFF + HOUSING**

**QUICK HITS:**
We’re on your side with local staff.
- We get you connected to local support.
- We get you local support.
- We get you meals, rides, and access to housing.
- Our local staff gets you a place to stay.
- We get you access to housing.
- We get you a place to stay.
We’re on your side and in your community.
We have partnerships in the community for everyday needs.
- We get you reserved emergency shelter beds.
- We get you housing support.
- We get you housing resources.

**LONGER FORM:**
- We get you better.
Warm meals, rides to the doctor, and a place to stay. Get connected to the things you need every day through SilverSummit.
- We get you everyday essentials.
Our local staff can help you find meals, transportation, and a place to stay.
- We get you support.
We have local staff from communities where you live to help access food, transportation, housing, IDs, and more.
FOOD ASSISTANCE

Quick Hits:
- We’re on your side with food assistance programs.
- We get <you> warm meals.
- We get <you> food assistance.
- We get <you> rides to the grocery store.
- We get <you> access to healthy food.
- We get <you> cooking classes.
- We get <you> diabetes management classes.

Longer Form:
Healthy meals, every day.
- We get <you> access to the food you need with grocery vouchers, access to farmers markets, and home delivery.
- We get <you> access to food.
Going hungry is not an option. When it comes to meals, we’ve got you covered with grocery vouchers, access to farmers markets, and home-delivered meals.

OTHER

Transitioning after incarceration, ID support, resource centers

Quick Hits:
- We get <you> access to housing.
- We get <you> a place to stay.
- We get <you> financial support for IDs.
- We get <you> financial support for GEDs.
- We get <you> job training.
- We’ll help <you> get on your feet.
- We get <you> supportive substance use recovery with rewards.
- We get <you> up to $300 for your next steps.
- We get <you> support for your next steps.
- We get <you> access to wellness services, transportation, housing, workforce development, peer support, recovery support, and more.

Longer Form:
- We get <you> a place to stay.
SilverSummit can help you get access to housing, including transitional, rapid, and long-term support.

- We get <you> support.
Get financial support for IDs, GEDs, birth certificates, and more with Medicaid from SilverSummit.

- We get <you> financial support.
If you’re pursuing a job, more education, or transitioning from incarceration, you can get up to $300 for equipment to help you get started.

- We get <you> more.
Get access to our Summit Resource Center with meals, showers, laundry, computers, NA/AA meetings, transportation, mental health support, and more.

- We get <you> financial support for your next step.
If you’re pursuing a job or education or are transitioning from incarceration, we’ll give you up to $300 to use on equipment for your next steps.
If you are experiencing domestic violence, we’re here to help. Get access to list benefits.
QUICK HITS:

We’re on your side with food assistance programs.
<We get you> warm meals.
<We get you> food assistance.
<We get you> rides to the grocery store.
<We get you> access to healthy food.
<We get you> cooking classes.
<We get you> diabetes management classes.

LONGER FORM:

Healthy meals, every day.
<We get you> access to the food you need with grocery vouchers, access to farmers markets, and home delivery.
<We get you> access to food.
Going hungry is not an option. When it comes to meals, we’ve got you covered with grocery vouchers, access to farmers markets, and home-delivered meals.

HEALTH EQUITY

Translation, access, preventative care, cultural competency

Our community solutions team gets you access to care.
<We get you> connected to care.
<We get you> preventative care.
<We get you> culturally competent care.
<We get LGBTQ+ folks> covered.
Care for the whole you.
No judgment — just access to care.
Healthcare for all.
We get LGBTQ+ members the care they need.

Get the care you deserve.
SilverSummit staff and providers are trained to treat the whole you, so you can receive services that are respectful of your social and cultural needs.
<We get> LGBTQ+ members more.
SilverSummit gets LGBTQ+ members support for sexual orientation, gender identity, and expression.

Compassionate care as unique as you are.
Gender and identity journeys are different for everyone. Wherever you are on yours, we’ll help you get the care you need.

We get you care in your language.
SilverSummit members get free access to interpretation, including languages, signers, and TDD/TTY services.
**MEDICAID**

- 1 in 4 Nevadans is on Medicaid.
- 25% of Nevadans are covered by Medicaid.
- 59% of medicaid enrollees are working in Nevada.

**CHILDREN + SENIORS**

- 61% of all children in Nevada are covered by Medicaid.
- Over half of the children in Nevada are covered by Medicaid.
- 58% of nursing home residents in Nevada are covered by Medicaid.

**PREGNANCY**

- Moms and kids make up 48% of people covered by Medicaid in Nevada.

**LOCAL SUPPORT**

- Roughly 50,000 people go directly to a shelter after being released from prison every year.
- 1 in 7 people in Clark County is food insecure.
<table>
<thead>
<tr>
<th>MEDICAID FOCUSED</th>
<th>SOCIAL MEDIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Get Medicaid coverage from SilverSummit.</td>
<td>Follow us on social.</td>
</tr>
<tr>
<td>Get Medicaid that covers more from SilverSummit.</td>
<td>Keep up with SilverSummit on social.</td>
</tr>
<tr>
<td>Get Medicaid you can count on from SilverSummit.</td>
<td>Stay connected.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CHOICE</th>
<th>LEARN MORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Choose a better Medicaid plan.</td>
<td>Find out more.</td>
</tr>
<tr>
<td>Choose a better health plan.</td>
<td>Get the details.</td>
</tr>
<tr>
<td>Choose SilverSummit.</td>
<td>Learn about our plans.</td>
</tr>
<tr>
<td>Choose by &lt;date&gt;.</td>
<td>We’re here to help.</td>
</tr>
<tr>
<td>Choose SilverSummit by &lt;date&gt;.</td>
<td>Questions? We’re here to help.</td>
</tr>
<tr>
<td>Choose Medicaid that covers more.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SWITCHING PLANS</th>
<th>BENEFITS FOCUSED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Switch to us.</td>
<td>Get the Medicaid benefits you deserve.</td>
</tr>
<tr>
<td>Switch to SilverSummit.</td>
<td>Choose Medicaid that gets you more.</td>
</tr>
<tr>
<td>Switch to something better.</td>
<td></td>
</tr>
<tr>
<td>Now’s your chance to sign up.</td>
<td></td>
</tr>
<tr>
<td>Here’s your chance to go with SilverSummit.</td>
<td></td>
</tr>
<tr>
<td>Now’s the time to sign up.</td>
<td></td>
</tr>
</tbody>
</table>
• Faster service.
• Same <insert provider name> plus more!
• Similar value-added benefits, plus more!
• Same hospitals.
• <Your> free extra benefits <insert value added benefit name> plus more!
• Currently with, or a patient at, <insert provider name here>?
• Many of the same doctors.
• Many of the same mental health providers.
• See a doctor today, no waiting.
• Your health matters.
• Health equity always.
• Reach your health potential.
• Don’t take your health for granted.
• Eat well. Live longer.
• Say yes to good health.
• Let’s talk healthy.
• Caring for the whole patient.
• Protect your health with a simple checkup.
• Your health is our top priority.
• Sooner is always better.
• Healthy bodies, healthy minds.
• Give us a chance to prove we care.
• An ounce of prevention is worth a pound of cure.
• We make it easy to get you healthy.
• Get healthy with telehealth.
• Put your health in good hands.
• Your primary care doctor, (insert provider name here) plus many more.
• Choose a doctor at one of our large provider groups (insert provider name here) plus more.
• Choose a provider at one of our large provider groups, (insert provider name here,) where the doctor is ready to see you now.
• Free for SilverSummit members.
• Washoe County SilverSummit members.
• Clark County SilverSummit members.
• Stay and enjoy.

• Your education matters.
• Free GED assistance.
• We pay for your GED.
• No referrals needed.
• Easy access for your convenience.
• No waiting, quality service.
• Need a ride? We got you.
• Stay with us.
• Stay connected.
• Help moving from hospital to home.
• Transitional care.
• Changing the way health care used to be.
• Old health care doesn’t work.
• SilverSummit works for you.
• We work harder.
• You are in good hands with us.
• More incentives for your needs.
• Be happy. Be healthy.
• All the care you need in one place.
• Head to toe coverage.
• Always working for you.
• New ideas for your changing needs.
• How to enroll in <Medicaid>.
• <Open enrollment>.
• <Get a Medicaid plan that covers more>.
• Signed up for Medicaid <within the past three months>? You may still be able to Switch to SilverSummit.
• Don’t go without <health insurance>.
• Don’t let <your family> go without <health insurance>.
• You may qualify for free <health insurance>.
• Get help signing up for <programs like> <Medicaid>, <health insurance>, <SNAP>, <WIC>, <energy assistance>, and <childcare assistance>.
• <You> deserve healthcare.
• <<You> may qualify for free <health insurance>.
• <<Partner Name> has been working in the community for <insert # of> years.
• <For <insert # of> years, we’ve partnered with <Partner Name>.
• <Safe and trusted community partner>.
Variables — Miscellaneous

- <Clark County Detention Center.>
- <Find out now if you can get these services.>
- <You may qualify for these services. Find out here.>
- <Did you know you may qualify for these services? Learn more.>
- <SilverSummit is working with <Partner Name>, a safe and trusted community partner.>
- <<Partner Name> is a safe and trusted community partner.>
- <SilverSummit and <Partner Name> have been working together for <insert # of> years.>
- <For our Hispanic families, regardless of your immigration status, we can help you find the right Medicaid plan for you and your family.>
- <SilverSummit offers you access to care, regardless of your immigration status.>
- <We’re Here to help. Call us and we’ll provide application assistance.>
- <Apply in person at your local Division of Welfare and Supportive Services (DWSS) District Office.>
<table>
<thead>
<tr>
<th>Location</th>
<th>Medical Benefits</th>
<th>Hospitals</th>
<th>Value-Added Benefits</th>
<th>Obstetrical Provider Access</th>
<th>Pharmacy</th>
<th>Urgent Care</th>
<th>Mental Health Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>North</td>
<td>• Large Provider, Specialty, and Behavioral Health Network</td>
<td>• All local hospitals</td>
<td>• For Easy Healthy Living:</td>
<td>• Direct access to a large network of OB/GYNs.</td>
<td>• Over-the-Counter Medications (Prescription required)</td>
<td>• Saint Mary's Urgent Care (4 Locations)</td>
<td>• Inpatient services (Mill Street Care Center) Opening 1/1/22</td>
</tr>
<tr>
<td></td>
<td>• Unlimited visits to your primary care provider</td>
<td>• Renown Regional Medical Center</td>
<td>• Get up to $800.00+ in Visa gift card rewards by going to the doctor and joining programs*</td>
<td>• Enhanced-Over-the Counter benefit (No prescription required)</td>
<td>• Galena</td>
<td>• Inpatient alcohol/substance use treatment services</td>
<td>• Inpatient alcohol/substance use treatment services</td>
</tr>
<tr>
<td></td>
<td>• Unlimited pediatrician visits</td>
<td>• Renown South Meadows Medical Center</td>
<td>• Save Time - No Referrals Required for Specialty Care (go to a specialist without having to see your PCP first!)</td>
<td>• $30 per household each quarter</td>
<td>• Northwest Reno</td>
<td>• Residential treatment center (ages 21 and under only)</td>
<td>• Local staff to help with coordination of care from hospital, jail or prison to outpatient services</td>
</tr>
<tr>
<td></td>
<td>• Maternity Care, Midwife &amp; Doula Services</td>
<td>• Northern Nevada Medical Center</td>
<td>• Free Costco Card</td>
<td>• Medications (Rx) (routine such as asthma/diabetes/high blood pressure)</td>
<td>• Spanish Springs</td>
<td>• Walk-In Resource Center located on Mill Street provides comprehensive Behavioral Health services</td>
<td>• Walk-In Resource Center located on Mill Street provides comprehensive Behavioral Health services</td>
</tr>
<tr>
<td></td>
<td>• Physical Therapy</td>
<td>• Sierra Hospital (New Hospital opening 2022)</td>
<td>• Free Rides to medical, dental, vision &amp; other appointments such as WIC, Social Services, &amp; DMV</td>
<td>• Smoking Cessation Medications (covered)</td>
<td>• North Valleys</td>
<td>• Wrap Around Services</td>
<td>• Wrap Around Services</td>
</tr>
<tr>
<td></td>
<td>• Hospital Care</td>
<td>• St. Mary's Regional Medical Center</td>
<td>• Free Pharmacy Home Delivery</td>
<td>• Pharmacy Network includes: Major drugstore chains and many independent pharmacies</td>
<td>• Reno Urgent Care</td>
<td>• Access to same day psychiatric services</td>
<td>• CVS Minute Clinics</td>
</tr>
<tr>
<td></td>
<td>• Pediatric and Teen Behavioral Health</td>
<td>• Reno Behavioral Health Hospital</td>
<td>• Up-to $120.00 of free over the counter items shipped directly to you</td>
<td>• CVS</td>
<td>• All local hospitals</td>
<td>• Crisis Services – access to same day talk therapy services</td>
<td>• CVS Minute Clinics</td>
</tr>
<tr>
<td></td>
<td>• Ready responders – At Home Urgent Care</td>
<td>• West Hills</td>
<td>• Free Home Delivered Meals Program*</td>
<td>• Walmart</td>
<td>•CVS</td>
<td>• Guaranteed access to Suboxone services</td>
<td>• CVS Minute Clinics</td>
</tr>
<tr>
<td></td>
<td>• Doctorate</td>
<td></td>
<td>• Additional Dental Cleaning’s &amp; X-Rays</td>
<td>• CVS</td>
<td>• Smith's</td>
<td>• Injectable clinic</td>
<td>• CVS Minute Clinics</td>
</tr>
<tr>
<td></td>
<td>• Birth Control/Family Planning</td>
<td></td>
<td>• Free Smart Phone &amp; Free talk, text &amp; data from SafeLink Wireless</td>
<td>• CVS</td>
<td>• Save Mart</td>
<td>• Centralized scheduling and immediate access to crisis and triage services</td>
<td>• CVS Minute Clinics</td>
</tr>
<tr>
<td></td>
<td>• Well Visits for Children</td>
<td></td>
<td>• Free Xtra Saving Program for Dollar General, Family Dollar, CVS and Walgreens</td>
<td>• CVS</td>
<td>• Walmart</td>
<td>• Transportation to and from appointments and housing placements</td>
<td>• CVS Minute Clinics</td>
</tr>
<tr>
<td></td>
<td>• Chiropractic (under age 21)</td>
<td></td>
<td>• Free Weight Watchers Membership*</td>
<td>• Walmart</td>
<td>• CVS</td>
<td>• Resources to obtain clothes, laundry money, food and medication</td>
<td>• CVS Minute Clinics</td>
</tr>
<tr>
<td></td>
<td>• Durable Medical Equipment</td>
<td></td>
<td>• Telehealth – safely get care from anywhere</td>
<td>• Walmart</td>
<td>• CVS</td>
<td>• Access to community-based housing</td>
<td>• CVS Minute Clinics</td>
</tr>
<tr>
<td></td>
<td>• Annual preventative eye exam, eyeglasses and medical necessity contact lenses</td>
<td></td>
<td>• 24/7 Nurse Hotline</td>
<td>• Walmart</td>
<td>• CVS</td>
<td>• Access to clinic services which include:</td>
<td>• CVS Minute Clinics</td>
</tr>
<tr>
<td></td>
<td>• Hearing Tests</td>
<td></td>
<td>• Free Coaching Support Programs*</td>
<td>• Walmart</td>
<td>• CVS</td>
<td>• Talk Therapy, Medication Management, Primary Medical Services, Suboxone Treatment, Chemical Dependency Assessments, Behavioral Health, and Chemical Dependency Intensive Outpatient day and evening groups and after care group services</td>
<td>• CVS Minute Clinics</td>
</tr>
<tr>
<td></td>
<td>• Preventative Screenings</td>
<td></td>
<td>• Local staff to help access community resources</td>
<td>• Walmart</td>
<td>• CVS</td>
<td></td>
<td>• CVS Minute Clinics</td>
</tr>
<tr>
<td></td>
<td>• Immunizations</td>
<td></td>
<td>• For new and expecting Moms and Dads</td>
<td>• Walmart</td>
<td>• CVS</td>
<td></td>
<td>• CVS Minute Clinics</td>
</tr>
<tr>
<td></td>
<td>• Nursing Home Services</td>
<td></td>
<td>• New Mom Spa rejuvenation package. Choose manicure, pedicure, or 30 minute massage.*</td>
<td>• Walmart</td>
<td>• CVS</td>
<td></td>
<td>• CVS Minute Clinics</td>
</tr>
<tr>
<td></td>
<td>• Home Health Care</td>
<td></td>
<td>• Free Baby Welcome Kit choice of car seat, baby shower in a box that includes a newborn essential kit, or SafeSleep cribette kit*</td>
<td>• Walmart</td>
<td>• CVS</td>
<td></td>
<td>• CVS Minute Clinics</td>
</tr>
<tr>
<td></td>
<td>• Occupational Therapy Services</td>
<td></td>
<td>• Free Electronic Breast Pump*</td>
<td>• Walmart</td>
<td>• CVS</td>
<td></td>
<td>• CVS Minute Clinics</td>
</tr>
<tr>
<td></td>
<td>• Orthotics &amp; Prosthetics</td>
<td></td>
<td>• Pregnant Moms get up to $175.00 in Visa gift card rewards</td>
<td>• Walmart</td>
<td>• CVS</td>
<td></td>
<td>• CVS Minute Clinics</td>
</tr>
<tr>
<td></td>
<td>• Physical Therapy Services</td>
<td></td>
<td>• Annual Baby Showers including free baby necessities, immunizations, education classes, parenting resources and more*</td>
<td>• Walmart</td>
<td>• CVS</td>
<td></td>
<td>• CVS Minute Clinics</td>
</tr>
<tr>
<td></td>
<td>• Native American Access to Care</td>
<td></td>
<td>• Doula/Birthing Coach</td>
<td>• Walmart</td>
<td>• CVS</td>
<td></td>
<td>• CVS Minute Clinics</td>
</tr>
<tr>
<td></td>
<td>• Second nebulizer for school</td>
<td></td>
<td>• Personal case manager to help with pre-natal screenings and postpartum follow-up, breastfeeding support, baby showers and more!</td>
<td>• Walmart</td>
<td>• CVS</td>
<td></td>
<td>• CVS Minute Clinics</td>
</tr>
</tbody>
</table>

This is not a complete list of all benefits offered.

*Applies to qualified individuals.
## SILVERSUMMIT HEALTHPLAN - HEALTH CARE SERVICES INFORMATION

<table>
<thead>
<tr>
<th>Location</th>
<th>Medical Benefits</th>
<th>Hospitals</th>
<th>Value-Added Benefits</th>
<th>Obstetrical Provider Access</th>
<th>Pharmacy</th>
<th>Urgent Care</th>
<th>Mental Health Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>South</td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Large Provider, Specialty, and Behavioral Health Network</td>
<td>- Boulder City Hospital</td>
<td>- For Easy Healthy Living</td>
<td>- Direct access to a large network of OB/GYNs.</td>
<td>- Over-the-Counter Medications (Prescription required)</td>
<td>- Advanced Urgent Care</td>
<td>- Summit Center (opened 2/1/2020)</td>
</tr>
<tr>
<td></td>
<td>- Unlimited visits to your primary care provider</td>
<td>- Centennial Hills Hospital</td>
<td>- Get up to $800.00+ in Visa gift card rewards by going to the doctor and joining programs*</td>
<td>- Other Benefits:</td>
<td>- Enhanced-Over-the Counter benefit (No prescription required)</td>
<td>- Best Urgent Care</td>
<td>- Provides a variety of resources from meals to showers, clothing, internet services, and access to psychiatrists and Behavioral Health clinicians</td>
</tr>
<tr>
<td></td>
<td>- Unlimited pediatrician visits</td>
<td>- Desert Springs Hospital</td>
<td>- Save Time - No Referrals Required for Specialty Care (go to a specialist without having to see your PCP first!)</td>
<td>- New Mom Spa rejuvenation. Choose a manicure, pedicure, or 30-minute massage.*</td>
<td>- $30 per household each quarter</td>
<td>- Dynamic Urgent Care</td>
<td>- Summit Behavioral Health Systems provides comprehensive Behavioral Health services</td>
</tr>
<tr>
<td></td>
<td>- Maternity Care, Midwife &amp; Doula Services</td>
<td>- Henderson Hospital</td>
<td>- - Free Costco Card</td>
<td>- Free Baby Welcome Kit choice of car seat, baby shower in a box that includes a newborn essential kit, or SafeSleep cribette kit*</td>
<td>- Medications</td>
<td>- Sahara West Urgent Care</td>
<td>- Wrap Around Services</td>
</tr>
<tr>
<td></td>
<td>- Physical Therapy</td>
<td>- Mountain View Hospital</td>
<td>- - Free Rides to medical, dental, vision &amp; other appointments such as WIC, Social Services, &amp; DMV</td>
<td>- - Free Electronic Breast Pump*</td>
<td>- 34 day retail supply</td>
<td>- UMC Quick Care</td>
<td>- Access to same day psychiatric services</td>
</tr>
<tr>
<td></td>
<td>- Hospital Care</td>
<td>- North Vista Hospital</td>
<td>- - Free Pharmacy Home Delivery</td>
<td>- - Pregnant Moms get up to $175.00 in Visa gift card rewards</td>
<td>- 100 day supply for maintenance medications*</td>
<td>- CareNow Urgent Care</td>
<td>- Crisis Services – access to same day talk therapy services</td>
</tr>
<tr>
<td></td>
<td>- Pediatric Behavioral Health</td>
<td>- Southern Hills Hospital</td>
<td>- Up-to $120.00 of free over the counter items shipped directly to you</td>
<td>- - Annual Baby Showers including free baby necessities, immunizations, education classes, parenting resources and more*</td>
<td>- Smoking Cessation Medications (covered)</td>
<td>- CVS Minute Clinics</td>
<td>- Guaranteed access to Suboxone services</td>
</tr>
<tr>
<td></td>
<td>- Ready responders – At Home Urgent Care</td>
<td>- Spring Valley Hospital Medical Center</td>
<td>- - Free Home Delivered Meals Program*</td>
<td>- - Local staff to help access community resources</td>
<td>- Pharmacy Network includes: Major drugstore chains and many independent pharmacies</td>
<td>- Injectable clinic</td>
<td>- Injectable clinic</td>
</tr>
<tr>
<td></td>
<td>- Birth Control/Family Planning</td>
<td>- Summerlin Hospital Medical Center</td>
<td>- - Additional Dental Cleaning’s &amp; X-Rays</td>
<td>- - For new and expecting Moms and Dads</td>
<td>- Alberton’s</td>
<td>- Centralized scheduling and immediate access to crisis and triage services</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Well Visits for Children</td>
<td>- Sunrise Hospital and Medical Center</td>
<td>- - Telehealth – safely get care from anywhere</td>
<td>- - New Mom Spa rejuvenation. Chose a manicure, pedicure, or 30 minute massage.*</td>
<td>- CVS</td>
<td>- Transportation to and from appointments and housing placements</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Chiropractic (under age 21)</td>
<td>- Sunrise Children’s Hospital</td>
<td>- - 24/7 Nurse Hotline</td>
<td>- - Free Baby Welcome Kit choice of car seat, baby shower in a box that includes a newborn essential kit, or SafeSleep cribette kit*</td>
<td>- Safeway</td>
<td>- Free access to the Summit Resource Center to obtain clothes, laundry services, food, internet access and medication</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Durable Medical Equipment</td>
<td>- University Medical Center of Southern Nevada</td>
<td>- - Free Coaching Support Programs*</td>
<td>- - Free Baby Welcome Kit choice of car seat, baby shower in a box that includes a newborn essential kit, or SafeSleep cribette kit*</td>
<td>- Sam’s Club</td>
<td>- Access to community based housing</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Annual preventative eye exam, eyeglasses and medical necessity contact lenses</td>
<td>- Valley Hospital Medical Center</td>
<td>- - Local staff to help access community resources</td>
<td>- - Free Electronic Breast Pump*</td>
<td>- Sav-On</td>
<td>- Access to clinic services which include:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Hearing Tests</td>
<td></td>
<td></td>
<td>- - Pregnant Moms get up to $175.00 in Visa gift card rewards</td>
<td>- Smith’s</td>
<td>- Talk Therapy, Medication Management, Primary Medical Services, Suboxone Treatment, Chemical Dependency Assessments, Behavioral Health, and Chemical Dependency Intensive Outpatient day and evening groups and after care group services</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Preventative Screenings</td>
<td></td>
<td></td>
<td>- - Annual Baby Showers including free baby necessities, immunizations, education classes, parenting resources and more*</td>
<td>- Target</td>
<td>- Inpatient services</td>
<td>- - Inpatient alcohol/substance use treatment services</td>
</tr>
<tr>
<td></td>
<td>- Immunizations</td>
<td></td>
<td></td>
<td>- - Doula/Birthing Coach</td>
<td>- Vons</td>
<td>- Residential treatment center (ages 21 and under only)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Nursing Home Services</td>
<td></td>
<td></td>
<td>- - Personal case manager to help with pre-natal screenings and postpartum follow-up, breastfeeding support, baby showers and more!</td>
<td>- Walgreens</td>
<td>- Coordination of care from hospital to outpatient services</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Private Duty Nursing</td>
<td></td>
<td></td>
<td>- - Doula/Birthing Coach</td>
<td>- Walmart</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Home Health Care</td>
<td></td>
<td></td>
<td>- - Pregnant members in their third trimester can keep getting care from their current OB even if the OB is not in our plan</td>
<td>- Free home delivery of specialty medications</td>
<td>-</td>
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<tr>
<td></td>
<td>- Occupational Therapy Services</td>
<td></td>
<td></td>
<td>- - Ride Share Transportation to appointments</td>
<td>- Free home delivery from select independent pharmacies</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Orthotics &amp; Prosthetics</td>
<td></td>
<td></td>
<td>- For new and expecting Moms and Dads</td>
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<td></td>
</tr>
<tr>
<td></td>
<td>- Physical Therapy Services</td>
<td></td>
<td></td>
<td>- - New Mom Spa rejuvenation. Chose a manicure, pedicure, or 30 minute massage.*</td>
<td>-</td>
<td>-</td>
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</tr>
<tr>
<td></td>
<td>- Native American Access to Care</td>
<td></td>
<td></td>
<td>- - Free Baby Welcome Kit choice of car seat, baby shower in a box that includes a newborn essential kit, or SafeSleep cribette kit*</td>
<td>-</td>
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</tr>
<tr>
<td></td>
<td>- Second nebulizer for school</td>
<td></td>
<td></td>
<td>- - Free Electronic Breast Pump*</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- This is not a complete list of all benefits offered.</td>
<td></td>
<td></td>
<td>- - Pregnant Moms get up to $175.00 in Visa gift card rewards</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
</tbody>
</table>

*Appplies to qualified individuals.
### SILVERSUMMIT HEALTHPLAN - INFORMACIÓN DE LOS SERVICIOS DE ATENCIÓN DE LA

**Ubicación** | **Beneficios Médicos** | **Hospitales** | **Beneficios de valor agregado** | **Acceso a proveedores de obstetricia** | **Farmacia** | **Atención Urgente** | **Servicios de Salud Mental**
--- | --- | --- | --- | --- | --- | --- | ---
- Gran red de proveedores, especialistas y profesionales de la salud conductual
- Visitas al PCP ilimitadas
- Visitas ilimitadas al pediatra
- Atención por maternidad y servicios de puericultura
- Atención de los niños menores de 2 años
- Acceso a cuidados de salud conductual especializados

#### Norte

<table>
<thead>
<tr>
<th>Ubicación</th>
<th>Beneficios Médicos</th>
<th>Hospitales</th>
<th>Acceso a proveedores de obstetricia</th>
<th>Farmacia</th>
<th>Atención Urgente</th>
<th>Servicios de Salud Mental</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>- Todo los hospital- es locales</td>
<td>- Renown Regional Medical Center</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>- Renown South Meadows Medical Center</td>
<td>- Sierra Hospital (nuevo hospital a partir de 2022)</td>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td>- Northern Nevada Medical Center</td>
<td>- St. Mary’s Regional Medical Center</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>- Reno Behavioral Health Hospital</td>
<td>- West Hills</td>
<td></td>
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<td>El personal local ayuda con la coordinación de la atención de servicios hospitalarios para pacientes ambulatorios.</td>
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**Para una vida saludable y sin sobresaltos:**
- Obtenga recompensas de hasta $800.00 o más en tarjetas de regalo de Visa por el médico y participar en programas.
- Gane tiempo: No necesita una remisión del médico para recibir atención especializada (no hace falta ir antes al PCP para ver a un especialista).
- Tarjeta de Costo gratuita.
- Traslados sin costos a citas médicas, dentales, de la visión y otras, por ejemplo, al programa WIC, al Departamento de Servicios Sociales o al DMV.
- Entregas de farmacia en el hogar sin costo.
- Hasta $200.00 en artículos de venta libre gratuitos que se le envían directamente a usted.
- Comidas gratuitas en el hogar con el programa Home Delivered Meals.
- Limpiezas y rayos X dentales adicionales.
- Teléfono inteligente, minutos de voz, mensajes de texto y datos gratuitos de SafeLink Wireless.
- Programa gratuito de ahorros adicionales en Dollar General, Family Dollar, CVS y Walgreens.
- Membrecía de Weight Watchers sin costo.
- Telesalud: Obtenga cuidado de manera segura desde cualquier lugar.
- Línea de Atención con Enfermeras disponible las 24 horas, los 7 días de la semana.
- Programas gratuitos de asesoramiento y apoyo.
- Personal local para facilitar el acceso a los recursos comunitarios.

**Para madres y padres primerizos o que cursan un embarazo:**
- Espa’i reajustadora para la mamá del recién nacido. Elia un servicio de manicura, pedicura o 30 minutos de masajes.
- Un kit gratuito de bienvenida para el bebé. Puede optar entre un asiento para automóvil, una caja con regalos, que incluye un kit de artículos esenciales para el recién nacido, o un kit de cuna portátil para el sueño seguro del bebé.
- Sacaleches electrónico sin costo.
- Las mujeres embarazadas obtienen recompensas de hasta $75.00 en tarjetas de regalo de Visa.
- Fiestas del bebé todos los años donde se incluyen, sin costo, artículos esenciales para el recién nacido, o un kit de cuna portátil para el sueño seguro del bebé.
- Doulas y asesoramiento para el parto.

**Para familias:**
- Membrecía de Boys and Girls Club sin costo.
- Tutorías gratuitas.

**Para dar los pasos siguientes:**
- Acceso a viviendas.
- Hasta $300 para equipamiento: Miembros que se encuentren en transición después de una detención, o que quieran capacitarse o conseguir trabajo.
- Ayuda financiera para obtener tarjetas de identificación, actas de nacimiento y el GED.
- Programa de recuperación por consumo de sustancias que brinda contención y recompensas.
- Centro de recursos: Cuenta con personal para ayudar a los niños, miembros que puedan continuar atendiendo con su obstetricia actual incluso si no está en nuestro plan.

**Otros beneficios:**
- Programa de embarazo que brinda una bomba extractor de leche y una cuba cribetee gratuitas.
- Un administrador de casos personalizado que brinda ayuda con evaluaciones preventivas y seguimiento postparto, apoyo al amamantamiento, baby showers y más.
- Doula o asesorante para el parto.
- Las afiliadas en el tercer trimestre de embarazo pueden continuar atendiendo con su obstetricia actual incluso si no está en nuestro plan.
- Viajes compartidos a las citas.

**Acceso directo a una gran red de ginecólogos obstetras:**
- Beneficio Mejorado de Medicamentos de Venta Libre (No se requiere receta)
- $30 por hogar cada trimestre.
- Medicamentos:
  - Suministro de minorista para 34 días
  - Suministro de 100 días para medicamentos de mantenimiento
- Medicamentos para Dejar de Fumar (cubiertos)
- La Red de Farmacia incluye: Cadenas grandes de farmacias y muchas farmacias independientes
  - CVS
  - Walmart
  - Sam’s Club
  - Raley’s
  - Safeway
  - Sav-On
  - Save Mart
  - Smith’s
  - Target
  - Walgreens

**Entrega gratuita a domicilio de medicamentos de especialidad:**
- Entrega gratuita a domicilio desde determinadas farmacias independientes

**Medicamentos de Venta Libre Care (4 ubicaciones)***
- Galena
- Northwest Reno
- Spanish Springs
- North Valleys
- Renown Urgent Care
- Fallon
- Fernley
- Aylant
- USA Parkway
- Incline Village Urgent Care
- CVS Minute Clinics

**Servicios para pacientes hospitalizados (Mill Street Care Center) abre el 1/1/22:**
- Servicios de tratamiento para el abuso de alcohol o sustancias para pacientes hospitalizados
- Centro de servicios de tratamiento residencial (sólo para personas menores de 21 años)
- Personal local que ayuda con la coordinación de la atención del hospital, la cárceles o la prisión relacionadas con los servicios para pacientes ambulatorios
- El Centro de Recursos Sin Cita Previa ubicado en la calle Mill Street brinda servicios integrales de salud conductual

**Servicios completos:**
- Acceso a servicios psiquiátricos en el día
- Servicios en casos de crisis (acceso a servicios de psicoterapia en el día)
- Acceso garantizado a servicios de tratamiento con Suboxone
- Clínica de inyectables
- Programación centrada y acceso inmediato a servicios para casos de crisis y determinación de prioridades
- Transporte de ida y vuelta a las citas y colocaciones en vivienda
- Recursos para obtener ropa, dinero para lavar la ropa, alimentos y medicamentos
- Acceso a vivienda basada en la comunidad
- Acceso a servicios clínicos que incluyen: terapia del habla, administración de medicamentos, servicios médicos primarios, tratamiento con Suboxone, evaluaciones de dependencia química, salud conductual y grupos de atención intensiva durante el día y la noche para pacientes ambulatorios con dependencia química, y servicios de grupo después de la atención médica

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*Para las personas que reúnen los requisitos.
<table>
<thead>
<tr>
<th>Ubicación</th>
<th>Beneficios Médicos</th>
<th>Hospital</th>
<th>Beneficios de valor agregado</th>
<th>Acceso a proveedores de obstetricia</th>
<th>Farmacia</th>
<th>Atención Urgente</th>
<th>Servicios de Salud Mental</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Gran red de proveedores, especialistas y profesionales de la salud conductual</td>
<td></td>
<td>Para una vida saludable y sin sobresaltos:</td>
<td></td>
<td>Medicamentos de Venta Libre</td>
<td>Advanced Urgent Care</td>
<td>Summit Center (obre el 1.o de febrero de 2020)</td>
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<tr>
<td></td>
<td>Visitas al PCP ilimitadas</td>
<td></td>
<td>• Obtenha recompensas de hasta $800.00 o más en tarjetas de regalo de Visa por ir al médico y participar en programas*</td>
<td></td>
<td>Beneficio Mejorado de Medicamentos de Venta Libre</td>
<td>Best Urgent Care</td>
<td>• Proponen una variedad de recursos desde comidas hasta duchas, ropa, servicios de Internet y acceso a psiquiatras y clínicos de salud conductual</td>
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<tr>
<td></td>
<td>Visitas ilimitadas al pediatra</td>
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<td>• Gane tiempo: No necesita una remisión del médico para recibir atención especializada (no hace falta ir antes al PCP para ver a un especialista)</td>
<td></td>
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<td>Dynamic Urgent Care</td>
<td>Summit Behavioral Health Systems proporciona servicios completos de salud conductual</td>
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<tr>
<td></td>
<td>Atención por maternidad y servicios de partera y dobla</td>
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<td>• Tarjeta de Costo gratuita.</td>
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<td>Sahara West Urgent Care</td>
<td>• Acceso garantizado a servicios de tratamiento con Suboxone</td>
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<tr>
<td></td>
<td>Atención pediátrica</td>
<td></td>
<td>• Traíslados sin costos a citas médicas, dentales, de la visión, y otras, por ejemplo, al programa WIC, al Departamento de Servicios Sociales o al DMV.</td>
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<td>UMC Quick Care</td>
<td>• Clínica de injectables</td>
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<td>Salud conductual pediátrica</td>
<td></td>
<td>• Entregas de farmacia en el hogar sin costo.</td>
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<td>CareNow Urgent Care</td>
<td>• Programación centralizada y acceso inmediato a servicios para casos de crisis y determinación de prioridades</td>
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<td></td>
<td>Personal de emergencia: atención de urgencia en el hogar</td>
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<td>• Hasta $120.00 en artículos de venta libre gratuitos que se le envían directamente a usted.</td>
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<td>CVS Minute Clinics</td>
<td>• Transporte de ida y vuelta a las citas y colocaciones en vivienda</td>
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<td></td>
<td>Control de la natalidad/planificación familiar</td>
<td></td>
<td>• Comidas gratuitas en el hogar con el programa Home Delivered Meals*.</td>
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<td></td>
<td></td>
<td>• Acceso gratuito al Summit Resource Center para obtener ropa, dinero para lavar la ropa, alimentos y medicamentos</td>
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<td></td>
<td>Visitas de bienestar para niños</td>
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<td>• Limpiezas y rayos X dentales adicionales.</td>
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<td>• Acceso a vivienda basada en la comunidad</td>
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<td>Quirópráctico (menores de 21 años)</td>
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<td>• Teléfono inteligente, minutos de voz, mensajes de texto y datos gratuitos de SafeLink Wireless.</td>
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<td>• Acceso a servicios clínicos que incluyen: terapia del habla, administración de medicamentos, servicios médicos primarios, tratamiento con Suboxone, evaluaciones de dependencia química, salud conductual y grupos de atención intensiva durante el día y la noche para pacientes ambulatorios con dependencia química, y servicios de grupo después de la atención médica</td>
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<td></td>
<td>Equipo médico duradero</td>
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<td>• Programa gratuito de ahorros adicionales en Dollar General, Family Dollar, CVS y Walgreens.</td>
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<td>• Servicios de Salud Mental</td>
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<td></td>
<td>Examen de la vista preventivo anual, anteojos y lentes de contacto necesarios por razones médicas</td>
<td></td>
<td>• Membrecia de Weight Watchers sin costo*.</td>
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<td></td>
<td>• Servicios de tratamiento por consumo de alcohol/sustancias para pacientes hospitalizados</td>
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<tr>
<td></td>
<td>Exámenes auditivos</td>
<td></td>
<td>• Telesalud: Obtenha cuidado de manera segura desde cualquier lugar.</td>
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<td>• Centro de tratamiento residenial (solo para menores de 21 años)</td>
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<td></td>
<td>Exámenes preventivos</td>
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<td>• Línea de Atención con Enfermeras disponible las 24 horas, los 7 días de la semana.</td>
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<td>• Coordinación de la atención de servicios hospitalarios para pacientes ambulatorios</td>
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<td></td>
<td>Vacunas</td>
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<td>• Programas gratuitos de asesoramiento y apoyo*.</td>
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Thank You.